

THE TOP REASONS AGENTS LOVE WORKING AT CHAS EVERITT

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The Chas Everitt International property group has been a leader in the South African real estate industry for more than 43 years. The foundation of this success is its agents, which led Chas Everitt to focus its attention on attracting top talent in the real estate industry and building loyalty that has spanned generations. Here are the top five reasons why agents love working at Chas Everitt.

EXTRAORDINARY LEADERSHIP

Our agents value the structure of our agency, which doesn't make use of typical hierarchies. Agents are encouraged to engage with branch principals and even directly with our CEO, Berry Everitt, whether that's to raise concerns, ask questions or simply have a chat.

Chas Everitt's leadership believes in having a one-on-one approach with our agents and really getting to know them. It's the small things like remembering the name of a loved one or phoning our agents on their birthdays that really make the difference. In addition, the leadership at Chas Everitt prides itself on acknowledging each agent's unique abilities and the distinct contributions that they bring to the table.

FAMILY CULTURE

Chas Everitt started off as, and continues to be, a family run-agency. This foundation has set the tone for the culture of the company. This is grounded in family values and aims to make every agent feel at home. Many of our agents say that they feel valued and that they're more than just a number. This extends to the customised support that we offer to each agent.

BRAND REPUTATION

The Chas Everitt brand name gives our agents instant recognition within the industry, which in turn leads to more referrals and a greater pool of clients. Moreover, our agents feel that they can relate to the brand and its values of integrity, honesty and trustworthiness.

Chas Everitt is also one of only two South African real estate companies that is affiliated to Leading Real Estate Companies of the World® and Luxury Portfolio International®, which is a major selling point for many of our agents because it gives them more exposure to high-end clients and makes them part of a genuine global marketing network that encompasses more than 500 top brokerages and 125 000 agents in 70 countries.

TECHNOLOGY

Many Chas Everitt agents cite the brand's technology as one of the things that make it stand out from other agencies. Agents are equipped with the very latest tech that helps to streamline processes, freeing them up to focus on what they love most: listing and selling homes. The Agent Connect app is one such example, which gives them access to all the property documents they need quickly and efficiently.

In addition, they can use the app to send clients links to documents that require personal and financial information that is then stored in a secure digital space, as required in terms of the POPI Act.

FREEDOM

Despite being a large company, Chas Everitt encourages its agents to be individuals. This is highly valued and means that agents can explore what works for them. Instead of being pigeonholed into a specific area, price bracket or property type, agents can operate across a variety of areas and list luxury mansions, sectional title apartments and everything in between. Some agents even choose our **Nomad**® model which allows for even more flexibility.



Overall, there are many reasons why Chas Everitt is the first choice for successful agents and why so many of our leading agents have chosen to stay with the company for decades. To see what our agents have to say about their experiences, visit our YouTube channel [here](#), and for more information on becoming a Chas Everitt agent click [here](#).