Etchells & Young

Developer Proposal

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FROM THE DESK OF OUR PRINCIPAL

Our success is underpinned by an expert knowledge of the residential property market and the legislation governing the industry, as well as a commitment to conduct our business ethically and honourably at all times and in all we do.

Aubrie Etchells



INTRODUCTION & BACKGROUND

Etchells & Young was established in 2005 by Aubrie Etchells. In mid-2006, the opportunity arose to expand the business to include property rentals. Undaunted, the company undertook the momentous task of filling two complexes of 150 properties. The astounding success of this venture highlighted a gap in the market that Etchells & Young resolved to fill with flair and enthusiasm.

From the very beginning, Etchells & Young endeavoured to strive for service excellence, and it was this that set us apart in the difficult residential rental market. We became well known amongst property developers and investors for our commitment to our clients and to our core values and business ethics.

Each and every business transaction we do is in accordance with South African property legislation, and our business practices reflect high levels of trust, fairness and honesty - a defining characteristic in our industry.

What some of the developers we work with are saying:

In the last two years Etchells & Young have taken over the rental and management of five of our residential buildings with a total of 259 units. In these two years they have shown integrity, impeccable communication and hard work which has resulted in well run buildings with good paying tenants!
- **Charne Myburgh**

We met Etchells and Young in 2024 requiring assistance with renting out 162 units in Ferndale, Randburg. It's now two years onwards and our experience remains the same: prompt, professional, "leaving no meat on the bone" mentality to get our rental prices. Our experience with Etchells has been nothing short of outstanding.
- **Gerhard Truter**

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Our experience with Etchells & Young has been very positive. Richardt and his team have managed our 35-unit rental building with professionalism, integrity and attention to detail. They are accessible, responsive and always willing to go the extra mile to assist when required. We value the relationship we have built with them and appreciate their dedication to ensuring the smooth management of the property.
- **Sias & Johan**

OUR CURRENT PORTFOLIO

Etchells & Young currently manage a large portfolio of residential rental properties on behalf of investor-owners. We currently invoice approximately R10 208 920 in rentals per month and conclude more than 1800 rental transactions each year. We are specialists in residential property rentals, rental management and residential sales, specifically in sectional title or multi-tenant buildings.

In addition, over the last 21 years we have built strong relationships with recognised relocation companies as well as large multinational companies based in Sandton. As a result, we have become market leaders in corporate placements in the northern suburbs of Johannesburg and boast a large database of corporate tenants and landlords.

Our impeccable track record is both a reflection of the calibre of estate agents employed at Etchells & Young, and a mark of the dedicated staff complement who support them.

Etchells & Young are the primary rental agent in several complexes and estates throughout north and north-west Johannesburg. We currently manage a large portfolio of residential rental properties on behalf of investor-owners, as well as large portions of entire developments, where the developer has chosen to keep the properties as rental stock rather than to sell the individual units.

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A DEDICATED & HIGHLY QUALIFIED TEAM

Etchells & Young is managed and run by husband and wife team Aubrie Etchells (Marketing & Sales) and Harry Meyburgh (Compliance, Finance & Rental Management), as well as Aubrie's daughters Chantell Marais (Head of Operations) and Michelle Etchells (Marketing Manager).

Striving to constantly develop and grow, the company has grown its professional team from 4 employees in 2005 to a staff and agent complement of more than 50 in 2022.



Our success story stems from our excellent teamwork at new developments:

- We put together a dedicated project team per development consisting of rental agents, sales agents, a. marketing/design team, portfolio managers and maintenance co-ordinators.
- The very capable admin team in the property listing and application departments ensure that we can rent and sell a high number of properties at any one time.
- Our in-house deal tracking system forms a strong link between all members of the project team, resulting in 100% clarity on how the deals are progressing.

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ONGOING PROJECTS

Some of the current and past projects that Etchells & Young have been involved in since inception are listed below.

304 Main Avenue (Ferndale)

Sole mandate rentals + management
Ongoing since 2025
Rentals/renewals – 237+ annually
Rental management – 162 units

Cape Coral (Honeyhill)

Sole mandate rentals + management
Ongoing since 2025
Rentals/renewals – 75 units annually
Rental management – 79 units

Klein Drakenstein (Honeyhill)

Sole mandate on rentals + management
Ongoing since 2025
Rentals/renewals – 43 units annually
Rental management – 43 units

Villa Pax (Roodepoort)

Sole mandate on rentals + management
Rental management – 35 units
Rentals/renewals – 28 units annually
Sold entire complex from one client to another.

The Village/IIE MSA (Ruimsig)

On-site office with admin team
Rent + manage 457 student beds
Off-plan sales – 84 beds in new phase
Main re-sale agent on site

Jackal Creek Golf Estate (Northriding)

On-site rental office (first few years)
Rentals/renewals – 320+ annually
Rental management – 170 units

Acorn Ridge (Ferndale)

Sole rental + management agent for the first few years
Rentals/renewals – 70 units annually
Rental management – 45 units
Simultaneous transfer sales – 35 units

Ipanema (Houghton)

(Part of developer team from The Paddocks and Jackal Creek
Rentals + rental management
Rentals/renewals

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The Kanyin (Sunninghill)

Introduced as preferred rental agency at an expats launch in the UK
Rentals/renewals – 70 units annually
Rental management – 35 units
Ongoing re-sales

Woodland Gardens (Noordhang)

Sole rental and management agent for the developer
Rentals/renewals – 84 units annually
Rental management – 75 units
Re-sales for individual owners

The Falls (Wilgeheuwel)

(Part of developer team from Surreyside)
Off plan sales - 125 successfully done in partnership with one other agency
Started rentals and management in 2018

Surreyside (Ferndale)

Introduced to individual investors by the developer as the preferred rental + management agent
Rentals/renewals – 25 units annually
Rental management – 25 units
Ongoing re-sales

Anatu Place (Auckland Park)

Sole rental management agent
Rentals/renewals – 60 units annually
Rental management – 50 units
Ongoing re-sales

The Paddocks (Dainfern Valley)

Preferred rental and management agent in complex
Rentals/renewals – 150 units annually
Rental management – 140 units
Ongoing re-sales

Sole mandate for rental management of the entire buidling

Cloverdene Manor (Rynfield)
Rental management – 107 units

Villa D' Alegria (Halfway House/Midrand)
Rental management – 30 units

Romico Court (Rietfontein)
Rental management – 15 units

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PAST PROJECTS

Northgate Heights (Northgate)

Sole rental and management agent
for all 126 units owned by OTL (original developer)
From October 2018 to August 2020
(all the remaining units were sold to a listed fund)

Riviera Close (Pretoria)

(Same developer as Acorn Ridge)
Sole rental and management agent first few years
Rentals/renewals – 70 units annually
Rental management – 45 units

Sammoi (Blackheath/Cresta)

Sole rental and management agent
Rentals – 29 units annually
Rental management – 29 units

Elmers End (Noordhang)

Assisting property investment company on rentals
Rental placement – 82 units annually

Tenant placement at developments (developer kept units)

Burgundy Hills – 53 units
Stonewall – 28 units
Florida Heights – 30 units



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MARKET RESEARCH

Our best market research is the input of our professional agents who work the area on a daily basis. In addition, Etchells & Young contribute 21 years of rentals and sales experience, providing a comprehensive, area-specific picture of the rental and sales market.

Over and above this, we make use of various industry publications and reports, and collect/investigate the following information per suburb or target market area:

- Annual household income
- Sales transactions by volume and purchase price (sectional title and full title)
- Sales demand
- Ratio of primary residences vs investment properties in an area
- Rental demand
- Rental payment trends and good-standing tenant %
- Rental yields in the area
- Rental price trends
- Rental price index (increase or decrease %)

We consistently and strategically build on our industry knowledge to expertly meet our clients' ever-changing needs.

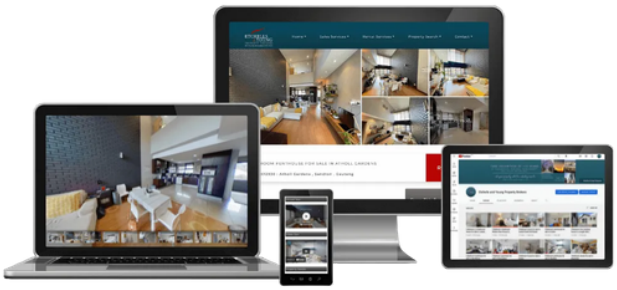
PREPARING A MARKETING PLAN

Before taking on a project, a detailed marketing plan will have to be prepared and agreed with the client, based on the client's objective, resources, expectations and requirements.

Etchells & Young have an in-house marketing department, providing experienced and valuable resources to maximise the project's exposure to the correct target market.

In this day and age, we believe that the major focus of any marketing plan must be in the digital marketing space. Our specialist team adds value to that digital strategy by creating a personal connection with buyers (or potential tenants) through the use of digital advertising, social media and other marketing aspects which enable us to build a significant competitive advantage and to target the correct audience, ultimately resulting in more sales or rentals.

We understand the importance of creating an impactful first impression. We offer extensive exposure across various digital and traditional platforms to target highly specific audiences within the property market.



Furthermore, we have invested in and have set up an in-house digital marketing agency, with the specialist skills required to target the correct audience and maximise the conversion of leads generated into buyers or tenants in the shortest possible time.

This is a highly specialised and complicated process focused on lead generation and client conversion. Etchells & Young have combined 21 years of real estate knowledge and experience with the latest, cutting-edge technology in the digital space to develop the ultimate marketing strategy.

This results-based marketing approach will enable us to find the right client faster and will position us well ahead of other traditional estate agents.

DIGITAL STRATEGY

After defining and creating your digital strategy, we deliver online marketing campaigns across a wide range of digital channels – such as SEO, Google ads, social media (Facebook, Instagram, Twitter), email and website. These campaigns can be divided into the following three models:

Owned media:

Etchells & Young website
Blog articles
YouTube channel
Email – an extensive buyer, seller, and tenant database of +30 000 people
Social media platforms – more than 34 000 followers on Facebook

Earned media:

Reviews/testimonials
Social media buzz and sharing
Word-of-mouth

Paid media:

919FM radio campaign for the project
Targeted advertising – on Facebook and other platforms
Featured listings and spotlight campaigns on mainstream property portals
Using SEO to maximise our audience reach
Sponsorships

SALES PLAN

The following items will typically form part of an off-plan development's marketing strategy (not necessarily in the correct order of events) and, subject to agreement with the client can be incorporated into the final marketing plan:

- Branding and visual identity
- Website design
- Pre-launch special investor functions/events
- Billboard at entrance of development site
- A furnished show unit
- Engagement with the existing E&Y database

- Public launch event
- Print media plan (local papers/business day/etc)
- Identification and targeting of suitable local companies (whose executives may need accommodation)
- For sale and to let boards on ground around boundary wall
- Show-days and site events around peak hour traffic with: teardrop banners, flyers and on show signs
- Design and production of brochures and flyers
- Etchells and Young website – special landing page for project
- Digital marketing and advertising campaign
- Company buyers list and internal referral system for additional buyers
- Inclusion and participation of other business partners: conveyancing attorney, bond originators, developer's professional team

The sales strategy and plan will be done in conjunction with the marketing plan, with a particular focus on pre-launch, launch and ongoing sales functions.

Pre-launch:

- The pre-launch will be done on invitation to investors. (Invitation to Etchells & Young investor base, tenant base and current internal buyers list).
- The pre-launch will be an event specifically tailored to investors to register interest and benefit from the pre-launch pricing.

Pre-launch requirements:

- E-brochure
- Site plan
- Investor-relevant information i.e. timelines, ROI etc.

Main launch requirements:

- Completed show unit
- Printed material (brochures, site-plan)
- Launch pricing
- All legal documents i.e. OTP, specifications
- Samples of finishes
- Parking on site
- Portfolio of other developments

Main launch:

- On-site launch.
- Launch pricing with full support of marketing activities.

RENTALS PLAN

- We will appoint a team of rental agents who specialise in the area.
- Targets will be set to ensure full occupancy by a set date.
- The marketing plan will be finalised 3 months prior to occupation. A large part of our marketing strategy for new developments mentioned above will be part of this plan.

Our long-standing, valued client relationships are the cornerstone of our business. We will tailor our rental and/or sales services to meet the specific requirements of our developer clients or the unique needs of the project.

Placing tenants

We strive to maintain the quality of tenants being placed and, as such, apply strict screening criteria when sourcing tenants to ensure we consistently provide landlords with a selection of high-calibre rental applicants. The benefit to landlords is that quality tenants respect the owner's property and adhere to estate and conduct rules.

Our value proposition extends further by effectively offering a service that not only manages the tenant relationship but also manages the maintenance requirements for each individual property as well.



Further information and input by Etchells & Young

It is our vision to align the development to current market trends, for example, to establish who the “end users” are (homeowners or tenants).

Our assistance to the developer and architect on current market demands will include but is not limited to the following:

- Features required to make the project appealing for maximum sales and rentals
- Popular number of bedrooms and bathrooms/shower combinations
- Ideal sizes of kitchen and lounge/ bedrooms/bathrooms
- Investors' requirements with regard to management and maintenance

We will negotiate market-related fees based on the scope and complexity of the development or project.

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TENANT PLACEMENT SERVICES

- Visit the property and take photographs (as required).
- Advertise extensively for tenants on major South African property portals and social media.
- Arrange viewings of the property with prospective tenants.
- Receive the signed and completed Rental Application form from the tenant and submit it to our Applications Department.
- Do a full TPN (Tenant Profile Network) credit check. Our Applications Department follows a stringent application process and adheres to strict screening criteria.
- Draw up and co-ordinate the signing of the lease agreement by all parties, once the landlord has approved the tenant.
- Collect the deposit and first month's rental on behalf of the landlord.
- Facilitate the key handover and tenant's move-in, and present the handover pack to the tenant.
- Conduct an entry inspection with the tenant.



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RENTAL MANAGEMENT SERVICES

- Handle all correspondence with the tenant on behalf of the landlord.
- Liaise directly with the body corporate and managing agents on the landlord's behalf.
- Prepare the monthly tenant accounts and invoice tenants on a monthly basis for rental, utilities and other amounts owing.
- Collect the monthly rental and other amounts due from the tenant.
- Payment of utilities, levies and any other amounts as specified by the landlord, and payment of rental to the landlord.
- Send a detailed monthly rental statement to the landlord for each property managed.
- Manage and follow up late and partial payments on behalf of the landlord, and follow correct legal processes for defaulting tenants.
- Manage problematic tenants, when necessary, and provide the wner with feedback in the case of any issues.
- Assistance and advice with regard to legal processes and evictions.



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RENTAL MAINTENANCE

- Deal with maintenance queries raised by tenants.
- Full administration of repairs and maintenance.
- Determine tenant liability for maintenance as per the lease agreement.
- Make payment for authorised maintenance / repairs on the landlord's behalf.
- 24-hour maintenance phone line available in case of emergencies.
- Our Maintenance Department attends to emergency and after-hours maintenance issues and repairs.
- Utilise a database of vetted professional and reliable contractors.
- Deal with body corporate and insurance claims as and when required.
- Manage the entry and exit inspection snag list.
- Apply the rental deposit to repair damage caused by tenants as and when required.



SALES SERVICES

- View the property and do a comparative market analysis.
- Advise the seller of current market conditions and make recommendations regarding sales value and minor renovations/repairs required to maximise selling price.
- Take photographs and prepare an effective marketing strategy.
- Promote the property through extensive digital and traditional advertising campaigns.
- Facilitate a show house campaign and coordinate viewings of the property.
- Expertly negotiate offers with the seller's best interests at heart and prepare the sales agreement/Offer to Purchase.
- Provide the seller with regular feedback reports.
- Assist with the services of affiliated mortgage originators and conveyancers.
- Facilitate the key handover to the new uyer!

