BE MORE.
ACHIEVE MORE.

WAKEFIELDS
academy

YOUR JOURNEY WITH WAKEFIELDS



EMPOWERING AMBITION. INSPIRING EXCELLENCE

WAKEFIELDS.CO.ZA

CAREER SUCCESS THE WAKEFIELDS WAY

As an award-winning brand, Wakefields Estate Agents offers an exciting career in real estate with a generous incentive scheme for earning potential and recognition in a highly competitive industry.

Wakefields prides itself on always ensuring the best service for our clients. We have built a reputation based on knowledge and integrity, making us the number one choice for KwaZulu-Natal homeowners and buyers.

Our property practitioners are knowledgeable professionals who embody our brand promise of upholding the highest levels of ethical professionalism and integrity. To achieve this, we ensure our property practitioners are highly trained and motivated.

REACH NEW HEIGHTS IN YOUR CAREER – AND LIVE AN EXTRAORDINARY LIFE.

At Wakefields, we cherish our property practitioners. They are the essence of our brand. Each one is entrusted to deliver the highest level of service and care to our clients.

We believe in nurturing our property practitioners through continuous training and guidance. We offer innovative tools and programs specifically designed to help you succeed in real estate.

Wakefields has successfully mentored property practitioners for over 85 years. Our level-headed approach to business, experience, and trusted name in the market ensure our property practitioners have the necessary work environment for success.

WHAT WE ARE LOOKING FOR

- Excellent communication skills and the natural aptitude to connect with people.
- Ability to conduct real estate transactions prudently, while appreciating the risks and potential pitfalls associated with the process.
- A solid sphere of influence and good standing within your local community.
- High morals and ethical behaviour, with an open and honest approach to dealing with people.
- Proactive, conscientious, and disciplined work ethic coupled with a willingness to invest time and effort to achieve long-term success.
- Positive attitude and good sense of humour!

WAKEFIELDS academy



VOTED THE BEST REAL ESTATE AGENCY IN KWAZULU-NATAL

PROUDLY KWAZULU-NATAL

Established in 1939, on the eve of World War II, Wakefields Estate Agents opened its very first office on the Bluff in Durban.

This family run real estate business grew over the following decades, whilst being passed down from generation to generation. Today, four generations later, Wakefields has nearly 30 offices located throughout KZN that collectively sell over 5000 homes annually.

- Amanzimtoti
- Berea
- Bluff
- Chatsworth
- Cotswold Downs
- Durban North
- Hillcrest
- Howick
- Khayelihle
- Kloof
- Le Domaine
- Lower South Coast
- Malvern
- Mt Edgecombe
- Nottingham Road
- North Coast
- Phoenix
- Pietermaritzburg
- Pinetown
- Port Edward
- Ramsgate
- Salt Rock
- Scottburgh
- The Pearls
- Umhlanga
- Westville
- Yellowwood Park



PARTNERING
WITH WAKEFIELDS

85/15

Unlock your earning potential with a highly competitive commission structure - our agents can earn up to an 85% commission split*

ALL OUR WAKEFIELDS PROPERTY PRACTITIONERS RECEIVE:

- Access to progressive, tiered commission structure (up to 85/15 split).
- Weekly payrolls.
- Immediate commission payouts (if required).
- No desk fees.
- ooba bond grant commissions.
- Referral commissions payable within our network.
- Dynamic in-house commission advances - unique to the industry with below market-related interest rates.
- Immediate cash payments of up to R6000 upon fulfilment of suspensive sale conditions.
- On-going In-house training and CPD support through the Wakefields Academy.

QUALIFYING PROPERTY PRACTITIONERS CAN ELECT TO RECIEVE A COMBINATION OF THE FOLLOWING BENEFITS*:

Yellow Bucks: Up to **R75 600** cashback per year

or

Group Life Cover up to **R480 000** (DA) & **R360 000** (PPC) lump sum on death

+

Disability Cover of **R156 000** (DA) & **R120 000** (PPC) per year

+

50% Monthly contribution to Discovery **Medical Aid**

+

100% Monthly **Gap Cover Contribution** for main member & dependants

*Terms & Conditions Apply



MARKETING

THE WAKEFIELDS WAY

Wakefields has spent over 85 years building relationships with our clients. We are a customer-centric business, dedicated to delivering property solutions to both buyers and sellers of real estate.

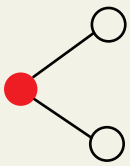
It is our top priority to provide our property practitioners with the tools they need to deliver excellent service to our clients. From the initial contact stage all the way through to securing referral business, we assist our property practitioners in marketing themselves under the Wakefields brand.



Online



Social



Property Portals



Radio



Print

Our easy-to-use website and client management system (CMS) enables you to store, access and manage all your documents, leads, listings and client data from anywhere at any time.

> **Our Marketing Department's primary goal is to make our property practitioners stand out from the crowd, ensuring that they sell more real estate than any other real estate brand in KwaZulu-Natal.**

Sarah Freestone
Marketing Manager



LEARNING

THE WAKEFIELDS WAY

For over two decades, the Wakefields Academy has been committed to providing our property practitioners with the skills and training they need to succeed.

Our comprehensive courses and webinars cover the knowledge required to make (bi-monthly) the most of the opportunities offered by the real estate industry.

AREAS OF DEVELOPMENT INCLUDING:

- Contract law and sale agreements.
- Self-development and self-management.
- Negotiation.
- Business-building strategies.
- Prospecting processes.
- Personal branding.
- The Real Estate environment & real estate practices.

> **“Our training is carried out in an informal setting and ensures that our property practitioners are fully equipped to succeed in the competitive real estate industry.”**

Nicole Brown
Training Manager

LEVEL-UP WITH THE WAKEFIELDS ACADEMY

EVERY PROPERTY PRACTITIONER RECEIVES:

- An introductory training course;
- Access to our Training Manager;
- Live and recorded webinars covering market trends, sales tools, and industry updates;
- One-on-one mentoring with our Branch Managers;
- Small group coaching in instructor-led discussions and workshops;
- Continual professional development & ongoing in-branch training;

Our Academy is headed by Nicole Brown (LLB), who ensures our graduates stand the best chance of success once they enter the real estate industry. In addition, the Wakefields Academy also conducts regular in-house training for its 'experienced agents' to keep them updated with changes in both legislation and the real estate industry.

OUR EXPERIENCE IS THE DIFFERENCE

- Our Academy boasts a 100% pass rate.
- Fair and unbias assessments done by external providers.
- Most of our graduates become top achievers within their respective branches and are regularly feature in the Top 40 leader boards in the company.
- The training is hands-on and practical, giving our property practitioners the competitive edge in the marketplace.

We believe that success is not gifted, it is earned via a steadfast work ethic and a blend of passion, focus and the desire to excel.

As Wakefields continues to grow, we are continuously on the lookout for passionate and talented individuals to join our team. With branches covering the whole of KwaZulu-Natal, there are numerous career opportunities and openings in a location near you.

WAKEFIELDS academy



SUCCESS

THE WAKEFIELDS WAY

HEAR FROM OUR SUCCESS STORIES

Sagree Chengan transitioned to Wakefields after a 22-year banking career, quickly earning Rookie of the Year in 2015. The Wakefields Academy played a pivotal role in accelerating her success at Wakefields Amanzimtoti, supporting her progression to Premier Property Practitioner and ultimately Branch Manager of Wakefields Chatsworth in 2019. In 2026, she was recognised as Branch Manager of the Year, cementing her reputation as a high-performing leader within the group.

SAGREE CHENGAN, CHATSWORTH BRANCH MANAGER





With a career spanning decades at Wakefields, Gareth began as a agent in 1985 at the Berea Branch, where foundational training with the Wakefields Academy shaped his early success. Rapidly progressing to Branch Manager roles across multiple offices, he earned Branch of the Year in 1989 and 1990. Gareth's enduring commitment to growth and excellence was recognised with the prestigious CEO Award in 2026.

GARETH HUTCHINSON, CEO AWARD (2025)

Michelle Greeff embarked on her real estate journey driven by a passion for property and a commitment to excellence, significantly nurtured by the training she received at the Wakefields Academy. Her early career was shaped by mentorship from experienced agents, which she found invaluable. Michelle cherished the opportunity to be part of the esteemed Wakefields family. Her enthusiasm for this dynamic industry and the people she meets fuels her success. For Michelle, this is not just a job but a way of life. Selling property professionally, she ensures that every client, regardless of the size of the deal, is treated with the utmost importance and value.

MICHELLE GREEFF, AGENT OF THE YEAR (2025)





Nomvula is a rising star in real estate with a quiet demeanor and a strong work ethic. After joining Wakefields with no sales experience, her dedication and ability to build relationships have led to remarkable success. Through hard work and guidance from the Academy, Nomvula consistently exceeds expectations, proving the transformative power of perseverance.

NOMVULA CELE, ROOKIE OF THE YEAR (2025)



MESSAGE
FROM OUR CEO

YOUR JOURNEY IN REAL ESTATE SECURED

“Wakefields has been guiding property practitioners for over 85 years. Our balanced approach to business, wealth of experience, and trusted reputation in the market provide the ideal foundation for you to thrive.

Success in property at Wakefields means you'll achieve your financial goals, discover a fulfilling work-life balance, and reach the aspirations you've always aimed for. Our supportive environment is designed to extend your boundaries and continuously improve your skills.

Everyone at Wakefields share a common goal: to help you create a life that works for you. For new recruits, our highly respected Academy offers the necessary qualifications to succeed. For experienced agents, we provide a positive, lively, and supportive training environment that we know you'll enjoy.

Our supportive internal work environment creates a deep sense of belonging and loyalty. Family values are at the core of the business and each individual is held in high regard.

At Wakefields, we provide all the support you need to thrive in an environment you enjoy. You'll be surrounded by mentors who encourage and guide you, helping you grow and advance in your career. We're dedicated to shaping you into a professional property practitioner who achieves great success.”

Myles Wakeoveld
WAKEFIELDS CEO





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