

# SELLING YOUR HOME

*What to expect. What to demand. What to do.*



## WHY LEAPFROG?

**You're not just selling a property.**

**You're making one of the biggest financial decisions of your life.**

At Leapfrog, we don't just list your home — we market it with intention, protect your interests at every turn, and bring you qualified buyers, not just curious viewers.

Our agents are active in your area, accountable to a national standard, and backed by a proven marketing machine. You get a dedicated professional who knows the market — and knows how to negotiate it in your favour.

No run-arounds. No empty promises. Just results.

## THE PROCESS AT A GLANCE

**01 VALUATION** — Your agent presents a Comparative Market Analysis (CMA) and recommends a smart asking price.

**02 MANDATE** — You sign an exclusive mandate — your commitment to us, and ours to you.

**03 MARKETING** — Professional photography, portal listings, showdays, and targeted buyer outreach begins immediately.

**04 OFFER** — Qualified offers come in. Your agent negotiates on your behalf to secure the best deal on the table.

**05 TRANSFER** — Attorneys manage the legal transfer. Your agent keeps you updated throughout.

**06 DONE** — Funds hit your account. Keys handed over. Time to move on. Move up.



## PRICE IT RIGHT. SELL IT FAST.

**The difference between listing your home and selling it is almost always price.**

Your Leapfrog agent uses a Comparative Market Analysis (CMA) — a detailed review of what comparable properties have recently sold for in your area. Not guesswork. Data.

Buyers today are informed. They compare everything available in their price range before they pick up the phone. An overpriced property doesn't just sit — it becomes invisible.

### OVERPRICED

Sits on the market. Gets stale. Buyers assume something is wrong. Price drops follow. You end up with less than if you'd priced it correctly from day one.

### CORRECTLY PRICED

Attracts qualified buyers fast. Creates competition. Sells at or near asking. Less time on market. Less stress. Better outcome.

### Understand the difference:

**COST** — What you paid for the property plus any capital improvements.

**PRICE** — What you're asking for it. You set this, guided by your agent.

**VALUE** — What a willing, qualified buyer will actually pay.

**MARKET VALUE** — The sweet spot — what comparable homes have actually sold for. This is your benchmark.

*A correctly priced property attracts the right buyer, generates competition, and sells faster with fewer negotiations. Get it right from day one.*

# ONE AGENT. ONE FOCUS. ONE OUTCOME.

The mandate you sign determines the quality of service you receive.

Choose wisely.

SOLE MANDATE	OPEN MANDATE
<ul style="list-style-type: none"> <li>✓ Personalised marketing plan built exclusively for your property</li> </ul>	<ul style="list-style-type: none"> <li>✗ No single agent takes ownership — all assume someone else is doing it</li> </ul>
<ul style="list-style-type: none"> <li>✓ One agent. One relationship. Full accountability.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Multiple agents, zero consistency, your property lost in the noise</li> </ul>
<ul style="list-style-type: none"> <li>✓ Buyers compete — your price and value are protected</li> </ul>	<ul style="list-style-type: none"> <li>✗ Agents compete to close first, often at a lower price to your detriment</li> </ul>
<ul style="list-style-type: none"> <li>✓ Continuous feedback and strategic price management</li> </ul>	<ul style="list-style-type: none"> <li>✗ No feedback loop, no informed pricing decisions throughout</li> </ul>
<ul style="list-style-type: none"> <li>✓ Priority exposure — sole mandates are marketed first</li> </ul>	<ul style="list-style-type: none"> <li>✗ Open mandates fill listings last; no dedicated marketing budget</li> </ul>
<ul style="list-style-type: none"> <li>✓ One set of keys, one responsible party — peace of mind</li> </ul>	<ul style="list-style-type: none"> <li>✗ Multiple agents, multiple keys — security risk and commission disputes</li> </ul>

*A sole mandate is not just paperwork. It's your agent going all in on your property. That commitment earns priority marketing, a dedicated budget, and the best shot at the highest price.*



## WHAT HAPPENS AFTER YOU SAY YES

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**Offer accepted. Now what? Here's exactly what happens between signing and celebrating.**

### 01 OFFER TO PURCHASE

Signed by buyer and seller. This becomes your binding sales contract. Every line matters.

### 02 BOND APPLICATION

The buyer applies for finance. The bank values the property and issues approval.

### 03 TRANSFERRING ATTORNEY

Appointed to manage the legal transfer. They call for the title deed and cancellation figures from your existing bondholder.

### 04 RATES & LEVY CLEARANCE

Rates must be settled up to date. Sectional Title and HOA properties require levy clearance before transfer can proceed.

### 05 DOCUMENTS SIGNED

Both buyer and seller sign transfer documents. Buyer pays transfer duty and conveyancing fees.

### 06 DEEDS OFFICE LODGMENT

All documents lodged simultaneously — transfer, new bond, and cancellation of existing bond.

### 07 REGISTRATION

Deeds Office examines documents (5–10 working days). Transfer registers. Buyer becomes the legal owner.

### 08 SETTLEMENT

Bond proceeds paid to transferring attorney. Your balance is paid out. Agent receives commission. Done.

*The full process typically takes 8–12 weeks from accepted offer to registration.*

*Your Leapfrog agent keeps you updated at every stage — no guessing, no chasing.*

## SHOWDAY & LISTING CHECKLIST

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*First impressions don't get second chances. Here's how to present your home at its absolute best.*

- Inspect the exterior — fresh paint where needed, clean driveway, tidy entrance
- Fix the small stuff: cracked windows, broken lights, loose handles, non-functioning intercoms
- Mow the lawn, clear clutter and rubbish, add fresh flowers for curb appeal
- Bathrooms and kitchen spotless — no exceptions, no excuses
- Pack away personal items, toys, and ornaments — buyers need to picture their life, not yours
- Professional carpet clean and eliminate any source of bad odour
- Summer: open the windows, let light and air circulate freely throughout
- Winter: heater on, fireplace burning — make it feel like home, because that's what you're selling
- Arrange for pets to be off the property for the duration of the showday
- Lock valuables away before viewers arrive
- Step out and let your agent work — sellers hovering kills deals

## MOVING CHECKLIST

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*Moving is chaos if you wing it. Use this to stay in control.*

- Number every box and keep a written contents list — you'll thank yourself on the other side
- Use colour-coded stickers per room: yellow = kitchen, blue = main bedroom, green = lounge, etc.
- Keep 10 spare boxes aside for last-minute items on moving day
- Heavy items go in small boxes — your back has enough to deal with
- Wrap breakables in bubble wrap or unprinted newspaper (printed ink stains)
- Change all locks and reprogram gate remotes the day you move in
- Plan electrical upgrades and painting while rooms are still empty
- Update your address with your bank, municipality, medical aid, and insurer
- Book your moving company at least two weeks in advance

## THE MONEY STUFF YOU CAN'T IGNORE

### Capital Gains Tax (CGT)

CGT is the tax payable on the profit when you sell a property, introduced in South Africa in October 2001. Here's the simplified version:

INDIVIDUAL	COMPANY / CC	TRUST
<b>~18%</b> <i>R3m exemption on primary residence</i>	<b>~21.6%</b> <i>+ 15% Dividends Tax on distribution</i>	<b>~36%</b> <i>No Dividends Tax on distribution</i>

**PRIMARY RESIDENCE EXEMPTION:** If the property is registered in your personal name and is your primary residence, the first R3 million in capital gain is exempt from CGT. This does not apply to companies, CCs, or trusts.

*CGT is declared on your annual tax return — not paid at point of sale. Always consult a qualified tax practitioner. This is simplified guidance only.*

### Home Insurance — Don't Skip This

Most South African homeowners are under-insured by up to 50%.

Your home must be insured for what it would cost to rebuild from scratch at today's construction rates — not what you paid for it years ago.

- Review your coverage every year — at minimum when you renew your policy
- Rebuild cost is not the same as market value — know the difference
- Under-insurance means a partial payout on your claim; the shortfall is yours
- Report any major renovations or additions to your insurer immediately
- Bundle home, contents, and vehicle cover to reduce your overall premium
- Keep your policy document somewhere other than inside the property itself

**READY TO MOVE ON? LET'S MAKE IT HAPPEN.**

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