

TRANSFORMATION PROGRAMME 2017/18

“Retain and keep them working”



ESTATE AGENCY AFFAIRS BOARD
OF SOUTH AFRICA

BACKGROUND

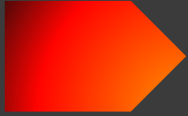
The Estate Agency Affairs Board (EAAB) has been established in terms of an Act of Parliament known as the Estate Agency Affairs Act, 1976 (Act No. 112 of 1976) to amongst others:

- ❑ Regulate the conduct of estate agents through a code of conduct;
- ❑ Maintain the standard of education and training of estate agents;
- ❑ Establish and maintain the estate agency fidelity fund; and
- ❑ The licensing and registration of estate agents.


MISSION STATEMENT (NEW) AS PER ANNUAL PERFORMANCE PLAN



PROTECT – Through education, awareness building and information sharing.



REGULATE – We regulate the property profession by establishing norms and standards, educating, licensing, the enforcement of regulations and standards.



TRANSFORM – As the leaders of the sector, we drive the transformation of the property market to facilitate equitable economic growth through broad participation.

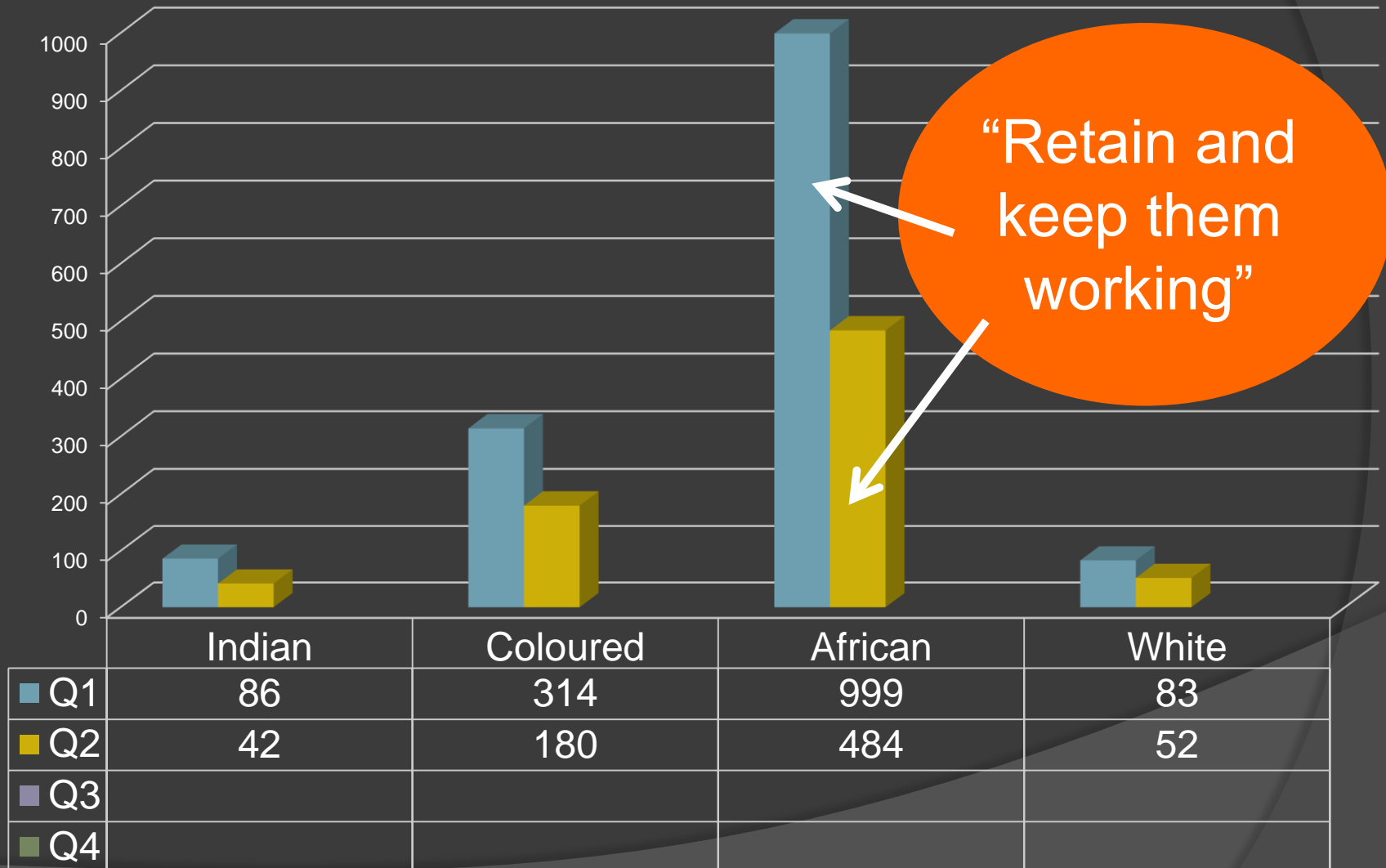
EAAB Transformation Programme 2017/18

“Retain and keep them working”

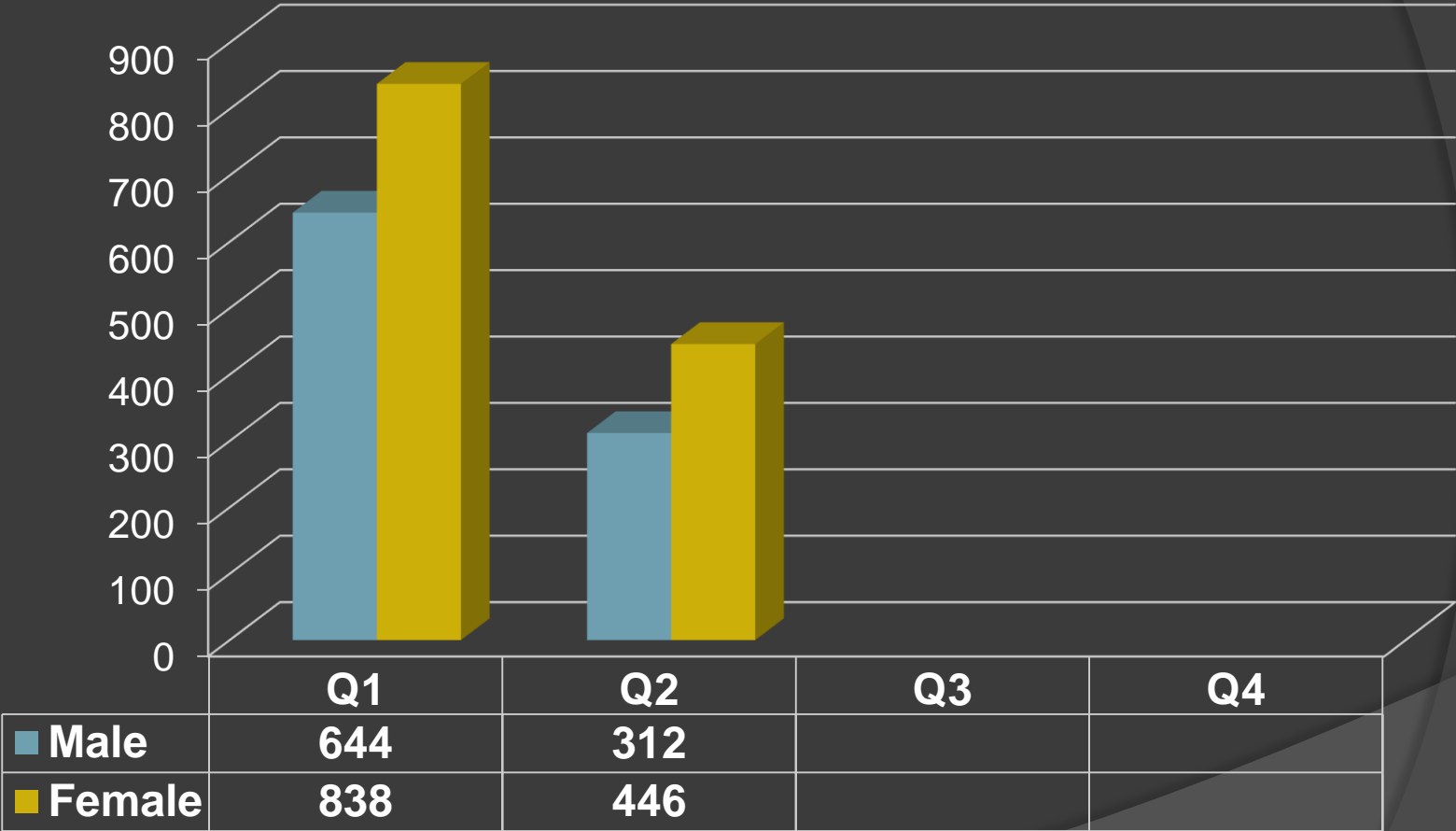
Regularisation of illegal estate agency practitioners

- ❖ Amnesty campaign;
- ❖ Placement of youth, women and people with disabilities through the incubation programme;
- ❖ Development of financial incentives for transformation initiatives;
- ❖ Development of transformation initiatives;
- ❖ Consumer awareness campaign.

New Entrant Registrations per Race across all Provinces - 2017/2018



New registrations issued per Gender 2017/2018



A nighttime photograph of a city skyline, featuring the CN Tower prominently on the left. The buildings are illuminated with lights, and the sky is dark. The text is overlaid on the right side of the image.

Estate Agency Affairs Board Amnesty Programme

**COLLABORATION TOWARDS TRANSFORMATION
OF THE REAL ESTATE SECTOR**

Amnesty campaign

The objective of the programme is to:

- ❖ Retain registered property practitioners within the real estate sector, and to keep them employed and working through various initiatives. For example, exemption from educational compliance and financial obligations;
- ❖ Amnesty roadshows will be conducted in all nine provinces;

Proposed Amnesty Programme

The EAAB will embark on a collaboration towards transformation of the real estate sector which is envisaged to commence early 2018;

Roadshows will
be conducted
during 2017\18
in all nine
provinces;

Morning Sessions

Registered and De-registered Black
Principal estate agents;

Afternoon Sessions

All Black estate agents and
interested parties within the real
estate sector;

Proposed Amnesty Programme

- **Objectives anticipated** – in terms of compliance - to provide opportunities to PDI's that are currently unregistered and deregistered estate agents;
- **Positive outcomes anticipated** - to provide opportunities for PDI's to enter and re-enter the real estate sector which will enhance transformation initiatives;
- It is envisaged this will greatly assist in removing some of the current barriers to entry;

Placement of youth, women and people with disabilities through the incubation programme

One Learner One Estate Agency Youth Programme

- ❖ Skills development programme targeting unemployed youth and disadvantaged individuals;
- ❖ During the learnership period - beneficiaries of the programme will be exposed to experiential learning as well as theoretical studies as they seek to be certified against the Further Education in Real Estate: NQF Level 4

Development of financial incentives for transformation initiatives

Exemptions from submission of annual auditor's report

The aim is to develop financial incentives for transformation initiatives.

- ❖ A firm having an annual turnover of less than R200 000 will be exempted from the requirement of having to submit annual auditor's reports;
- ❖ Such firms need only to submit bank statements for the year in question for review by the EAAB;
- ❖ Establishment of a transformation fund to support all transformation initiatives;
- ❖ Cancellation of all outstanding fines during the Amnesty period.

Development of transformation initiatives

Exemptions from Educational Requirements:

The goal of the project is to introduce a Workplace Readiness Skills Programme for property practitioners leading to their exemption from the education requirements for estate agents;

There is no barrier to entry as matriculation is not a prerequisite to participate in the programme.

A translation into all official languages of the glossary contained in the study materials is being undertaken and will be implemented from 2018 to assist candidates;

Consumer awareness campaign

The following EAAB consumer education and awareness programmes were undertaken during the period under review:

Billboard
outdoor
advertising

Community
Radio
Interviews

Social
Media
platform
for
consumers

National
Radio
Advertising

TV Advertising
(to follow in
due course)

Estate Agency Affairs Board Partnerships



- ❖ City of Mangaung (R500 million empowerment project);
- ❖ Services SETA (One Learner Project 2018);
- ❖ National Property Forum;
- ❖ Gauteng Provincial Government (R500 000 Tshepo Project);
- ❖ Banking Association of South Africa (BASA);
- ❖ Provincial and Local Government;



Mangaung Empowerment Projects

Eastate Agency Affairs Board launched in MMM

Mangaung Metropolitan Municipality (MMM) officially opened its Estate Agency Affairs Board (EAAB) Regional office in Bloemfontein on 13 October. The

Board is meant to bring about radical economic change by empowering more upcoming black-owned agencies and provide customer education services.

EAAB which is situated at Hostel

1 will provide customer education services on what a customer should look for when purchasing property and all the legalities involved.

The service is meant to curb illegal sales that take place on a daily basis. The MMC for Human Settlement Molefi Morake also called on black aspiring estate agencies to make use of the Board as it will help them to register their business and operate legally.

“Today we mark history in the making by officially launching the EAAB Regional Office in Mangaung Metropolitan Municipality. It is a great pleasure to see that the programme for radical economic transformation is not a mere pipe dream but it is actually happening here in Mangaung. This is also for consumers. For a long time our consumers had grievances but didn’t know where to raise them,” said Morake.

The Chairperson for Transformation at EAAB Eugenia Kula-Ameya spoke out strongly on transformation, calling on agencies to share in this seven trillion rand industry by empowering more small black businesses.

In photo: MMC for Human Settlement Cllr. Molefi Morake and EAAB Chairperson for Transformation Eugenia Kula-Ameya officially opening the EAAB Office at Hostel 1 in Bloemfontein.

By Johnson Qobo



Cecile and Brandwag Projects

- ❖ The Executive Mayor Cllr Olly Mlamleli has set aside R500 million funding towards the Cecile and Brandwag Empowerment projects;
- ❖ These projects will comprise of affordable housing developments in the two areas;
- ❖ The construction of these two housing development programmes will be through the City and EAAB.

Cecile and Brandwag Projects

- ❖ The selling of the two housing projects have been ring-fenced for registered, complaint estate agents and estate agency firms that emanate from the Amnesty Programme;
- ❖ Conveyancing transactions will be put through the Black Conveyancers Association (BCA);
- ❖ Title deeds will be issued through the Department of Human Settlements;

REGULATORY AND INSTITUTIONAL INTERVENTIONS

PROPERTY PRACTITIONERS BILL

- The preamble to the Bill recognizes the disparities and distortions prevailing within the property market which have been caused by the discriminatory laws and practices of the past.
- One of the key objectives of the Bill is to promote transformation within the sector
- Section 69 of the Bill compels estate agents and agencies to comply with the Property Sector Charter Council which set transformational targets within the sector.
- In terms of section 69 the Regulator (EAAB) is compelled to implement transformation measures and initiatives from time to time. Also to monitor the progress of implementing those measures.

PROPERTY SECTOR CHARTER COUNCIL

- Provisions of the proposed bill mandatory for the enforcement of the property charter
- The charter set out transformation targets within the sector

Thank You



**ESTATE AGENCY AFFAIRS BOARD
OF SOUTH AFRICA**