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Duties of a Listing Agent

Getting a Platinum Mandate

In order for our Platinum Member Agent to bring a development to Platinum Planet, you have to supply us with a Development Information Form, Development Information Outline document and a Marketing Fact Sheet.

Responsibilities of the Introductory Agency:

The responsibility of the introductory agency is to establish contact between the developer and Platinum Planet developments department.

The introductory agency needs to appoint an agent, who will take on all responsibilities.

The introductory agent is required to be present at the signing of the Sole and Exclusive Mandate between Platinum Planet and the respective developer.

Listing Agency:

This is a Platinum Member Agency who can also be the introductory agency (fulfilling the above mentioned responsibilities). The Listing agency needs to appoint an agent, who will take on all responsibilities. It is this agent's responsibility to ensure that the agreed marketing plan for the development is fulfilled within the mandated period or the development sells out.

In addition to the above mentioned responsibilities, the Listing agent is required to:

Get all required marketing material (electronically) from the developer; i.e.

- A completed Marketing Fact Sheet
- A completed Development Outline Document
- Logo of development
- Site map
- Contoured map/ Arial picture
- Location map (showing North, Scale, Road numbers, Landmarks)
- Unit pictures, description, eligible numbering and parking bay layout
- Artist impression
- Photos of features, current structures
- Contract and rental pool agreements
- Price overview in excel, including any completed sales (if relevant)
- A one pager explaining the buying process (eg, deposits & time limits/ expected transfer date)
- A CD with the logo and pictures in a minimum of 300dpi (this is for banners etc.)
- A continued written update from the developer on the progress of the development

The Listing agency will be required to liaise with the Head Office Sales co-ordinator, as well as be available to communicate with other Platinum member agencies who are selling in the development. The Listing Agency will be required to assist with the official Launch of the development as well as the site visit should one be required.

Should Head Office require, the Listing Agency needs to be available to assist with getting the contracts signed by the developer. As well as take responsibility of responding to FAQ's sent through Head Office by other member agents who are selling in the development