

VIP INTERNATIONAL HOMES

CAPE TOWN, SOUTH AFRICA | UK COUNTRY HOUSES

VIP PROPERTY MARKETING

For owners of Prime Cape Properties

“Founded on the key pillars of experience, independence and integrity, we are a different breed of trusted property advisors and a welcome breath of fresh air”



BACKGROUND

ABOUT US

VIP International Homes are a prime property sales, marketing and buying agency operating exclusively at the very top end of the property market.

We are experts in pro-actively marketing prime property to local, London & International High Net Worth property buyers.

Owner managed by international prime property experts who ensure your property is professionally presented to the world's most sophisticated property buyers.

Helping you sell to those elusive prime property buyers

....and often at a premium price.

BACKGROUND

UK launch in 2002

In 2002, our UK prime property buying agency (www.SandsHomeSearch.com) launched in the prime UK Country House & Estates market.

Since then we have successfully acquired some of the finest UK homes for high profile property buyers including Private families, International buyers, Captains of Industry, Royalty, Sports stars, Celebrities and Multi-national Corporates.

The majority of our clients are from the UK and Europe but, following the launch of our first international office in 2013, our clients now also include High Net Worth property buyers from China, The Middle East, India, USA, South America and throughout Africa.



BACKGROUND

Cape Town office launch in 2013

In 2013, we launched VIP International Homes in the most sought after areas of Cape Town, South Africa (www.VIPHomes.co.za) and operating exclusively at the very top end of the Cape property market. We specialise in pro-actively marketing prime property to High Net Worth local & International property buyers.

VIP International Homes was launched to offer '*Top End*' International property expertise within the highest value areas of the Cape including the Atlantic Seaboard, Southern Suburbs and The Cape Winelands.

The vision was to offer something refreshingly different and therefore we launched as the **first (& currently the only) Cape & International Agency prepared to offer:-**

UK Agency Prime Property Expertise + UK Agency Innovations + UK Agency Terms.

See a selection of our Prime Property Sales/Acquisitions experience on the following pages...

PRIME PROPERTY SALES EXPERTISE

The New Forest National Park, England

**Colgrims, Sowley Estate, The New Forest.
GBP £5m / ZAR 90m**

Prime property on 20 acres, with direct sea frontage and with uninterrupted views across the Solent. One of the finest homes in one of the most sought after locations.



**The Tukul, Beaulieu, The New Forest.
GBP £5m / ZAR 90m**

A Stunning waterside property on 12 acres situated directly on the Beaulieu River. Properties in this area are some of the most sought after in the whole of the UK.



PRIME PROPERTY SALES EXPERTISE

Sandbanks – the World's 4th most expensive place to buy

Old Coastguard Road, Sandbanks, Dorset.

GBP £6.5m / ZAR 115m

Prime property on 20 acres, with direct sea frontage and with uninterrupted views across the Solent. One of the finest homes in one of the most sought after locations.



Panorama Road, Sandbanks, Dorset.

GBP £5.7m / ZAR 100m

A Stunning waterside property on 12 acres situated directly on the Beaulieu River. Properties in this area are some of the most sought after in the whole of the UK.



PRIME PROPERTY SALES EXPERTISE

Prime UK Country Houses

Rotherhill House, Midhurst, West Sussex.

GBP £6.8m / ZAR 120m

A wonderful Country Estate with Country House, Cottages, Indoor Swimming pool, Tennis Court, exceptional Equestrian facilities, Fishing on the River Rother and all set on over 50 acres of Landscaped Formal Garden, Woodland & Paddocks in the picturesque village of Stedham.



PRIME PROPERTY SALES EXPERTISE

Cape Town, South Africa

Leopard Rock, Price Drive, Upper Constantia. Cape Town. South Africa.

GBP £1.5m / ZAR 25m

Situated at the very end of one of Constantia's most sought after positions.

A 7 bed hilltop property with the finest views throughout the whole of Constantia.

Sold to the World's Largest Bank (Chinese Bank)



REFRESHINGLY DIFFERENT

WE OFFER:-

UK Agency Prime Property Expertise since 2002

+

World Class Marketing For Property Sellers

+

Pro-active Property Search For Property Buyers

=

A truly unique & refreshingly different range of prime property advisory services for both Property Sellers & Buyers



VIP PROPERTY MARKETING

In summary

This service ensures your property is professionally presented to some of the world's most sophisticated property buyers, helping you sell to those elusive prime property buyers.....and often at a premium price.

Our VIP Property Marketing Service includes:-

- 1** - Local Property Portal Advertising
- 2** - International Prime Property Buyer Database
- 3** - Pre-Qualification of Property Buyers
- 4** - Controlled Procedures with Non Disclosure Agreements (*if required*)
- 5** - International Prime Property Portal Advertising
- 6** - World Class Presentation Of Your Property Online
- 7** - Comprehensive PDF Sales Brochure
- 8** - Comprehensive Video Sales Brochure
- 9** - Managed By An International Prime Property Expert
- 10** - Pro-active Search For High Net Worth International Buyers
- 11** - [Optional] Direct Marketing To High Net Worth Buyers

Our VIP Property Marketing service was purposely designed based on our extensive experience and first hand feedback in acting for some of the world's wealthiest property buyers since 2002. This has taught us that poorly marketed properties rarely achieve much interest and almost never achieve a premium price.

If you are committed to selling a prime International property then this is the service for you.

Each of the above aspects of the VIP Property Marketing service are explained on the following pages.....



VIP PROPERTY MARKETING

1. Local Property Portal Advertising

Property24, etc.

Property24 is owned by Naspers and is undoubtedly SA's leading property portal achieves approximately **2 million unique visitors per month**.



2. International Prime Property Buyer Database

Since 2002, we have been working with some of the highest profile prime property buyers in the world

Our UK agency has been acting for high profile property buyers including Private families, International buyers, Captains of Industry, Royalty, Sports stars, Celebrities and Multi-national Corporates since 2002. The majority of these buyers are from the UK and Europe but we have also dealt with many prime property buyers from China, The Middle East, India, USA and throughout Africa.

We will ensure that your property is presented to our database of international prime property buyers with an invitation for them to view or refer their own high profile contacts.



VIP PROPERTY MARKETING

3. Pre-qualification of Property Buyers

Property buyers are asked to reveal their identity and ability to purchase at the Seller's asking price

We run our own pre-qualification checks on prospective buyers and can arrange to discuss this with our clients first to get their approval **before** we will reveal further information about the property or agree to set up a viewing.

Meaning that only the '*Right Kind*' of qualified property buyers get to view our client's properties.

This service offers property sellers a unique opportunity to have their property discreetly offered for sale to the '*Right Kind*' of qualified high net worth property buyers with the minimum of intrusion and market awareness.

4. Controlled Procedures with Non-Disclosure Agreements

Our unique service ensures your property is selectively presented to only the very best property buyers

In response to significant interest from prime UK Country Homes & Estates property owners wanting a discreet service (*which didn't readily exist in the market*), in 2002 we created and launched our Discreet Marketing Service to address this demand. Since then, this service has been regularly used to test the market's reaction to a very unique prime property in order to gauge price/interest appetite from high net worth prime property buyers without over-exposing the price at the wrong price.

If the property doesn't sell in this discreet marketing phase, the feedback obtained from highly qualified buyers allows for an accurate refinement of pricing before the property can be openly launched for sale with either our VIP PROPERTY MARKETING or VIRTUAL AGENCY services.



VIP PROPERTY MARKETING

5. International Prime Property Portal Advertising

Primelocation International & Rightmove Overseas

These are the World's leading portals for the marketing of prime property to international buyers and in terms of statistics they achieve approximately **30 million unique visitors per month** (*and over 350 million unique visitors per year*) with a reach of over 80 countries including UK, Europe, USA, China, India, Russia & throughout Africa.



6. World Class Presentation of Your Property Online

90% + of sophisticated prime property buyers now ONLY search online for property

From our experience of working exclusively with some of the world's wealthiest property buyers since 2002, we know that over 90% of sophisticated prime property buyers now only search online for properties and they are becoming ever more impatient on what they will invest their valuable time on when browsing information online.

We have observed first hand a growing trend with these same sophisticated prime property buyers – they are tech savvy and they expect comprehensive property details of prime properties to be easily accessible for viewing online via laptops, tablets and smartphones.

Prime properties which are poorly marketed rarely achieve much interest and almost never achieve a premium price.

Continued on the next page.....

VIP PROPERTY MARKETING

6. World Class Presentation of Your Property Online

....Continued from previous page

Our VIP Property Marketing service was purposely designed based on our extensive experience and first hand feedback gleaned from acting for these prime property buyers since 2002.

Click on the following link to view an example of our VIP Property Marketing for one of the prime Cape properties we are exclusively marketing on the World's leading International portals

Click <http://www.primelocation.com/overseas/details/31460295> to view

You will note on the above listing link that we include further detailed information about the property, which are all included as part of the VIP Property Marketing service.

This level of information is now essential to professionally showcase larger / prime properties and to increase the chances of a premium price being achieved.

The further detailed information we can feature includes a Comprehensive Property Sales Brochure (*see next point 7*), Floor Plan, Site Plan, Location Map and Video Property Sales 'Brochure' (*see next point 8*) along with world class photography and aerial imagery.

VIP PROPERTY MARKETING

7. Comprehensive PDF Sales Brochure

Every Client's property has a comprehensive PDF Sales Brochure prepared

Having operated at the very top end of the UK Country Houses & Estate market since 2002, we know from experience that prime property buyers (*especially International buyers*) expect to receive a comprehensive PDF sales brochure of each and every prime property under consideration. Presenting prime properties to these very particular prime property buyers any other way will only serve to negatively impact on their interest in your property.

Click <http://lc.zoocdn.com/aca79b60f22ffb1b22bd62c8800fac8453c916a1.pdf> to view an example of one of our comprehensive PDF sales brochures which we upload to the leading International prime property portals.

8. Comprehensive Video Sales Brochure

Presentation of Video property brochures is now an essential tool for prime property marketing

With prime property buyers becoming ever more tech-savvy and with over 80% utilising tablets, smart phones & pcs to search for their next property, online Video is becoming an essential tool in prime property marketing to these sophisticated buyers. With Google's purchase of YouTube, it is now the undisputed no. 1 Video sharing site.

VIP Homes owns many of the most valuable (*most well ranked*) YouTube channels including */CapeTownPropertySale* */Constantia Properties* */CampsBayProperties* */CliftonProperties* */BishopcourtProperty* */VAWaterfrontProperty*, etc.

These Video property sales brochures help ensure properties are easily found by sophisticated prime property buyers.

Click <http://www.youtube.com/ConstantiaProperties/watch?v=xwKXHWNGOiE> to view an example



VIP PROPERTY MARKETING

9. Managed by an International Prime Property Expert

You will be advised and represented throughout by a leading international prime property expert

Each client will be exclusively represented by the founder of VIP International Homes, Shaun Ascough, who is a leading international property expert having operated at the very top end of agency since 1995.

Shaun founded a leading UK prime property buying agency in 2002 and has personally acquired many of the finest UK country estates for elite buyers since then. Shaun has also lived in Cape Town since 2006 where he project managed the bespoke build of a luxury hilltop villa in Upper Constantia which was subsequently sold to the world's largest (*Chinese*) bank in 2012 via our UK agency's database of high net worth international buyers.

Shaun is a UK qualified accountant and offers clients a very rare opportunity to be represented by a highly qualified international prime property expert who has also personally bought, built, owned, rented and sold some of the very finest property in Africa, the UK and Internationally.

Click <http://www.linkedin.com/in/shaunascough> to view Shaun's profile on LinkedIn

VIP PROPERTY MARKETING

10. Pro-active Search For High Net Worth International Buyers

We strategically figure out where the likely buyers for your property are and go directly to them with your property
Our business was launched as an **International Property Search & Buying Advisory agency**, “*Sands Home Search*”, which operates within the UK Country House market in 2002 requiring us to source the very highest calibre of property buying clients who are typically high profile Private families, International buyers, Captains of Industry, Royalty, Sports Stars, Celebrities and Multi-national Corporates.

This business was founded on the same methodologies used by the world’s leading ‘*Head Hunting*’ search & selection consultancies, which provides us with a truly unique expertise in finding qualified buyers for the most sought after properties. i.e. at the very ‘*Top End*’ of the market.

Since 2002, we have been regularly trusted and appointed to find highly qualified buyers for some of the UK’s finest country houses & estates by their high profile property owners who place an enormous value and importance on the need to preserve & protect both their privacy and security.

There are no other Cape agencies with this level of expertise in pro-active sourcing of high calibre property buyers.

For further information about our **International Property Search & Buying Advisory agency** “*Sands Home Search*”, please visit our website: www.SandsHomeSearch.com

SANDS
HOME
SEARCH

Prime Property Advisory Services

New Forest | Sandbanks | UK Country Houses | Cape Town



VIP PROPERTY MARKETING

11. [OPTIONAL] Direct Marketing To High Net Worth Buyers

This innovative **OPTIONAL** service delivers a world class brochure of your property direct to high net worth local and international property buyers.

Many of the most expensive properties in the Cape are owned &/or visited by some of the wealthiest *High Net Worth* people in the world. These *High Net Worth* individuals are also the main buyers of prime property in The Cape and surrounding areas and they include both South African & International Buyers.

Our innovative direct marketing option helps directly target these prime property buyers via the direct mailing of high quality printed sales brochures of your property, which can be sent to any/all of following areas:

Atlantic Seaboard (<i>i.e. Bantry Bay, Camps Bay, Bakoven, Clifton, Fresnaye, Waterfront, etc.</i>)	[approx. 7,500 homes]
Southern Suburbs (<i>i.e. Bishopscourt, Constantia, Steenberg Golf Estate, Silverhurst, etc.</i>)	[<u>approx. 6,500 homes</u>]
Sub-Total of high Value Cape Town homes at R7m + = 14,000 homes	

Johannesburg (<i>i.e. Bryanston, Athol, Houghton, Westcliff, Hyde Park, Melrose, etc.</i>)	[approx. 10,000 homes]
Pretoria (<i>i.e. Waterkloof, Montana Gardens, etc.</i>) & Durban (<i>i.e. Umhlanga Rocks, La Lucia, etc.</i>)	[approx. 4,500 homes]

Example : Based on a direct mailing campaign to 14,000 of the most expensive Cape Town properties:-

- a 0.5% response rate would provide 70 enquiries }
- a 0.3% response rate would provide 42 enquiries } all likely to be High Net Worth prospective buyers!
- a 0.1% response rate would provide 14 enquiries }

Fully inclusive costs start at R2.35/mailer with a minimum order size of 10,000 mailers / homes to be targeted.

This innovative solution ensures your property is proactively presented to those who are well connected and who are most likely to have the financial means to purchase at the very top end of the Cape property market.



VIP PROPERTY MARKETING

11. [OPTIONAL] Direct Marketing To High Net Worth Buyers

Examples of the high quality & comprehensive property sales brochure mailings previously undertaken for clients.

Cielo nel Capo - Heaven in the Cape
A Distinctive VIP International Home of Ambassadorial Stature

Explore the full property showcase online at www.cielonekape.co.za
FOR SALE: US\$7.5 Million

MAIN HOUSE
Top Floor: 2 Bedrooms + 2 Bathrooms + TV Lounge
Middle Floor: 3 Bedrooms + Living Room + Dining Room + Large Kitchen/Breakfast Room + Study + 2 Large Living (Frontal Veranda)
Lower Floor: Indoor Heated Swimming Pool + Steam Room + Spa Deck + Open + Covered Terrace + Wine Cellar + 4 Car Garage + Storage + Green Field
Lower Ground Floor: 2 Bathrooms + 2 Bedrooms + Kitchen + Lounge + Terrace + Outdoor Kitchen + 2 Large Pools
SEPARATE ACCOMMODATION
Flat 1: 2 Bedrooms + 2 Bathrooms + Kitchen + Lounge + Terrace + Outdoor Kitchen + 2 Large Pools
Flat 2: 2 Bedrooms + 2 Bathrooms + Microwave + Lounge
OUTSIDE
Flat (R100,000)
Features:
Bar + Entertainment System + Grand Terrace
Flat number: 1000, 1001 + 2 Bathrooms + 2 Bedrooms + 2 Living Rooms + 2 Outdoor Kitchens + 2 Pools + 2 Garages
Upper Constantia, Cape Town, South Africa
FOR SALE: US\$7.5 Million

For more information about this unique opportunity please contact Shaun Asough of VIP International Homes on +27 (0)71 605 3191 or email: shaun@VIPHomes.co.za

VIP INTERNATIONAL HOMES
Explore the full property showcase online at www.cielonekape.co.za

Proudly British South African

The Largest Property In The Iconic Silverhurst Estate
Upper Constantia, Cape Town

FOR SALE: R50 Million

EXCLUSIVE SELLER'S MARKER

For more information about this unique opportunity please contact Shaun Asough of VIP International Homes on +27 (0)71 605 3191 or email: shaun@VIPHomes.co.za

VIP INTERNATIONAL HOMES
www.VIPHomes.co.za
Proudly British South African

Magnificent Residence Of Grand Proportions
Southern Suburbs, Cape Town

FOR SALE: R35 Million Negotiable

EXCLUSIVE SELLER'S MARKER

For more information about this unique opportunity please contact Shaun Asough of VIP International Homes on +27 (0)71 605 3191 or email: shaun@VIPHomes.co.za

VIP INTERNATIONAL HOMES
www.VIPHomes.co.za
Proudly British South African

WHY VIP PROPERTY MARKETING?

If you own a prime Cape property which you would like presented to high net worth Local & International Prime Property Buyers, our VIP Marketing Service will suit you.

Our VIP Property Marketing service was purposely designed based on our extensive experience and first hand feedback in acting for some of the world's wealthiest property buyers since 2002. This has taught us that poorly marketed properties rarely achieve much interest and almost never achieve a premium price.

Therefore our VIP Property Marketing service ensures your property is professionally presented to some of the world's most sophisticated property buyers, helping you sell to these high net worth buyers.....and often at a premium price.

If you are committed to selling a prime Cape property then this is the service for you.

VIP PROPERTY MARKETING – STANDARD TERMS OF BUSINESS

1 - VIP Property Marketing sales commission rates from 1.95% - 3%

(we will offer a 1.95% sales commission rate IF your property is to be marketed at a fair market-related price)

2 - VIP Property Marketing Fee of ZAR 15,000 which includes:-

- all the aspects of the service (points 1 – 10) listed above
- 6 months advertising on the World's leading international prime property portals
- a comprehensive PDF & Video Property Sales

Notes:

- *All fees quoted are for sole mandates and are subject to VAT. Marketing fee can be paid in sterling instead at GBP £1,000.*
- *Additional fees may be required to cover the costs of other VIP marketing options, photography, aerial imagery, floor plans, site plans, etc.*



ALTERNATIVE MARKETING SERVICES

If our VIP Property Marketing service doesn't suit your needs, we do also offer two other innovative marketing services which we have brought to the Cape from our UK agency as follows:-

DISCREET PROPERTY MARKETING

This service allows prime property sellers a unique opportunity to have their property discreetly offered for sale to the 'Right Kind' of qualified property buying clients with a minimum of intrusion & market awareness.

The Discreet Property Marketing sales commission rates from 3% - 5%

(we offer a 3% sales commission rate IF your property is to be discreetly marketed at a market-related price)

VIRTUAL AGENCY™

Our Virtual Agency service is a 'Modern Estate Agency' service which enables sellers of well priced property to market their home for sale through us on the leading property portals at only 1% Agency Commission.

The Virtual Agency sales commission rate is 1%

These two services are explained further on the following pages.....

All fees quoted are for sole mandates and are subject to VAT. Additional fees may be required for costs of floor plans, photos, etc.

DISCREET PROPERTY MARKETING

Our Discreet Property Marketing service allows prime property sellers a unique opportunity to have their property discreetly offered for sale to the 'Right Kind' of qualified property buying clients with a minimum of intrusion and market awareness.

For property sellers the key benefits include:

1. offering you the chance to sell if the right buyer comes along
2. try an ambitious sales price or gauge the market's appetite for your price without over-exposing your property
3. strategically attract the 'Right Kind' of Buyers
4. attract better offers.

Counter-intuitively, discreetly available prime properties are very attractive to buyers. Everyone wants something that others cannot access and this approach can stimulate interest in a property that a regular ad might not have attracted.

DISCREET PROPERTY MARKETING – STANDARD TERMS OF BUSINESS

1 - Discreet Property Marketing sales commission rates from 3% - 5%

(we offer a 3% sales commission rate IF your property is to be discreetly marketed at a market-related price)

2 - [Optional] Marketing Fee of ZAR 9,000 which includes:-

- a comprehensive PDF Property Sales Brochure

Notes:

- All fees quoted are for sole mandates and are subject to VAT.

- Additional fees may be required to cover the costs of VIP marketing options, EPC, photography, aerial imagery, floor plans, etc.



VIRTUAL AGENCY™

The underlying principles of this service are that over 85% of property buyers find/buy well priced property through listings of those properties by Estate Agents on the leading property portals/websites.

Many property sellers appreciate this growing trend and also wish to be involved in showing prospective buyers around their house (*they understandably believe they know their own houses best!*) and therefore our Virtual Agency service was created to offer property sellers the choice of a much fairer deal.

With this service you can continue to accept buyers from any other agency but you will still be liable to pay the Virtual Agency sales commission of 1% + VAT however you sell your property during our agreement period.

The Virtual Agency service gives you the proverbial 'Best of all worlds' opportunity to sell your property!

If you are willing to show buyers around your own property, this may be the service for you.

VIRTUAL AGENCY™ – STANDARD TERMS OF BUSINESS

1 – Virtual Agency sales commission rate is 1%

2 – A range of Optional extras which include:-

- professional photography from R500
- floor plans from R500
- comprehensive PDF Property Sales Brochure & 6 months International Marketing at R15,000

Notes:

- All fees quoted are for sole mandates and are subject to VAT.

- Additional fees may be required to cover the costs of VIP marketing options, EPC, photography, aerial imagery, floor plans, etc.



OUR MARKETING SERVICES COMPARED

3 REFRESHINGLY DIFFERENT MARKETING SERVICES TO CHOOSE FROM

		VIP MARKETING	DISCREET MARKETING	VIRTUAL AGENCY
	WHAT IS INCLUDED OR AVAILABLE IN EACH SERVICE:-	①	②	③
1	Local Property Portal Advertising	•	•	•
2	International Prime Property Buyer Database	•	•	•
3	Pre-Qualification of Property Buyers	•	•	-
4	Controlled Procedures with NDAs	•	•	-
5	International Prime Property Portal Advertising	•	n/a	optional
6	World Class Presentation Of Your Property Online	•	n/a	optional
7	Comprehensive PDF Sales Brochure	•	optional	optional
8	Comprehensive Video Sales Brochure	•	optional	optional
9	Managed By An International Prime Property Expert	•	•	-
10	Pro-active Search For High Net Worth Buyers	•	•	-
	AGENCY SALES COMMISSION RATES:-			
	- for fair-market-value priced property	1.95%	3%	1%
	- for premium priced/unique property	3%	5%	1%
	ADVERTISING & MARKETING FEES Options include 6 months advertising on the World's leading international prime property portals , comprehensive PDF & Video Property Sales Brochures and direct marketing to High Net Worth buyers.	available	available	available
	Notes: - All fees quoted are for sole mandates and are subject to VAT. - Additional fees may be required to cover the costs of VIP marketing options and photography; aerial imagery; floor plans, site plans; targeted direct marketing campaigns, etc.			



IN SUMMARY

WHY CHOOSE VIP INTERNATIONAL HOMES TO SELL YOUR HOME?

Quite simply because we offer a complete range of marketing services which enables each property seller to select the level of service they believe is required to sell their property with fees directly linked to the extent of services selected.

We offer a truly unique and refreshingly different range of property marketing services under one elite 'VIP' brand which also provide a fairer deal for property owners/sellers.

Property sellers are free to choose from any one of our 3 marketing services.

- 1. VIP PROPERTY MARKETING**
- 2. DISCREET PROPERTY MARKETING**
- 3. VIRTUAL AGENCY™**



INTRODUCER REFERRAL SCHEME

RECEIVE 20% OF THE FEES WE EARN FROM YOUR INTRODUCTION

We offer an exciting opportunity for private individuals, professional advisers &/or brokers to earn lucrative referral commissions by introducing either:

Sellers or **Buyers** of Prime Property in Cape Town or the UK.

If this is of interest, please contact us to request a copy of our Introducers Referral Scheme agreement.

Terms and conditions apply.

TAKE THE NEXT STEP

To find out more please contact me.

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UK: +44 (0)1425 688119

Email: Shaun@VIPInternationalHomes.com

Web: www.VIPInternationalHomes.com

All calls will be treated with the strictest of confidence.

VIP INTERNATIONAL HOMES

CAPE TOWN, SOUTH AFRICA | UK COUNTRY HOUSES



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