

CAPE
WINELANDS
PROPERTIES

your dream home awaits

PART OF THE VAL DE VIE GROUP



YOUR
dream home
AWAITS

As part of the Val de Vie Group of Companies, Cape Winelands Properties (CWP), is committed to the same levels of excellence that have long been associated with Val de Vie Estate. Founded in 2006, CWP has incorporated numerous developments, resales, rentals and commercial properties in its portfolio.

Our experienced team is mandated to sell and facilitate numerous developments in the Cape Winelands and greater Cape Town, having in-depth knowledge of regional property trends.

To provide support to our clients, Cape Winelands Properties has positioned **two offices within Val de Vie Estate**, ensuring accessibility and convenience to visitors. These offices are located at The Yard Wellness Centre and The Berg River Gate.

These developments include:

- PAARL VALLEIJ LIFESTYLE ESTATE & FARM
- RHEBOKSKLOOF ESTATE
- ZEELAND PIER
- 2 ON TABAK
- LA DEMEURE ESTATE
- HARBOUR ARCH
- THE RUBIK
- PATRYSVLEI



The Yard Wellness Centre, Val de Vie Estate



The Berg River Gate, Val de Vie Estate

OUR *vision*

Our commitment to excellence goes hand-in-hand with a set of core principles:

- Remain as a leading luxury property estate agency in the Cape Winelands and the greater Cape Town region
- Meet our client's needs as they search for the best in luxurious living
- Achieve maximum capital growth for our clients
- Revolutionise the property sales industry as we know it
- Nurture long-term relationships with our clients
- Conduct our business with the greatest of integrity, in accordance with the Estate Agency Affairs Board's code of conduct
- Improve the greater Winelands community by contributing to social upliftment and job creation
- Promote the Winelands as the leading region in South Africa for safe, spacious and luxurious family living

As a team we are committed to:

- Acting in your best interest at all times and respecting your time
- Providing genuine, personal service tailored to your needs
- Supplying comprehensive area statistics and information
- Offering effective finance solutions
- Ensuring that we stay ahead of the curve by offering you the latest service technology and methods
- Maintaining long-term service relationships as all our agents reside in the areas they service and participate in the community
- Remaining true brand ambassadors for the Cape Winelands and greater Cape Town region
- Carrying out effective marketing as pioneers in social media within the property market
- Targeted marketing to your buyer profile, within South Africa and internationally, ensuring market aims are reached
- Remaining a catalyst for above average capital growth
- Providing excellent services with an experienced in-house marketing team





ATTENTION *to detail*

OUR *Marketing* PLAN

Our marketing efforts are spearheaded by a highly skilled in-house team, under the leadership of Val de Vie Estate Marketing & Brand Director, Ryk Neethling.

This talented team is dedicated to ensuring your property receives the utmost attention and exposure, employing a comprehensive approach.

Additionally, we feature properties in strategic online campaigns, international property magazines and national publications.

WHEN ENTRUSTED WITH THE MARKETING OF YOUR PROPERTY FOR EITHER SALE OR RENTAL, WE FOLLOW A METICULOUS PROCESS THAT INCLUDES:

- **PROFESSIONAL PROPERTY PHOTOGRAPHY:** Our in-house content team captures the essence of your property through professional pictures and drone shots that highlight the key features and charm.
- **EYE-CATCHING BROCHURE CREATION:** Our team creates a brochure that showcases your property in its best light.
- **EXTENSIVE ONLINE EXPOSURE:** Your property will be listed as available on over eight local and international property websites, broadening its reach to a global audience of prospective buyers and tenants.
- **TAILORED MARKETING COLLATERAL:** Depending on your property's unique buyer profile, we design bespoke email marketing and printed marketing collateral, customised to target the most relevant audience.
- **STRATEGIC SOCIAL MEDIA PROMOTION:** Through our active presence on social media channels, such as Facebook and Instagram, we utilise targeted posts to generate leads and create meaningful engagement. Many successful sales have resulted from these efforts.
- **PERSONALISED CLIENT COMMUNICATION:** We employ individual messages to our existing client database, ensuring that your property receives direct attention from potential buyers or tenants within our network.
- **AI-DRIVEN META AND GOOGLE ADS:** To maximise online exposure and visibility, we use sophisticated AI-driven Meta and Google Ads, reaching potential clients actively searching for properties like yours.
- **BI-WEEKLY PROPERTY NEWSLETTER:** Our comprehensive property newsletter, published bi-weekly, keeps your property in the spotlight and in front of potential buyers and tenants.
- **ANNUAL CAPE LUXURY PROPERTIES ROADSHOW IN GAUTENG:** A prominent event that presents your property to a high-profile audience, increasing its chances of finding the perfect buyer.



Why CHOOSE US

We go above and beyond to ensure your real estate journey is smooth and successful. Choosing us means gaining access to a comprehensive range of services and a high-profile network.

HERE IS WHAT MAKES US STAND OUT:

- Highly skilled in-house marketing team
- Long-standing relationship with the top schools in the Cape Winelands
- Home preparation expertise
- Three on-site sales offices strategically positioned across Val de Vie Estate
- Reputable professional suppliers (moving, home services, architects, interior designers, builders etc.)
- Inspections (electrical, gas and beetle certificate)
- Insurance solutions
- Energy efficiency expertise (solar and lithium battery back-ups)
- Rental services

AS A TEAM WE ARE COMMITTED TO:

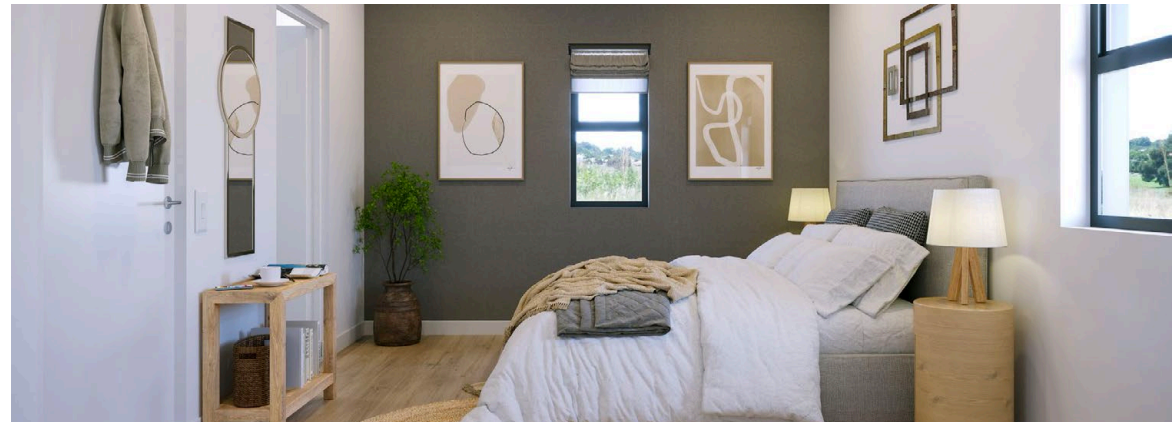
- Act in your best interests
- Respect your time
- Provide authentic and personalised service
- Maintain open communication
- Offer comprehensive information about the Paarl-Franschhoek Valley
- Provide effective finance solutions
- Embrace technology to enhance our services
- Cultivate long-term relationships
- Drive above-average capital growth
- Deliver excellent results through our experienced in-house marketing team

In-house **BOND ORIGINATOR**

Val de Vie Property Finance can help you secure the necessary financing for your dream home.

With our in-house bond origination services, we streamline the process of obtaining a home loan, providing you with expert guidance and support throughout.

Our longstanding partnerships with all major banks enable us to facilitate home loans on your behalf, regardless of whether you are buying, building, or planning improvements to your existing property. Whether your financing needs are straightforward or involve more complex lending scenarios, we have the expertise to tailor solutions that best suit your requirements. As independent home loan brokers, we prioritise the utmost discretion, confidentiality, and professionalism in every interaction.



A *dedicated* RENTALS TEAM

Our dedicated rentals team is committed to providing exceptional service and ensuring the best interests of both landlords and tenants throughout every step of the rental process.

Our thorough approach begins with **carefully verifying all rental applications**. As part of our promise to safeguard the interests of our landlords, we offer **a complimentary four-month long-term income protection plan**, providing an added layer of security.

For tenants, we collect a two-month deposit, which is then invested in an independent trust on behalf of the landlord, **ensuring transparency and trust in the rental transaction**. To ensure transparency, all incoming and outgoing inspections are conducted by an independent company, providing an unbiased assessment of the property's condition.

A **user-friendly property maintenance system streamlines the fault reporting process**, ensuring prompt resolution of any maintenance issues that may arise during the tenancy.

In addition, we offer a **comprehensive property management programme** and find managed leases have become increasingly attractive to both landlords and tenants due to their ability to streamline property management and enhance the rental experience. For landlords, these leases often mean reduced stress and improved property oversight, as professional management teams **handle maintenance, tenant relations, and compliance issues**. This allows landlords to maximise their investment while minimising the time and effort required for day-to-day operations.

For tenants, managed leases offer a more **reliable and responsive living experience**. With dedicated management teams, tenants can expect timely maintenance, clear communication, and a more professional approach to leasing. This fosters a sense of stability and satisfaction, making it easier for tenants to feel at home. Ultimately, managed leases create a win-win situation, ensuring both parties benefit from a well-maintained property and a smoother rental process.





INTERNATIONAL *exposure*

Mayfair International Realty brings together top luxury real estate brokers and agents across the world.

As the first South African property company to join this exclusive network, Cape Winelands Properties showcases properties for sale on Mayfair International Realty's website, granting selected listings international exposure. Potential buyers looking for properties can visit Mayfair International Realty's London office, located at 41- 43, Maddox Street, Mayfair, London, W1S 2PD.



MAYFAIR
International Realty

AN INTERNATIONAL ASSOCIATE OF
MAYFAIR INTERNATIONAL REALTY.

MEET *the team*



RENIER SWART
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MEET *the team*



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RENTAL AGENT



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