



**JUST**  
**PROPERTY**

COMPANY PROFILE

# A Story About You & Us

Buying, renting, selling or letting property is a big deal, which is why it's so important to place your trust in a brand that can give you the peace of mind you deserve!

Just Property delivers on that by bringing together insights from 22+ years of experience and from the shared experiences of tens of thousands of clients who we have helped through property sales and rentals.

We've walked the road.

We've learnt the hard lessons.

We've got a track record of success.

We've got an incredible network of property specialists.

We're focused on bringing you more peace of mind.

***Relax. Trust that you are in good hands.***



BUY | RENT | SELL | LET

# Our Vision

*“My goal is that Just Property will soon be the #1 South African real estate brand. Property rentals and management are the backbone of our franchise business, and this has proven to be a critical part of our ongoing success. As our sales capacity grows, we are well-positioned to dominate the local market. Our people, processes and technology are all clearly focussed on raising the real estate game in Southern Africa.”*

**- Paul Stevens, CEO**

# Our Mission

Our central purpose, the common thread running through everything we do, is to create wealth through property, and it is about more than monetary wealth. We are driven by the sense of abundance our clients experience when they live, work and play in spaces that they love.

Just Property is a home-grown real estate agency with our roots in property rentals and management. We work hard, and we appreciate the value of long-term relationships. We have evolved from a specialist letting agency to a business offering a complete property solution.

# Our Value Proposition

We have always been unique in our approach to business, choosing to focus inwards on what we inherently do well, rather than chasing and duplicating what our competitors are doing.

Underpinning great customer relationships is the element of trust. For us, trust manifests itself in peace of mind - that sense of relaxing, knowing that you are in good hands. If our clients can say that we give them peace of mind in an otherwise chaotic world, we will know that we have delivered on our value proposition.

**Trusted across South Africa for  
22 years and counting**

# Our Values Guide Our Actions

9 Core values define our company culture. They guide our day-to-day decisions and actions, creating a common thread in the way we do business. By living our values, we are able to be better people and better at the work we do.



# We Are Making An Impact

Because of our distinctive brand, our innovative systems, and products designed to simplify the lives of our clients, our footprint is growing:



**800+ agents and support staff**



**100+ offices across SA and Namibia**



**More than 13 000 rental properties managed**



**Proven track record in rent collection**



**Consistent growth in sales turnover**



**The most followed real estate agency in SA\***



**The highest Google-rated estate agency in SA\***

\* With a Facebook following and Google review count greater than our competitors (August 2023)



# Our Priorities Are Clear

Here's what each of our client groups can expect from us:



## SELLERS

- Correct pricing to secure the best price in the shortest time
- A wide tenant network to source potential buyers
- Stand-out marketing to attract buyers' attention
- Pre-screening to bring you qualified buyers
- Diligence to protect your sale through to transfer



## LANDLORDS

- Correct pricing and quality marketing to attract tenants and avoid extended vacancy periods
- Strict vetting of tenants to mitigate risk
- Diligent financial management to protect your income
- Rental-management systems to monitor your assets
- Dispute resolution that is firm and fair



## BUYERS

- Experts to help you navigate the buying process
- Attorneys and bond originators to help secure your purchase
- Diligence to protect your sale through to transfer
- Regular feedback to keep you "in the know"
- Experience to help you make informed decisions



## TENANTS

- Education on how to be a 5-star tenant to help secure the desired property
- Best-in-class technology to streamline administration
- Clear contracts to manage tenancy according to the law
- Secure, trustworthy and fair handling of rental deposits
- Reliable processes to manage maintenance concerns efficiently

# Your Experience Is What Matters Most

Client feedback reflects our performance, and acting on it appropriately is paramount.

We have boldly encouraged all our buyers, sellers, landlords and tenants to post Google Reviews.

We cannot manipulate these public reviews in any way, and we are embracing that authenticity. We will take the good with the bad, responding to each and every review and managing our clients' experiences with care. Now, more than ever, we are developing trust through transparency.

**4.3**



**8 000+ Google Reviews**

as of September 2023

Our offices are independently owned and operated. Our franchisees and head office team work very closely together to share best practices and to drive excellence across the network.

Our dedicated Customer Experience function drives performance and positive customer experiences.



***Peace of mind. Delivered.***



BUY | RENT | SELL | LET

Find out more at  
[www.just.property](http://www.just.property)