



REALTOR
OF EXCELLENCE



REALTOR OF EXCELLENCE

Recruitment Kit

WHO WE ARE & HOW IT WILL BENEFIT YOU

CONTENTS

Table of

- 01 All About Us
 - 02 All About You
 - 03 All About The Money
 - 04 Our Ideal Agent
 - 05 Contact Us
-





Section 1

ALL ABOUT US

At Realtor of Excellence, our story is one of innovation, family values and a relentless commitment to excellence in the real estate industry. Founded in 1976 by Paul Enderli as Plotland Real Estates, our company began as a small, family-run business with Paul and his wife Azalea Enderli at the helm. Their passion for service and community laid the foundation for what was to come.

In 2010, the company experienced a transformative evolution when Sean Britt and Toni Enderli reimagined our future by blending time-honoured family principles with cutting-edge technology. This fusion gave birth to Realtor of Excellence, the first cloud-based real estate company in Africa.

By embracing a virtual environment, we revolutionised the way agents work, allowing them to operate from the comfort of their own homes.

Freed from the confines of traditional brick-and-mortar offices, our agents are empowered to focus on what truly matters: building meaningful client relationships and nurturing their own families.

At the heart of Realtor of Excellence is a collaborative spirit. Our innovative commission structure supports every career level—from internships to team leadership—without requiring agents to change companies as they grow. We believe in creating a workplace where every member feels like part of one big family, united by a common goal to redefine industry standards with integrity and excellence.

Discover how Realtor of Excellence is not just about real estate, but about transforming lives, empowering agents, and creating lasting relationships built on trust, heritage and visionary thinking.

Our STORY



After dedicating 20 years to his career as a real estate agent and earning numerous “Agent of the Year” Awards — Sean still found himself on a 50/50 commission split with his company. He also still had to do office duties each week and was expected to do at least 2 showhouses each month.

On top of these obligations, he often felt the pressure of constant micromanaging by his office manager, checking how many calls he had made or how many buyer or listing appointments he had done.

He began to wonder why his compensation structure did not more accurately reflect his contributions and achievements. On bringing up the topic of a higher commission split with the company, he was informed that the best they could do was a 60/40, due to the high operating costs.

The year was 2009 and aside from Remax South Africa, few real estate companies in the country provided agents with a higher commission split. He noted that most firms were burdened by high operating costs and that, coupled with greed, this prevented them from offering better commission splits to their agents. It became clear that reducing monthly expenses was essential for the company to remain viable while rewarding its’ agents more generously. Sean confided in his brother Toni, who worked at the same company, about his frustrations. Sean believed that if he felt this way, many seasoned agents likely did too. As it turned out, Toni shared his sentiments. That conversation sparked a determination to make significant changes in South Africa’s real estate industry. They proposed eliminating the company’s physical offices to reduce time-consuming administrative tasks and the necessity for a dedicated secretary at each location. Additionally, they suggested ending the practice of advertising in property newspapers, which they viewed as an unnecessary expense. They also recommended doing away with show houses, as they felt that the agents could make better use of this time. They recognized that while making recommendations was a good start, success depended on having a practical and sophisticated solution in place.

They needed to source state-of-the-art technology specifically designed for real estate agents, technology that enabled them to work remotely in a paperless environment while still feeling fully connected to their team. Additionally, it was essential that any system employed provided robust security to safely store and transmit clients’ personal information between themselves.

They conducted extensive research on real estate platforms and travelled internationally to attend industry trade shows, engaging with hundreds of professionals along the way. Their aim was to identify the best systems and ideas to support their ambitious project. Ultimately, they intended to demonstrate to the company’s current principals, that monthly operating costs could be significantly reduced, enabling the company to offer agents compensation well above current industry standards.

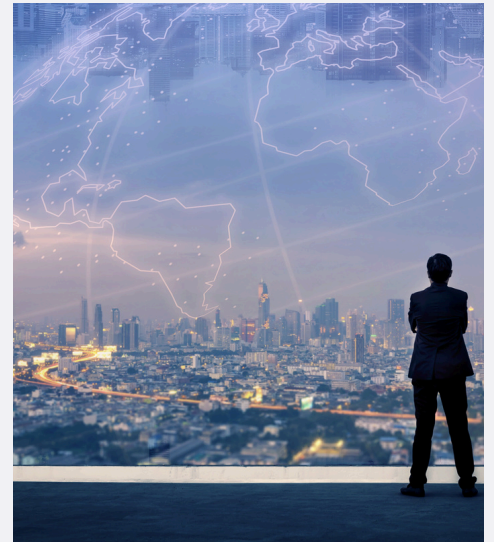
Fifteen years later, with the endorsement of their then-principals, extensive testing of various platforms, and the establishment of robust systems and protocols, they have refined their approach with valuable feedback from the agents who have joined them along the way. Realtor of Excellence is now ready to introduce the Realtor of Excellence business model across South Africa, for agents who meet the criteria.

Our MISSION

At Realtor of Excellence, our mission is to redefine real estate by cultivating genuine connections, unwavering trust, and a flexible, empowering environment for our agents and teams.

We are committed to operating with integrity and honesty, ensuring that every interaction honors the importance of family, community, and personal well-being.

By embracing the freedom of a virtual workspace, we empower our agents and teams to excel on their own terms, without the constraints of micromanagement or outdated traditions and in the process crafting a future where success is measured by the strength of our relationships and the care we put into every home and every client and not the commission we earn.



Our Core Values

1. Integrity: We believe in operating our business with the highest levels of honesty, transparency, and ethical standards.
2. Client-centric: We put our clients' needs and preferences at the center of everything we do, and we strive to provide personalized service and attention to detail.
3. Excellence: We are committed to providing the highest level of service and support to our clients, and we continuously seek ways to improve and innovate our offerings.
4. Empowerment: We are dedicated to empowering real estate agents and teams to achieve their career goals, providing them with the resources and tools they need to succeed.
5. Collaboration: We believe in the power of collaboration and teamwork, and we work closely with our clients to develop customized solutions that meet their unique needs.
6. Results-oriented: We are focused on delivering measurable results for our clients, and we use data and analytics to inform our strategies and decision-making.
7. Look after your clients first the commission will look after itself!

Our VISION

At Realtor of Excellence, we envision a future where real estate is all about genuine connections and heartfelt trust. We're dedicated to creating an empowering, flexible environment where every agent feels free to shine on their own terms.

We're here to empower our agents and teams to thrive by embracing flexibility and nurturing each other with trust, integrity, and a genuine commitment to family and community. Our virtual workspace is more than just an office—it's a hub of creativity, independence, and support, where every day is a chance to redefine success together.

We dream of a world where each interaction builds lasting relationships, and every step we take honors the values we hold dear, making real estate not just a career, but a passion-driven journey for everyone involved.



To realize this vision, we are committed to:



*Your success is
our goal*

- Investing in Advanced Technology and Tools - We prioritize the adoption of state-of-the-art technology and innovative tools to enhance the efficiency and effectiveness of our operations.
- Cultivating a High-Caliber Team - We are dedicated to attracting, nurturing, and retaining a team of exceptionally talented and committed professionals.
- Fostering Strong Relationships - We believe that trust, transparency, and mutual respect form the cornerstone of all successful business relationships.
- Pursuing Continuous Growth and Innovation - Recognizing the dynamic nature of the real estate environment, we continuously seek new opportunities for growth and innovation. Our agile approach enables us to adapt swiftly to industry changes and the emerging needs of the communities we serve, ensuring our long-term relevance and success.
- Embracing Constructive Criticism - We view constructive criticism as an invaluable tool for self-improvement. By welcoming feedback on areas where we may be falling short, we proactively refine our practices and work diligently to enhance our service delivery.
- Promoting a Team-First Culture - Central to our ethos is the belief that every member of the Realtor of Excellence family deserves fair and respectful treatment. We cultivate a team mentality where individual actions are always aligned with the collective success of our organization.
- We believe that effective leadership is best demonstrated through actions rather than directives. Our organization encourages leaders to lead by example.

Meet OUR TEAM

Sean Britt

Chief Executive Officer



Sean has dedicated 35 years to the real estate industry, 15 years working as an agent, 5 years in a dual role as agent and manager, and 15 years as the founder and leader of Realtor of Excellence. He believes that staying actively involved in the market is essential for effective leadership because it allows him to truly understand the challenges and opportunities the agents face.

However, his new found passion is supporting the Realtor of Excellence agents & team leaders and watching the company grow consistently while always exploring fresh ideas to keep the team ahead of the competition.

Toni Enderli

Chief Operating Officer for Europe



At the age of 19, Toni Enderli began his career at the company as an assistant to one of the directors, quickly proving that real estate ran in his veins. His true passion has always been development, and over the years he built a highly successful development sales team while also managing several development projects himself.

In 2010, Toni played a key role in founding Realtor of Excellence.

In 2020, amidst the Covid pandemic, Toni relocated his entire family to Switzerland and launched the Realtor of Excellence Family Office—a venture that has achieved remarkable success in just four short years.

Azalea Enderli

Chief Financial Officer



Azalea Enderli has dedicated 45 years to the real estate industry, working alongside her late husband, Paul Enderli, who served as Realtor of Excellence Chairman for 12 years. While she has a strong track record in listings, sales, and leading a successful team of female agents, her standout skill has been her ability to keep the company financially sound even during challenging times. Today, she continues to oversee the company's financial operations with the same commitment and expertise that have defined her career.

Gillian Black

Chief Operating & Financial Officer



Gillian began her journey with the company at the age of 18, coming straight from school to work as an assistant to one of the directors. Through her hard work, dedication, and loyalty, along with the guidance of Azalea Enderli, she has steadily climbed the ranks and now holds the position of Chief Operating & Junior Financial Officer, as well as a shareholder in the company.

The Dream
Team



Section 2

WHY REALTOR OF EXCELLENCE

Realtor of Excellence was established with the vision of allowing agents to start as interns on a 50/50 commission split and progressively advance to independent agents earning up to 100% commission, provided they meet monthly targets, all without the need to switch companies. The founders recognized that many real estate firms were reluctant to offer agents more than a 70% commission, regardless of their sales performance, due to the challenge of balancing high operational costs with competitive commission rates.

They also observed that agents, managers, team leaders, and administrative staff were losing valuable time commuting during peak traffic hours. Additionally, the necessity of having an agent available in the office at all times for walk-in clients often led to unproductive workdays.

By eliminating the traditional brick-and-mortar office and its related expenses, Realtor of Excellence can offer qualified agents meeting specific criteria significantly higher commission rates while allowing them more time to focus on essential tasks.

This approach not only saves time by reducing the need for daily office attendance but also enables agents to earn between 60% and 100% commission on their sales—an enticing prospect for many. However, the company is aware of the potential risks of hiring agents who may not align with its core values and are solely motivated by higher commissions. To mitigate this, they have established criteria that prospective agents must meet to join the Realtor of Excellence family, and they do not impose restrictive trade practices, allowing unhappy agents to leave before their negativity affects others.

Ultimately, the company seeks agents who are honest, ethical, and prioritize their clients over commissions. An agent's past performance and reputation for client care are crucial; those with a poor track record in these areas will not be accepted into the Realtor of Excellence team.



We'll support you

We OFFER

1 Virtual Working Environment

While we may not maintain traditional brick-and-mortar offices, our innovative virtual office in the metaverse offers a dynamic and immersive environment for agents and team leaders. This cutting-edge platform enables seamless collaboration, allowing team members to come together for a variety of essential activities.

2 No Office Duty

Eliminating office-related responsibilities allows agents to dedicate their time and energy to more critical activities that generate income. By removing office duty, agents can focus on building relationships with clients, pursuing new business opportunities, and enhancing their skills. This shift not only increases their productivity but also contributes significantly to their overall success and profitability in the competitive market.

3 No Show Houses

When there are no scheduled show houses on Sunday afternoons, real estate agents have the valuable opportunity to use that time more effectively. This allows them to either take prospective buyers out to visit properties that align with their specific needs and preferences or to enjoy some much-deserved quality time with their friends & families.

4 Advanced Real Estate Technology Tools

When you provide your team leaders and agents with the flexibility to work remotely, it is essential to equip them with the right software and applications that facilitate this mode of operation effectively. In today's digital landscape, there are numerous Customer Relationship Management (CRM) systems and document management platforms available that support digital signatures and prioritize data encryption for security. However, it is crucial to ensure that these tools are specifically tailored for real estate transactions.

5 Highest Commissions

Many companies claim to offer highest commission, for example, some might offer as high as 94% commission on your first sale, but then impose exorbitant monthly fees. Others promise 95% commission once you hit a preset commission target, a target that most agents rarely achieve, and those who do typically only meet it by year-end. At Realtor of Excellence, the commission structure for a Independent agent, works as follows, first sale of the month earns you an 80% commission split, the second and third sales earn you a 90% commission split and starting from your fourth sale onward, you earn 100% commission split. This resets on the first day of each month.

6 No Restraint of Trade

We do not believe in a restraint of trade. We recognize that the Realtor of Excellence business model may not suit everyone, so if you are unhappy, you are free to leave and join another real estate company without any fear of retribution. Our door will always remain open for your return.



We'll support you

We **OFFER**

7 Youtube Training Library

All training sessions are recorded and added to our ever-expanding YouTube training library. This library includes videos on how to set up and use the state-of-the-art applications we employ, along with exclusive Ed Hatch training available only to our agents.

8 Exclusive Ed Hatch Training

Ed Hatch was one of the premier real estate trainers of his era. He made several trips to South Africa to lead Certified Residential Specialist (CRS) courses, invited by Azalea Enderli and Sean Britt. Due to this longstanding relationship, Ed has committed to hosting a monthly 90-minute Zoom training session exclusively for Realtor of Excellence. All of these sessions are recorded and later added to the YouTube training library.

9 On Going Training Sessions

Every fortnight on Monday morning, we hold a stats and training meeting in our Virtual Event Hall, allowing agents and team leaders to participate from the comfort of their homes. The meeting typically lasts between 30 to 45 minutes, with training tailored to the current market conditions. Additionally, every quarter this Monday morning session transforms into a live breakfast meeting, offering everyone an opportunity to reconnect and welcome the new agents who have joined over the period.

10 Build Your Own Team

Feel free to assemble your own team of agents or transfer your current team to us. Realtor of Excellence will retain 10% of the commission, with the remaining amount divided between the Team Leader and the agents based on a mutually agreed-upon split. Our company will also cover most of the operational expenses for the Team Leader.

11 Recruit Independent Agents

If managing and expanding your own team feels like too much effort, you have the option to recruit independent agents, provided they meet the necessary criteria. You will earn 10% of the commission from the agents' first sale each month while they are with the company. Interestingly, even if you leave the company, you will continue to receive that 10% on their first sale each month, as long as you don't join a competing organization.

12 Real Estate Exit Strategy

Many agents lack a solid exit plan for retirement, and often their investments in retirement annuities and assets fall short of sustaining their current lifestyle. We urge our agents to create and consistently update an accurate database, which they can leverage systematically. This approach enables them to negotiate referrals with fellow team members based on the data collected. Additionally, agents can recruit independent agents and earn a 10% commission on their first sale each month as a recruitment fee.

Section 3



ALL ABOUT THE MONEY

The real estate industry is notorious for experiencing one of the highest employee turnover rates across all sectors. While there are numerous factors contributing to this trend, two reasons consistently rise to the forefront: commission splits and limited opportunities for genuine career advancement within the company. Many real estate agents find themselves seeking new opportunities and often leave their current positions to join teams that promote the idea of building one's own team or even to establish their own real estate businesses. However, what many of these agents fail to fully grasp is the significant operational costs associated with managing a team or running a company.

The desire for higher earnings is a driving force behind these transitions. Whether it's a better commission split, the potential to earn from agents working under them, or the allure of a more lucrative team environment, agents often chase the prospect of increased income. Unfortunately, in their quest for greener pastures, many agents overlook the reality that the grass is not always greener on the other side. This leads to a pattern of frequently changing companies without ever truly finding a stable or satisfying home in their careers.

At Realtor of Excellence, we recognize these challenges and have made it our mission to address them head-on. We strive to create an environment where agents feel empowered to grow professionally and earn competitive commissions without the need to leave our firm in search of better opportunities. By fostering a culture of support and collaboration, we aim to help our agents thrive and build their careers right here, eliminating the need for constant movement and instability in their professional journeys.

Your SPLIT



Recognizing that the pursuit of higher commissions is a significant factor driving real estate agents to seek opportunities with other companies, Realtor of Excellence has dedicated considerable time and resources to develop a comprehensive range of options for their agents. Understanding that financial incentives play a crucial role in job satisfaction and career growth, the company has strategically designed a variety of commission structures and benefits tailored to meet the diverse needs of their team. This proactive approach not only aims to retain top talent but also fosters a supportive environment where agents can thrive and achieve their professional goals. By prioritizing their agents' financial success, Realtor of Excellence is committed to cultivating long-lasting relationships and a culture of excellence within the real estate industry.

- We offer a 50/50 commission split for our intern estate agents. However, to participate in this arrangement, each intern must work under the mentorship of a designated Realtor of Excellence Team Leader. Their team leader is responsible for delivering comprehensive training sessions designed to equip our interns with the essential skills required in the real estate industry.
- An agent becomes eligible to discuss an higher commission split with their team leader only after they have achieved two important milestones. First, the agent must be fully qualified and must have completed and registered at least 12 sales.
- Newly qualified agents from agencies other than Realtor of Excellence have the opportunity to join our team. If they can demonstrate a track record of 12 or more registered sales, they become eligible to negotiate a lucrative commission split ranging from 60% to 70%.
- A qualified real estate agent with under three years of experience who consistently achieves at least 12 sales annually is eligible to join the Realtor of Excellence program. However, to ensure proper guidance and support, the agent must operate under the supervision of an experienced team leader.
- Qualified real estate professionals can join its as independent agents, provided they meet certain performance criteria. Specifically, agents must have at least three years of real estate experience and have consistent track record of at least 12 sales per year. By becoming a part of the Realtor of Excellence family, these agents retain the freedom to work independently while benefiting from the strong support and branding of Realtor of Excellence. Independent agents enjoy a highly competitive, tiered commission structure designed to reward increased productivity throughout the month. At the start of each month, the commission on the first sale is 80% and increases to 90% on their second and third sales for the month. More impressive still, for every sale made from the fourth transaction onward, agents receive a 100% of the commission. This progressive model resets at the beginning of each new month,

Maximize Your
Earnings

Section 4



OUR IDEAL AGENT

- An intern estate agent, will need to have enough income to support themselves for at least six months, as this is a commission-only position. They should be self-motivated, driven, and capable of working independently without constant supervision. Additionally, they must hold a valid driver's license and have their own transport, along with a laptop and a cellphone.
- A qualified and experienced agent seeking to join our team at a higher commission split must meet all the previously mentioned criteria. In addition, they need to be capable of operating independently without the continual support of a team leader, their knowledge of contacts, FICA, and POPI should be sufficient to allow them to work autonomously
- An independent agent must possess all of the above qualities and be fully capable of working autonomously, without any need for guidance, motivation, or supervision. They should be innovative thinkers and sufficiently competent to manage most situations that arise. In the rare event that they face challenges beyond their expertise, our Chief Executive Officer, Sean Britt, will be available to provide support.
- Team leaders must not only exhibit the full spectrum of qualities that define a successful independent agent—such as self-motivation, strategic thinking, and robust industry expertise—but they must also possess a fervent passion for leadership and a proven ability to inspire, develop, and nurture a cohesive team. In the context of the Realtor of Excellence Brand, this means going beyond personal achievements to serve as both a mentor and a visionary, fostering a collaborative environment where each team member can excel.

IDEAL AGENT



At Realtor of Excellence, we are always on the lookout for agents who embody our values and commitment to excellence. Our ideal agent is someone who is passionate about real estate, driven to succeed, and dedicated to providing exceptional service to our clients.



We value agents who are team players and who are committed to collaborating with their colleagues to achieve our shared goals. Our ideal agent is someone who is proactive, has a positive attitude, and is always looking for ways to improve their skills and knowledge.



In addition, we value agents who are excellent communicators and who are able to build strong relationships with clients and partners. Our ideal agent is someone who is honest, transparent, and ethical in all their dealings, and who always puts the needs of their clients first.

Our perfect fit

Skills **REQUIRED**

This checklist lists 15 important traits that successful real estate agents should possess. These traits include strong communication skills, problem-solving abilities, and self-motivation. By possessing these traits, real estate agents can establish trust with clients, build relationships, and close deals successfully.

- Strong communication skills
- Good listening skills
- Positive attitude
- Self confidence
- Time management skills
- Problem-solving skills
- Negotiation skills
- Attention to details
- Self motivation
- Integrity and ethical behavior
- Adaptability
- Professionalism
- Empathy
- Computer skills
- Salesmanship

*Your Skills and
Abilities*



Loving In Memory

PAUL ENDERLI

Paul Enderli's life was defined by his unwavering commitment to his family, his community, and the real estate industry, a passion that burned brightly from the moment he left his cherished homeland of Switzerland to embrace new opportunities in South Africa. His journey, marked by both personal sacrifice and professional distinction, spanned more than four dynamic decades during which he left an indelible mark on the real estate industry.

Arriving in South Africa with a heart full of hope and a mind filled with innovative ideas, Paul quickly established himself as a trailblazer in real estate. Not only did he dedicate his professional life to transforming the way properties were bought and sold, but he also embraced the role of community leader and mentor. His deep commitment saw him serve on several influential boards, where his guidance helped shape policies and drive progressive changes that benefitted both clients and fellow industry professionals.

A fervent advocate for excellence in real estate, Paul also played a pivotal role with the Institute of Estate Agencies in South Africa. At a time when the industry was seeking to redefine itself, his leadership was instrumental in breathing new life into this respected body, ensuring that its standards and practices evolved to meet the challenges of a modern marketplace. His efforts not only revitalized the organization but also set a benchmark for what true dedication and visionary oversight could achieve.

Paul was perhaps best known for founding Plotland Real Estates which later became known as Realtors International and after that Realtor of Excellence, a venture that would grow to become synonymous with innovation and success in the real estate industry.

Under his astute leadership, the brand not only thrived locally but also introduced groundbreaking initiatives, such as the pioneering Multiple Listing Service (MLS) system, which revolutionized how real estate information was shared across South Africa. This bold move not only enhanced transparency in transactions but also established new norms in the industry, reshaping it for the future.

Over its impressive 44-year history, Plotland / Realtors International made significant strides in evolving the real estate landscape on the west coast and in the northern suburbs of Cape Town. Each innovative step taken under Paul's guidance helped to modernize traditional practices and laid the groundwork for a more digitally integrated future.

In a final, fitting tribute to his visionary leadership, Paul's legacy continues through the next generation. Today, under the devoted stewardship of two of his sons, the business has evolved into the Realtor of Excellence brand, the first fully digital real estate agency of its kind in Africa. This modern incarnation not only honors Paul's innovative spirit but also signals an exciting new chapter in the industry, one that seamlessly blends his enduring values with the technological advances of today.

The real estate community, along with all who had the privilege of knowing him, mourns the loss of Paul Enderli, an elder whose passion, commitment, and visionary contributions will be felt for generations to come. His life stands as a testament to the transformative power of innovation and integrity, inspiring countless professionals and ensuring that his remarkable legacy endures well into the future.

WE ARE HERE FOR YOU

REALTOR OF EXCELLENCE

SEAN BRITT

083 652 8213

WWW.REALTOROFEXCELLENCE.CO.ZA