



KOBIE POTGIETER

BROKER/OWNER
REMAX INDEPENDENT

Summary



Remax Independent Properties was established in June 2003. The business started with 5 agents and has grown to 58 agents over the past 7 years.

A second branch, situated in Main Street Walmer was established towards during 2007. Remax Independent is the biggest Remax office in the Eastern Cape with recent achievements which includes: 2006 Recruiter of the Year and Office with the Highest Growth for Remax Southern Africa.

Remax Independent continues to be involved in community projects such as Reach fro a Dream, Feeding Schemes in their immediate environment and Training Programmes for previously disadvantaged groups.

Kobie is passionate about people and property. She boasts with her latest achievements as 2007 Broker/Owner Individual of the Year by registered commission for Re/max Southern Africa and; 1st for Re/max in the world for commission paid in the 1st quarter of 2008.

Service Ethics

I am of the belief that no matter what I do or who I meet, service ethics is the one thing that distinguishes the outstanding professionals from the average agents.

To do a quick sale is sometimes easy, but the after sales service is what separates us from the rest.

I therefore treat all my clients the way I would like to be treated. I pride myself in the fact that I handle delicate situations with sensitivity and make sure that fairness always prevails.



The Real Estate Leaders
STM



Professionalism

Professionalism is what is lacking in our industry, and that is why it is of great importance to me. With my motto “Knowledge is Power”, I strive to keep abreast of technological changes within the community, Port Elizabeth and rest of the country and also our relation to the rest of the world. Awareness of system changes in the banking industry, smoothens the process and keep you one step ahead.

It is of utmost importance to know your product, know all the facts relating to the property you are about to sell and back it up with world class marketing material.

My office is the best equipped office in the Eastern Cape and very modern in design. This is all to create the perfect professional environment to ensure the clients receive a true professional experience and is the home of my very efficient and friendly staff.



Community/ Charity Involvement

My love for the community comes from having grown up in this community. It has been a part of my life from my school days to starting out in my first job as a teacher. The wonderful people of my community watched and supported me when we established RE/MAX Independent Properties.

They are the reason for my success.

In appreciation for all the support I received from the community, we sponsor both Primary and Secondary Schools in the area. We actively get involved with fundraising events and always lend a helping hand.

Various churches also benefit especially where we are involved with feeding and clothing of orphaned babies. We are also involved in programs to deliver food packages to old aged homes and indigent people in the community.

RE/MAX has also adopted Reach for a Dream as their preferred Charity Organization. We support an annual Road Race to raise Funds to help thousands of children to fulfill their dreams and know that dreams really do come true.

Marketing & Innovation

World Class Marketing plays a key role in being successful in the Real Estate Industry.

To me the key to being number one is:

- Knowing what you want to achieve and have a very clear objective.
- Believe in yourself and your abilities
- Maintain lasting relationships with satisfied customers.
- Add value to everything you do because your clients trust you with their biggest asset.

To keep abreast of the competition, I believe in adding more value to my clients by customizing their homes.

I have a series of accessories that I make available to all my clients to assist them in making their houses more marketable.

My marketing material is of outstanding quality and consists of a booklet and CD that contains photos, data on the property and a virtual tour of the home.

With all these tools I am positioning myself with a highly effective promotional plan, to demonstrate to clients that I have the required skills to market their homes effectively and efficiently.

My marketing system includes a mix of advertising i.e.:

1. Personal promotion – sign, lamp post and dust bin advertising
2. Client contact and awareness strategies, committed involvement, sponsorship etc.
3. Client education on market trends
4. Property Valuations
5. Endorsements on Property Issues
6. Industry Comment



Commitment to Education

Being in the teaching profession for 10 years taught me the importance of empowering people with knowledge

Within my company I run a separate training program for the beginner agents as well as an advanced program for the qualified agents, on a weekly basis. Training ranges from: "How to Promote yourself as a new agent" to "Market related training on the trends and development at residential, commercial and industrial areas in Port Elizabeth and the surrounding areas."

REMAX Head Office has its own courses and satellite training, which I expect my agents to attend to ensure their competency and develop them to become professionals in all aspects of the Real Estate Industry.

I do extensive reading of anything property related that I can put my hands on to ensure that I am always aware of what is happening around me and in order to respond appropriately and pro-actively to my the industry.

Leadership

I was fortunate to have played leadership roles from my school days, where I was elected as Deputy Head girl.

As a student, I was on the Student Representative Council. I was also the Chairman of S.C.A .

Throughout my teaching career I was assisted by many dynamic tutors, who taught me values and systems that I am now implement in my office.

I often share my life- and work experience to motivate others through motivational talks throughout the Eastern Cape.

I am involved in several activities in the Eastern Cape where I provide professional input, direction and comments on projections and current trends on the property market through:

- * Newspaper articles
- * Industrial comments and endorsements
- * Property News on SABC3 Business Channel
- * Morning live on SABC
- * Property Valuators

My philosophy is to lead like Jesus led his followers, and that is through example. I lead with love, but also demand respect and hard work. Greatness lies not in being strong but in the correct use of strength.

A quote:” **To make our way we must have intelligence, persistence, and tenacity. We must motivate ourselves to work hard all the way. We can never give up.**” By *Ralph Bunche*.



BEE Involvement

Nationally RE/MAX has introduced a system to empower previously disadvantaged people in the Real Estate Industry which we have implemented in RE/MAX Independent.

We currently have 6 BEE candidates being mentored by myself and the office manager.

They attend training on a weekly basis empowering them with the tools they require to deal with this rapidly growing industry of the black market.

There is tremendous movement of property sales in the traditional black townships and a great earning capacity for BEE candidates.

My office has a level 3 BEE accreditation of which I am very proud of.

ACCELADES

Personal and office achievements:

- 2008- 1st quarter – 1st in the world for Re/max for commission paid (excl.USA and Canada)**
- 2008 – Nominee most SA Influential Business Woman of the Year
- 2007 – Top Single Office – Remax Eastern Cape
- 2007 – Top Multiple Office – Remax Eastern Cape
- 2007 - Betterbond Regional Award – Top Agent
- 2007- 3rd in SA for Re/max-commissioned earned
- 2007- 5th in the world for Re/max (excl) USA & Canada
- 2007 - 2nd position – Agent of the Year – Units Sold
- 2007 - 3rd position – Agent of the Year – Commission earned
- 2007 – Re/max Diamond Club
- 2006 - Top Single Office – Remax Eastern Cape
- 2006 - Betterbond Regional Award – Top Agent
- 2006- Re/max Chairman's Club
- 2006 -Top 3 Business Woman of the year
- 2006 - Property Professional of the Year-Finalist
- 2006- Winner Re/max Southern Africa Broker/Owner by registered commission
- 2006 - 4th in SA for Re/max – commission paid
- 2006 - 17th in the World for Re/max commissioned paid
- 2005 – Top Single Office – Remax Eastern Cape
- 2005 – Betterbond Regional Award – Top Agent
- 2005- Best Young Office
- 2005 - Best Regional Office by Sales 2005
- 2005 - Top RE/MAX office for Betterbond – Eastern Cape
- 2004 - Best Manager Award
- 2003/2004/2005 - Quality Assurance Award for RE/MAX

ACCALADES

- **Personal and Office Achievements**
- 2005 -Young Lions Award – recognizing outstanding services to the Real Estate Industry on a
 - national level
- 2005 - Top Sales agent for Re/max Eastern Cape in earnings and in units sold
- 2006 - Selected as the Top Property Professional for Eastern Cape to feature on Summit TV.
- 2006 - Platinum award for earnings
- 2006 - Re/max Hall of Fame.
- 2006 - Top 3 Eastern Cape BWA- Business Woman of the Year