



# meridian

R E A L T Y



OUR **COMMITMENT** TO YOU



Dear Valued Client,

When I founded Meridian Realty in 2005, I was deeply aware that our role would extend far beyond the mere facilitation of property transactions. We would have the distinct privilege of being an intricate part of the significant milestones of our clients' lives, as they ascend to a new *meridian* - a pinnacle of accomplishment and advancement - through their real estate journey. Hence the name **Meridian Realty**.

As we continue to navigate the ever-changing horizons of the real estate landscape, I am reminded daily of the vibrant journey that each individual embarks upon when choosing a home or investment property that aligns with their aspirations.

We understand that the essence of a new *meridian* is not solely found in the crossing of thresholds or the signing of papers, but in the realisation of dreams and the commencement of new beginnings. Whether you are selling your family home that you have lived in for decades, buying your first home, seeking that ideal investment, or finding the perfect space to grow your family, we are here to guide you with unwavering support, expertise, and a deep understanding of the emotional and financial significance that such decisions hold.

To our clients, know that every member of our team is committed to your success and satisfaction. We take pride in offering a comprehensive suite of services designed to bring peace of mind and clarity to the process. From our award-winning marketing strategies to our comprehensive service offering, we are dedicated to assist you every step of the way on your real estate journey.

To our Property Practitioners, I extend my deepest gratitude for your dedication and professionalism. You are the pillars of Meridian Realty, upholding our standard of excellence and driving innovation in every interaction. Your unwavering commitment to our clients' well-being and your relentless pursuit of excellence are what set us apart in this competitive industry.

As we look to the future, we are excited to elevate every experience, transcend every expectation, and celebrate every triumph with you. Together, let us embrace the new *meridians* that await and the endless possibilities they hold.

Thank you for choosing **Meridian Realty** as your trusted partner. We look forward to reaching new heights with you.

Warm regards,

*Antonie Goosen*

Principal and Founder: Meridian Realty





Since its inception in 2005, **Meridian Realty** has charted a pioneering path, becoming South Africa's inaugural virtual estate agency in 2014. This innovative leap marked the beginning of a period of remarkable growth.

Today, **Meridian Realty** is the virtual agency of choice for South Africa's elite property practitioners. With an expanding presence in regions including the Western Cape, Eastern Cape, Gauteng, KwaZulu-Natal, Limpopo, and the North-West Province, the company continues to flourish.

Our agents are supported by a dedicated team of professionals - including administrative staff, marketing specialists, photographers, videographers, social media experts, graphic designers, multimedia editors and transaction managers - all committed to delivering a tailored, full-spectrum service to our distinguished clientele.

## meridian

1. Period of great splendour;
2. At the peak;
3. The highest point or stage of development;
4. Line of longitude.

*"I have touched the highest point of all my greatness, and from that full meridian of my glory I haste now to my setting" - Shakespeare*

## Our Vision

To be South Africa's foremost real estate company that sets itself apart through empowering its agents to better serve our clients and help them to realise their dreams.

## Our Mission

At **Meridian Realty** we strive to provide a comprehensive real estate marketing service that agents prefer, sellers and buyers recommend, and employees are proud to be a part of.



# Meridian Realty Milestones

## 2006

We opened an office in the picturesque Stellenbosch, located in South Africa's Winelands.

## 2010

We introduced professional photography and video marketing services, bolstering our marketing offerings.

## 2014

Witnessed the launch of our innovative iAgent concept, a groundbreaking first for South Africa.

## 2016

Brought our expansion into Gauteng, spreading our reach further.

## 2019

Saw the debut of our online training platform, along with our expansion into the Eastern Cape.

## 2022

Was a landmark year, launching a contract automation system into Meridian Connect and expanding into Limpopo Province.

Our achievements were also recognised by the prestigious International Property Awards, where Meridian Realty was an Award Winner in the category Best Real Estate Agency - Marketing, and we were recognised as the Best Real Estate Agency Single Office in all of South Africa.

## 2005

Marked our humble beginnings, founded by two brothers eager to reshape the property landscape.

## 2008

We expanded to the scenic Overberg region of the Western Cape, extending our influence.

## 2013

Our growth mandated an expansion of our support team.

## 2015

We launched our rental department and extended our services to the Garden Route.

## 2018

We introduced in-house graphic design and mortgage origination services.

## 2020

We launched a comprehensive CRM system, called Meridian Connect, and made inroads into the North-West.

## 2023

We were awarded as the Best Real Estate Agency Single Office in Africa. Despite rising interest rates and a challenging economic backdrop both locally and internationally, Meridian Realty has continued to grow in sales, rentals and agent numbers.

We extended our presence into KwaZulu-Natal, broadening our scope even more.



# Our Commitment to you

Included as part of our Exclusive Sole Mandate package, you will benefit from the following suite of Comprehensive Marketing and Sales Services:

- 1. Market Analysis:** An in-depth Comparative Market Analysis (CMA) will equip you with a clear, data-driven estimation indicating your property's market potential.
- 2. Professional Imagery:** Our in-house photographers will capture the essence of your property with premium photographs and a cinematic video showcase.
- 3. Engaging Descriptions:** Tailored narratives accentuate your property's allure, resonating with the ideal buyer demographic.
- 4. Targeted Online Exposure:** We ensure prominent placement on South Africa's leading property portals for optimal visibility and search rankings.
- 5. Social Media Showcasing:** Leveraging social media platforms, we amplify your property's exposure to a broader audience.
- 6. Exclusive Newsletters:** Your property could feature in our monthly newsletter to a vast pool of engaged subscribers.
- 7. Buyer Match System:** Our CRM technology identifies and matches your property to buyers on our system.
- 8. Instant Alerts:** Registered prospects on our website are instantly notified of your property's availability, ensuring timely interest.
- 9. Viewing Coordination:** We handle all enquiries, organising property viewings at your convenience, ensuring a seamless experience.
- 10. Buyer Verification:** Wherever possible, we pre-qualify buyers to streamline the sales process.
- 11. Transactional Management:** Our expertise in negotiating and managing rentals and sales transactions allow us the opportunity to secure the best terms and conditions for you.
- 12. Contractual Guidance:** Navigate the complexities of contractual agreements with our expert, straightforward advice.
- 13. Financial Assistance (when required):** We assist buyers with their mortgage applications to expedite the purchasing process.
- 14. Sales Progress Updates:** We keep all stakeholders informed through each phase, from listing to the final property transfer.
- 15. Compliance Assistance:** Our team is on hand to help you secure all required legal compliance certifications.

“

I recently purchased a unit in a complex where Meridian Realty was given the sole mandate. I worked closely with an agent from Meridian Realty, who was very professional, helpful and always willing to go the extra mile for me. I can honestly say that their work ethic was beyond reproach and I would highly recommend Meridian Realty without hesitation.

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- Buyer in Randburg





# Our **Services**

**Meridian Realty provides a full-service offering including:**

- Sale of Residential, Commercial and Agricultural properties;
- Leasing of Residential Property;
- Sale of Properties via Auction;
- Mortgage Origination.

Signing an **Exclusive Mandate with Meridian Realty** unlocks access to our bespoke Exclusive Marketing Plan, meticulously crafted to meet your unique requirements.

At **Meridian Realty**, our philosophy centres around Customer-Oriented Real Estate Services (CORE), guaranteeing comprehensive support from the outset to the conclusion of your real estate journey. Our alliance of exceptionally skilled, accredited Property Practitioners each bring a wealth of potential buyers, ensuring that our sophisticated in-house systems maximise the reach of our extensive network.

As a multi-award winning Real Estate Agency, we understand the crucial role of online marketing and information technology. This insight ensures that from the very first day, your property receives unparalleled exposure. Our dedication is further reflected in our promise to deliver consistent, precise updates and unwavering support throughout the entire marketing endeavour.

“

When I decided to sell my home, I had so many requirements and was hoping that the process would not be as stressful as I know it to be. I secretly hoped to get an agent who was:

- i) Professional: would be knowledgeable about my area and price the property accordingly.
- ii) Considerate: would work around my availability and not pressure me into seeing more potential buyers than I was comfortable with; conduct all the necessary checks before allowing potential buyers to view the property.
- iii) An amiable communicator: would provide me with only important information and not text and email me unnecessarily just to keep communications going.

Well, I got all that and more without even mentioning “the list” to them and my house was sold within 5 days!

- Seller in Centurion

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# MAKE YOUR FIRST IMPRESSION THE BEST IMPRESSION

## Taking Professional Photos

Buyers appreciate the difference between amateur pictures taken by a property practitioner and those shot by a professional with state-of-the-art equipment.

At **Meridian Realty**, we use high-quality images taken by our professional photographers to showcase the beautiful features of your home.



## Producing a professional cinematic video of the property

We create production-level cinematic video tours of all our property listings! Video is an essential part of modern marketing, and at **Meridian Realty** we embrace it to the fullest.

With the changes in the real estate industry today, **Meridian Realty** has ensured that our sellers are afforded every possible resource available to allow for a smooth, successful, and satisfying result when we list their property for sale. We bring your property to life with a high-quality video that showcases its features from every possible angle.



## Producing an immersive 3D Virtual Tour

We offer Matterport 3D virtual tours on selected properties in certain areas. This completely immersive form of 3D media allows potential buyers and tenants to explore a property as if they were there in person. This incredible technology has allowed numerous clients to buy and rent sight-unseen with confidence.









## Advertising the listing on all the major Property Portals

In the competitive real estate industry, where most leads originate online, it is crucial for listings to stand out from the competition. One of the best ways to achieve this in the South African market is to ensure our listings have the best ranking on leading property portals, such as Property24 and PrivateProperty, among others. Both portals use quality scores to determine the ranking of your property; the higher the quality score of a listing, the better ranking it will receive in the search results. At **Meridian Realty**, we take all the ranking factors into consideration to ensure that your listing always enjoys top ranking.

Property portals we advertise on:



## Social Media Marketing

Now more than ever, we can reach our preferred audience faster than before. That is why it is important to have a clear and structured social media strategy. We have dedicated staff overseeing our social media strategy so that we reach our preferred audience online much faster than traditional marketing methods. We are active on all major social media platforms (Facebook, Instagram, LinkedIn, X, TikTok and YouTube) and have great engagement, reach and reviews online. Our content on each social media platform that we utilise is extensively thought out for maximum reach. In this way, we ensure that your property reaches the correct audience.

## Notify existing buyers and tenants on our database of the new listing

At **Meridian Realty**, our agents have access to our in-house CRM Systems where we have a property matching section. Property matching is one of the biggest functionalities of our **Meridian Connect CRM system** as it notifies our agents when there is a property on the market that their clients might be interested in. This broadens the network of buyers and exposure your listing will receive.









# What is your **Property Worth?**

**Correctly pricing your property** from the start is a critical component in the marketing process, and one that will most likely lead to more money in your pocket in a shorter period of time!

**Over-pricing your property** will likely result in your property taking longer to sell than properties which are offered at fair market value.

**Fair Market Value** is the price an informed buyer is prepared to pay for a property for sale in the current market. We will provide you with an accurate Comparative Market Analysis of your property to ensure that you get the highest possible price in the shortest period of time.





# Preparing your Property for the Market

This need not be a stressful process. As your agency of choice, we are here to assist and guide you every step of the way. It is important for you, the homeowner, to be involved as much as possible to ensure a smooth sale.

## The following tips will come in handy:

- ☐ **Maximise the space:** Rearrange furniture to create an open and spacious feeling in each room.
- ☐ **Add touches of warmth:** Place throw pillows, area rugs, and warm lighting to create a cozy and inviting atmosphere.
- ☐ **Update fixtures and hardware:** Replace outdated light fixtures, cabinet hardware, and faucets to give the property a fresh, modern look.
- ☐ **Highlight key features:** Draw attention to the property's best features, such as a fireplace, a large window, or a beautiful view.
- ☐ **Declutter:** Remove any unnecessary items and clear off countertops, bookshelves, and other surfaces to make the property look clean and spacious.
- ☐ **Accessorize:** Add decorative items, such as vases, pictures, and flowers, to bring a touch of color and personality to each room.
- ☐ **In working order:** Ensure all remotes are in working order. Check that the alarm is working, including armed response and beams where applicable.
- ☐ **Clean the garden:** The garden plays a big role in the overall presentation and most buyers cast a keen eye on it when they visit a property. Remove all old or dead shrubs, mow the lawn and keep the flower beds neat and free of weeds.

## Additional Notes

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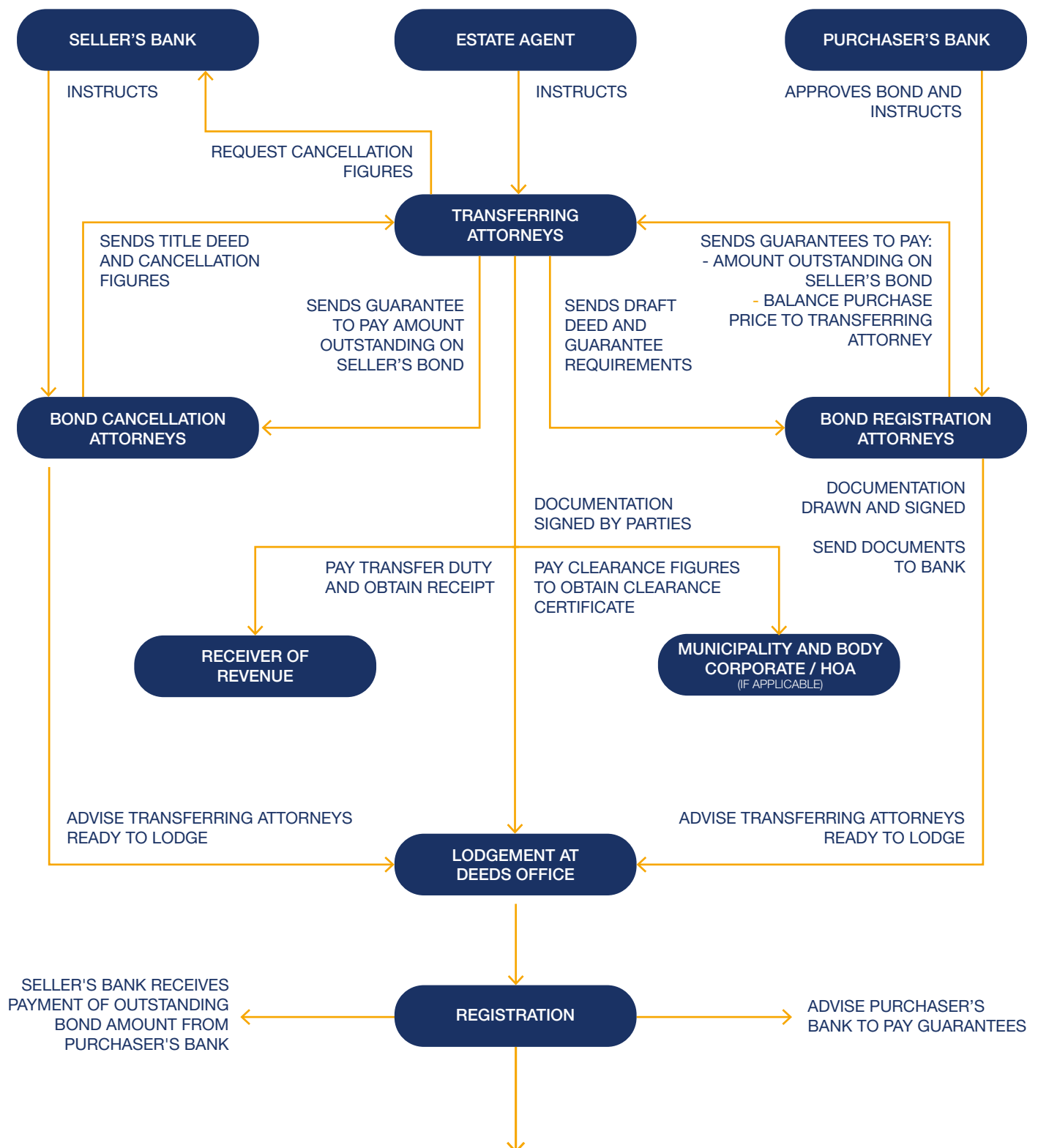
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# The Transfer Process

*Seller and purchaser signs agreement of sale*



*Attorney receives balance of purchase price from purchaser's bank and pays the estate agent and seller*



# Time to **Pack those Boxes**

## Your 4 week moving guide

Congratulations on taking the next step!  
Get ready to transform your moving experience from daunting to delightful.

### 4 weeks to go

- ❑ **Research moving companies.** Get quotes from reputable moving companies. Compare prices, services offered, and look at reviews to make an informed decision.
- ❑ **Create a moving checklist** of all the tasks that needs to be completed before, during and after the move. This will ensure you stay calm and organised during the entire process.
- ❑ **Contact your current utility providers** to schedule disconnection at your current property and arrange for connection at your new property.

### 3 weeks to go

- ❑ **Inform service providers** such as online shopping accounts, internet providers and cell phone providers about your move. Schedule the transfer or cancellation of services and arrange for installation at your new property if necessary.
- ❑ Gather and secure **important documents** such as passports, birth certificates, medical records and financial paperwork so that it is safe and easily accessible during your move.
- ❑ **Start packing non-essential items** you won't need before you move. Label all boxes clearly for easy unpacking. This is also a great opportunity to declutter and donate or sell.

### 2 weeks to go

- ❑ Double-check your **moving date and time** with the moving company. Ensure all details are confirmed and any special requirements or instructions are communicated.
- ❑ **If you have children**, inform their current school about the move and make arrangements if necessary.
- ❑ **If you have pets**, make arrangements for their transportation and care during your move. Also remember to pack their vaccination documentation and any other important health records.

### 1 week to go

- ❑ **Pack the remaining items** in your home, leaving only the essentials for the final few days.
- ❑ **Begin cleaning your current property**, room by room as you pack. This will make the final cleaning process easier and more manageable.
- ❑ **Contact your utility providers** and confirm the connection of services at your new property. Ensure everything will be set-up and functioning before your arrival.
- ❑ **Pack an 'essentials' box** with snacks, toiletries and device chargers for easy access during the move.





## It takes a village | The Imibala Trust

We have partnered up with a local non-profit organisation, the **Imibala Trust**. They are a registered South African NPO that work with children of a school going age whose lives are affected by impoverished circumstances. The Trust provides a unique platform through which they offer programmes that make a substantial and measurable difference in the daily and future lives of the children. The programmes they offer instil a sense of excellence in the children and helps them prepare for productive lives after school. All children, regardless of race or creed, are assisted through these programmes.

The flagship programme, which affects the largest number of children annually, is the Sponsor-a-Child programme. The effects of persistent poverty continue to compromise children's futures and hamper their dignity, safety, and ability to thrive in the school system. After every registered transaction **Meridian Realty** donates a portion of their commission to the Imibala Trust, which goes towards the Sponsor-a-Child programme. By supporting **Meridian Realty**, our clients give back to the community and indirectly help make a meaningful difference in the lives of impoverished children in South Africa.

“ It is a great privilege for Imibala to have Meridian Realty (Pty) Ltd as partners in providing school children with their most basic education needs, a school uniform. Through your partnership with us, we have maintained the cohort of Sponsor-A-Child learners. ”

- Tracey Marais, Sponsor-A-Child Representative  
on behalf of the Imibala Trustees and Staff







## Partner with a **Multi-Award Winning** Real Estate Agency!

Our **expert team** of property practitioners are here to **guide you** with their **knowledge, experience** and **genuine concern** for **your personal needs**. We are here to assist you in making an **informed** lifestyle and/or investment decision.

### Get in Touch

Follow us:       
[www.meridianrealty.co.za](http://www.meridianrealty.co.za)

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