



THE SELLERS GUIDE

What Every Homeowner Should Know Before Selling



THE

SELLERS GUIDE
RESIDENTIAL SALES IN SOUTH AFRICA

**We hope you find this guide helpful and
informative.**

If you would like to explore any aspect of this guide in
more detail, we welcome the opportunity to assist.



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Leanda Prinsloo



LETTER FROM THE FOUNDER

Thank you for considering LEAP Real Estate to assist with the sale of your property.

With more than 30 years of experience in real estate, I understand that selling a home is both a significant financial decision and an important personal milestone. Whether you are upsizing, downsizing, relocating, or selling an investment property, our goal is to guide you through the process with professional advice, strategic marketing, skilled negotiation, and clear communication every step of the way.

This guide outlines how we support sellers throughout the sales journey and how our structured approach helps position properties effectively, attract qualified buyers, and achieve the best possible outcome in the current market.

Warm regards,

A stylized, handwritten signature in grey ink, appearing to read "Leanda Prinsloo".

Leanda Prinsloo

Founder & Master Practitioner in Real Estate (MPRE)

How We Help Homeowners Sell Property in Gqeberha

Selling a property is one of the most significant financial decisions many homeowners will make. While the process may appear straightforward, achieving the best possible outcome often depends on careful planning, accurate pricing, professional marketing, skilled negotiation, and effective transaction management.

At LEAP Real Estate, we guide sellers through every stage of the sales process. Our goal is to help homeowners make informed decisions, attract qualified buyers, and navigate the journey from listing to registration with confidence.

This guide explains how our sales process works and what you can expect when partnering with LEAP Real Estate.

01 UNDERSTANDING YOUR PROPERTY'S MARKET VALUE

Every successful sale begins with understanding where a property sits within the current market.

We conduct a comparative market analysis (CMA) that considers recent sales, competing properties, market activity, location, and the unique features of the home. This helps us recommend a realistic pricing strategy based on current market conditions rather than assumptions or online estimates.

Correct pricing from the start plays an important role in attracting buyer interest and generating meaningful enquiries. It also helps sellers avoid the challenges that can arise when properties remain on the market for extended periods.

Our objective is to position the property competitively while helping sellers maximise their opportunities in the current market.

[REQUEST A CMA](#)



02

PREPARING YOUR PROPERTY FOR SALE

Presentation influences how buyers perceive a property long before they attend a viewing.

Before marketing begins, we provide guidance on how the property can be presented to appeal to the broadest range of buyers. This may include recommendations relating to maintenance, repairs, cleanliness, decluttering, and overall presentation.

Buyers often compare several properties at the same time. A home that presents well both online and in person is more likely to create a positive first impression and encourage stronger interest.

Taking time to prepare the property properly can have a significant impact on buyer perception throughout the sales process.





03 HOW WE MARKET YOUR PROPERTY

Professional marketing is essential to exposing a property to the right audience.

We create a tailored marketing strategy that may include professional photography, property portal advertising, social media exposure, and promotion through our network of buyers and contacts. Every property is presented with accurate information and high quality visual content designed to showcase its strengths.

Our goal is to maximise visibility while ensuring the property is positioned effectively within the market.

Strong marketing helps generate qualified enquiries and creates opportunities to connect sellers with motivated buyers.

04 MANAGING VIEWINGS AND BUYER ENQUIRIES

Once a property enters the market, we manage buyer enquiries and coordinate viewings on behalf of the seller.

We engage with prospective buyers, answer questions, provide property information, and facilitate viewing appointments. Throughout the process, we keep sellers informed while ensuring enquiries are handled professionally and efficiently.

Viewings are an important opportunity for buyers to connect with a property. Our role is to create a positive experience while gathering valuable feedback that may assist with ongoing marketing and pricing discussions.

Effective communication and buyer engagement help create momentum throughout the sales process.





05

NEGOTIATING OFFERS

Receiving an offer is often one of the most important stages of the transaction.

We present every offer to sellers, explain the terms and conditions involved, and provide guidance throughout the negotiation process. While price is important, other factors such as finance approval, deposit arrangements, occupation dates, and suspensive conditions can also influence the strength of an offer.

Our role is to help sellers understand their options and make informed decisions based on the full picture rather than price alone.

Professional negotiation can often make a meaningful difference to the outcome of a sale.



06 SALE AGREEMENTS AND COMPLIANCE

Once an offer has been accepted, we assist in ensuring the necessary documentation is completed correctly and efficiently.

We guide sellers through the sale agreement process, explain important timelines, and help coordinate communication between all parties involved. We also assist in identifying any compliance requirements that may need attention before transfer can proceed.

A well-managed transaction helps reduce uncertainty and keeps the process moving forward smoothly.

Our focus is on creating clarity and helping sellers understand what to expect at each stage.

07 MANAGING THE TRANSFER PROCESS

After the sale has been concluded, a number of important steps take place before ownership can be transferred to the buyer.

The transfer process involves attorneys, banks, municipal departments, bond cancellations, clearance certificates, and various administrative procedures. We remain involved throughout this period, helping to coordinate communication and monitor progress.

Many sellers are surprised by the number of moving parts involved after an offer has been accepted. Having professional support during this stage helps ensure that important milestones are not overlooked.

Our goal is to guide sellers through the process until registration has been completed.



08

KEEPING YOU INFORMED

Selling a property should not feel uncertain or confusing.

Throughout the sales journey, we believe in maintaining regular communication and providing honest feedback. Whether discussing market response, buyer activity, offers, or transfer progress, we aim to keep sellers informed so they can make decisions with confidence.

Our approach focuses on transparency, professionalism, and ongoing support from the initial consultation through to the final transfer of ownership.

Clear communication helps create a more positive experience for everyone involved.



Leanda Prinsloo



INVITATION

If you are considering selling, or simply want to understand your position in the current property market, we are here to help.

There is no obligation. Just a conversation focused on your goals and next steps.

CONTACT US

CONNECT WITH US

