glasshouse
PROPERTY GROUP

THE SOMERSET WEST

SELLER'S INFORMATION GUIDE

YOUR ROADMAP TO A SUCCESSFUL PROPERTY SALE



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THE SOMERSET WEST

SELLER'S INFORMATION GUIDE

A practical guide to help you sell your property with confidence and achieve the best result.

01 | BEFORE YOU LIST

- ✓ Review your financial position
- ✓ Collect all required documents
- ✓ Prepare your home for market
- ✓ Gain insight into the local property market

Being well prepared puts you in control and helps attract serious buyers.

02 | WHAT TO EXPECT

- ✓ Understand all agent fees
- ✓ Bond cancellation process
- ✓ Early settlement penalties
- ✓ Compliance requirements
- ✓ Transfer and clearance certificates
- ✓ Capital gains tax considerations
- ✓ Additional costs to factor in

Knowing the numbers upfront means no surprises down the line.

03 | THE SELLING PROCESS

- ✓ Agree on the right strategy and asking price
- ✓ Showcase your property beautifully
- ✓ Market to the right audience
- ✓ Manage offers and negotiations
- ✓ Conclude the sale and transfer ownership

A clear process, expert guidance and attention to detail lead to a successful sale.

BEFORE YOU LIST YOUR PROPERTY

KEY STEPS TO SET THE FOUNDATION FOR A SUCCESSFUL SALE

NOTIFY YOUR BANK

Your bond provider requires formal notice in writing.

- ✓ Provide at least 90 days' written notice
- ✓ Shorter notice may result in penalties of up to three months' interest
- ✓ Early notification keeps the process on track alongside your sale
- ✓ If the property hasn't sold, bond renewal may be required every 60 days

Planning ahead helps you avoid unnecessary costs and delays.

GATHER YOUR DOCUMENTS

Having the right paperwork ready makes the sale process smoother.

- ✓ FICA and proof of identity
- ✓ Title deed and property information
- ✓ Plans, building approvals and compliance certificates

We'll provide a full list of required documents once your sale is underway.

PREPARE YOUR PROPERTY

A well-presented home creates a strong first impression and attracts interest.

- ✓ Ensure the home is clean, tidy and well maintained
- ✓ Remove clutter and personal items
- ✓ Make small repairs and touch up visible flaws
- ✓ Address maintenance issues early
- ✓ Presentation can lead to stronger interest and better offers

We'll guide you on what buyers notice most—and how to make an impact.

UNDERSTAND THE MARKET

The right pricing and strategy are key to achieving the best outcome.

- ✓ We analyse current market conditions and buyer activity
- ✓ Comparable sales data informs the right pricing
- ✓ Positioning and marketing are tailored to your property
- ✓ This ensures real buyer interest and optimal outcomes

Knowledge of the market today leads to stronger results tomorrow.

A strategy built around your property

The best starting point is understanding your home — and what matters to you.

01 YOUR GOALS

Why are you selling? What is your preferred moving date?

We discuss your priorities, timing and any onward purchase so the marketing plan supports your next move.

02 YOUR HOME'S STORY

Which features make your home stand out?

Tell us about the spaces you love, recent improvements and the neighbourhood benefits buyers may not notice at first glance.

03 THE RIGHT BUYER

Who is most likely to value what your property offers?

We shape the presentation around relevant features, from easy everyday living and outdoor space to work-from-home potential.

04 THE RIGHT POSITION

Presentation, asking price and buyer expectations need to work together.

We consider comparable properties and market feedback, then agree on the launch approach and when to review it.

Your property's strongest features should guide the story, the imagery and the marketing message.

Ready for your close-up

A practical checklist for photography, video and viewings.

INSIDE THE HOME

- ☐ Clear kitchen and bathroom counters; put personal items away.
- ☐ Make beds and tidy toys, clothing and loose cables.
- ☐ Clean windows, mirrors and visible surfaces.
- ☐ Open curtains and blinds to welcome natural light.
- ☐ Check light bulbs; have lamps ready for the photographer.
- ☐ Put valuables, documents and family photographs out of view.

OUTDOOR SPACES

- ☐ Sweep entrances, patios and paths; tidy the garden.
- ☐ Arrange outdoor furniture and cushions neatly.
- ☐ Clean the pool and move equipment out of the shot, where applicable.
- ☐ Put washing, bins, tools and pet items away.
- ☐ Clear the driveway of vehicles before exterior photographs.
- ☐ Open patio doors where suitable and safe, in line with the photographer's direction.

FINISH WITH A WALK-THROUGH

Look at each room from the doorway. Remove distractions, check the flow of the space and flag anything that needs attention before the shoot.

Photoshoot date: _____ Access arranged with: _____

Present beautifully.
Reach thoughtfully.

A focused marketing plan that helps buyers understand your property's appeal.

01

PHOTOGRAPHY & VIDEO

Use professional photography to show the home clearly. Include video where agreed to convey the layout, flow and lifestyle.

02

A LISTING THAT TELLS THE RIGHT STORY

Pair engaging copy with accurate features and property details. Check the asking price, photographs and key information before launch.

03

A COORDINATED DIGITAL PRESENCE

Agree on the mix of Glasshouse website exposure, property portals and social content. Keep the imagery, price and message consistent.

04

PROPERTY SPOTLIGHTS & RELEVANT REACH

Highlight distinctive spaces and neighbourhood benefits through selected posts, short videos or buyer-network outreach, where included.

05

REVIEW THE RESPONSE

Use enquiries, viewing feedback and available campaign results to assess interest. Adjust the presentation or strategy when the evidence supports it.

Your agreed plan sets out the channels, deliverables, timing and any additional marketing costs. No two properties need exactly the same campaign.

Clear communication. Considered decisions.

Know what happens next, how you will be updated and what needs your approval.

01 AGREE THE PLAN

Confirm the mandate type, duration, commission and marketing scope in writing.

Discuss the asking price, launch date, viewing arrangements and any separately approved costs.

02 STAY INFORMED

Choose your preferred contact method and an update schedule that suits you.

Review enquiries, viewing activity and useful buyer feedback with your Glasshouse property professional.

03 REVIEW WITH PURPOSE

Set a review date rather than making reactive changes.

Consider recurring buyer feedback, competing listings and campaign activity before agreeing on the next step.

04 CONSIDER EACH OFFER

Look beyond the headline price.

Discuss the buyer's proposed timing, finance, conditions and occupation arrangements. Your property professional helps you weigh the offer against your priorities.

Preferred contact method: _____ Update frequency: _____
Next review date: _____

What It Costs to Sell Your Property

A CLEAR BREAKDOWN OF THE COSTS INVOLVED, SO YOU CAN PLAN WITH CONFIDENCE.

01 ESTATE AGENT COMMISSION

Typically between 5% and 7.5% + VAT of the final selling price.

Payable only on successful transfer, from the proceeds of sale.

✓ No upfront payment required.

02 BOND CANCELLATION COSTS

If you have an existing bond, cancellation fees typically range from R4,000 to R8,000, depending on your bank.

These fees may be charged upfront or deducted from proceeds.

Note: This is separate from the buyer's bond and transfer costs.

03 EARLY BOND TERMINATION PENALTY (IF APPLICABLE)

Most banks require 90 days' written notice to cancel a bond.
If not provided, a penalty of up to three months' interest may apply.

The penalty amount reduces daily after notice is given.

TIP: Notify your bank early to avoid unnecessary penalties and save thousands.

04 COMPLIANCE CERTIFICATES

Certain certificates are required before transfer can take place.

- Typical cost: R1,000 to R2,000 per certificate (excl. repairs)
- Final cost varies based on compliance and any remedial work required

CERTIFICATE	WHEN REQUIRED
Electrical (Mandatory)	Electric fence
Plumbing (City of Cape Town requirement)	Gas compliance
Beetle (Western Cape standard)	Solar & SSEG registration
–	Borehole registration
–	Heritage compliance

✓ **VALUE ADD:**
We connect you with trusted service providers early in the process and manage the workflow to prevent delays and unexpected costs.

OTHER CONSIDERATIONS

PREPARING YOUR PROPERTY

A well-prepared home creates a strong first impression.

Address maintenance, repairs and presentation to attract more buyers and achieve the best possible price.

MARKETING INVESTMENT

- Professional photography and video
- Targeted advertising campaigns
- Premium listings on leading property platforms
- Styling to enhance appeal before photography

CONDITIONS OF SALE AGREEMENT

Provision is made for any agreed repairs or special conditions.

CANCELLATIONS & SERVICE TRANSFERS

Ensure all services are cancelled or transferred timeously, including:

- Fibre and internet services
- Alarm system contracts
- DSTV and other subscriptions

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5



CLEARANCE CERTIFICATES

Your conveyancer must obtain municipal and levy clearance certificates before transfer.

- Usually requires 3 to 6 months of payments in advance
- Covers rates, taxes and levies (where applicable)

✓ This is an upfront payment, not an additional fee.

✓ Any overpayment will be refunded after transfer.

6



CAPITAL GAINS TAX (IF APPLICABLE)

Capital Gains Tax may be payable depending on:

- Whether the property is your primary residence or an investment
- The ownership structure
- The profit made from the sale



We recommend speaking with your accountant to understand your specific position.

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The Selling Journey

A GUIDED PROCESS FROM LISTING TO TRANSFER

1

GETTING STARTED

± 1 WEEK

- Property assessment
- Strategy & pricing discussion
- Mandate signed
- Documentation requested

2

PREPARING YOUR HOME

1 – 8 WEEKS

- Complete repairs & maintenance
- Declutter & optimise spaces
- Prepare your home for the market

3

PRESENTING YOUR PROPERTY

3 - 6 HOURS

- Style your home to create impact
- Professional photography
- High-quality video (where applicable)

4

MARKETING YOUR HOME

6 - 24 WEEKS

- Targeted marketing campaign launched
- Qualified buyers & viewings
- Ongoing feedback & market updates

5

NEGOTIATION

2-14 DAYS

- Offers received & evaluated
- Best terms negotiated
- Conditions discussed & agreed

6

TRANSFER & REGISTRATION

10 - 14 WEEKS

- Legal process initiated
- Finance & guarantees in place
- Compliance certificates finalised
- Registration & handover

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THANK YOU FOR TRUSTING US WITH YOUR PROPERTY JOURNEY.



WE LOOK FORWARD TO HELPING YOU ACHIEVE A SUCCESSFUL SALE.

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LOCATION

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