



## **INSTITUTE OF ESTATE AGENTS OF SOUTH AFRICA PIETERMARITZBURG & INTERIOR REGION ANNUAL REPORT: September 2007 to August 2008**

**BY THE CHAIRMAN BRIAN CODLING**

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As we come to the end of the Institute's 14th year, it is my pleasure to report to you on what we have done and accomplished since our Annual General Meeting in August 2007. It has been one of the most challenging years in the Industry due to significant increases in the interest rates, the effects of the National Credit Act and the tightening lending criteria of the banks.

The topics I will cover are membership, the regional board, organisation, finance, education, Narea, transformation, the property charter, strategic alliances, public relations, functions and local events, internal and external events, and challenges for the future.

### **Membership**

- Our membership has shown a slight decrease due to some agents leaving the Industry as a result of low sales. We presently have 258 individual members, 15 Firm members, plus 9 Associate members.

### **Regional Board**

- The Regional Board has 6 of the original 11 directors as constituted in August 2007, comprising of Cathy Pretorius( Vice chair ) Harold Kwitshana, Shanjay Maharaj, Trish Sutton, Max Lekgatle and Brian Codling (Chairman), the following Directors resigned during the year, Arnold Nel and Aloma Walker.
- The following Directors were co opted during the past year, Paul Campbell, Don Tully, Carol de Matteis, Deon Jonck, Charmaine Strydom and Terry Petersen. We appreciate their commitment to the Industry and wish them many years of valuable service to the Institute. This increases our number of Directors to 12.

### **Organization**

- Our Regional Secretary Mrs. Deverani Naidoo, has performed her duties well over the past year and the Institute has sent her on 2 training courses for her and our benefit eg Pastel Financial Accounting and Entrepreneurship Business Management ( NQF 4 and NQF 5)
- we continue to run as an autonomous regional body/ Institute with a single half day secretary to carry out all the day to day duties of running our office, coordinating RPPI Online and booklet, organising the various functions including our highly successful EAAB Course which we held in March for the last time, presented by Leo Combrink, plus our sports day, golf day, ten pin bowling, RPPI operators course, quarterly networking breakfasts to name just a few of the functions and events that we as a regional Institute arranges.

## **Finance**

- our main source of income remains the membership fees and supplemented by the RPPI subs, Website sponsorship and sponsorship from STANDARD BANK which we are really thankful for. The termination of the EAAB Exam Course has impacted on us and needs to be replaced with other activities.
- Last year 2007, we showed a loss of R10 584.00 , fortunately this year due to various expenses we have shown a slight profit of R13 920.00 which I will discuss more fully under item 6 of the meeting agenda.

## **Narea**

- The IEASA and NAREA were merged under the umbrella of the IEASA on the 24<sup>th</sup> April 2008. This obviously puts the body in a much stronger position and enables it to be only mouth piece for the Industry in dealing with the various Government Departments i.e. Services Seta, Dti etc. It also enables us to increase our membership base. There is currently a campaign under way to achieve this. To further cement this, the Institute has created an operational manual for each office as well as other structures to ensure proper Corporate Governance.

## **Education**

- We are participating actively in the National Qualification Framework (NQF) for levels 4, 5 and 7, as well as the Organizing Framework for Occupations (OFO) for Real Estate.
- We offered for the first time in South Africa the international designations Certificate of the International Property Specialist (CIPS) (with nine graduates in 2007) and Transnational Referral Certification (TRC).
- We have developed four internationally trained Certificates of the Residential Specialist (CRS) trainers.
- We have been awarded the stewardship of the NAR courses, CRS, Certificate in Real Estate Brokerage (CRB) and Certificate in Property Management (CPM) in partnership with the Services SETA.
- A Train the Trainer program has been undertaken with the S/Seta to develop local trainers for the CRB, CRS, CIPS, CPM and TRC courses.
- We have created the Institute of Estate Agents Training Academy (IEATA).
- We have revised the Certificate of the Institute of Estate Agents (CIEA).

## **Transformation**

- Transformation within the industry has progressed very slowly and still does not meet the requirements for the EAAB and DTI. However, the IEASA Board is aware of this and has taken appropriate steps to tackle these issues. The IEASA has appointed a General Manager, Mr. Terence Khoza on a trial basis, to provide training and improve communication within the various IEASA Regional office and National office. He will also be striving to ensure the demographics of the industry are more representative in the future.

## **Property Expropriation Bill**

- the Bill is now under review and likely to be drastically revised.

## **Strategic Alliances**

- The IEASA on a national level have exerted significant pressure on the EAAB in order to remedy the problems experienced with the issuing of Fidelity Fund Certificates. This is met with some success and the distribution of FFC have improved however, IEASA will continue to lobby the DTI and EAAB is sustained.
- ICREA (International Council of Real Estate Associations). Our relationship with this organization continues to grow and IEASA South Africa is a valued and respected member.

There are various synergies in the pipe line and that should produce long term benefits for our Industry.

## **Public Relations**

- the Witness continues to give us excellent media exposure and I thank them for all their assistance and support especially for their sponsorship of free adverts given to the Institute in the Weekender.
- our region was featured in the various editions of the Property Professional where photographs of our various functions have been displayed.
- we published a new glossy member's information booklet, a copy has been available to all our members free.
- our new website which was created for the benefit of our members and the public has received some wonderful comments and I encourage you to go and view what is on offer to you at [www.ieasapmb-i.co.za](http://www.ieasapmb-i.co.za) .One of the major benefits is that our membership list will be available to other IEASA region members for referrals nationally and internationally via NAR and ICREA.

## **Functions and Regional events**

- our Annual sports day sponsored by Standard Bank proved once again extremely popular with the agents, lawyers and the evening function/ party was enjoyed by all present. I thank Standard Bank for their generous sponsorship.
- our half yearly golf days also have shown an increase in participation and enjoyed by all especially the hackers who go out to drink as many shooters on their round of golf, thanks to everyone who really make this an eventful function. The hackers challenge has really brought out the competitive edge from the firms and I look forward to the same occurring in the official handicap section.
- I want to thank E.R. Browne for their continued support of our quarterly breakfasts and especially to Andrew Fisher and Brenda De Beer who always makes themselves available to present a relevant topics at these breakfasts.
- The IEASA Annual National Conference will be held at Emperors Club from the 31<sup>st</sup> August – 2<sup>nd</sup> September 2008 at Emperors Palace, Johannesburg.

## **Internal Events of Relevance to the Institute**

We have grown the Institute on a national basis to over 8,000 members, since 2004.

- We have grown our number of regions from eight to 10 and are busy with the creation of three others.
- We have terminated the activities of one non-performing region.
- We have created a National database of members.
- We have participated in and signed the Property Charter.
- We have given input in at least five new government bills, with very specific input given into the Coastal Management bill, the Rental Housing bill and the FIC Amendment Bill.
- We held the first conference in 13 years in 2007 to commemorate our 70<sup>th</sup> anniversary, and are planning the next one from 31 August to 2 September 2008.
- We completed unification talks with NAREA, thereby unifying our industry.
- We have engaged and are still busy with the process of engaging the EAAB, addressing the training issue and causing five more exams to be written with an additional one in July 2008, as well as the problems with the issuing of FFC's, and other administrative and PR problems.
- We had a structural audit done by an international facilitator.
- We have created a Past Presidents Advisory Council, a Corporate Groups Advisory Council and an IEASA Regions' Advisory Council.
- BEE was addressed on Board level.

- We obtained membership of the Transformation Council of the Services SETA, and is assisting the Services SETA to get all our members assessed in terms of BEE.
- A General Manager was appointed.
- A press agent was appointed, and at least three press releases appear per month.
- An origination agreement was concluded with Bondchoice for our smaller members.
- Working relationships were reinstated with the major financial institutions.
- The IEASA has appointed labour and business representatives to the Real Estate Chamber of the Services Seta, and Willie Marais has been appointed Chair, with Di Allan from PE as the vice Chair. Both now also serve on the S/Seta Main Board.
- A Comprehensive Regional Operations Manual has been finalized and distributed to Regions.

### **External Events of Relevance to the Institute**

- We have been appointed a co-sponsor of the London based International Property Awards Program.
- The agreement with the NAR has been renewed, with immediate benefits accruing to the IEASA.
- We have obtained membership of ICREA (the International Consortium of Real Estate Associations) and have been elected to the Exco of this organization.
- We have become part of the biggest international property portal, [www.worldproperties.com](http://www.worldproperties.com) , giving all our members international exposure.
- We have been allowed as a member of the International Housing Coalition.
- We have been appointed as the South African agent and representative of SIMA, the biggest property exhibition in the world that is presented annually in Madrid, Spain. We are negotiating with several other international service providers to benefit our members.
- We have received the international award for the most successful CIPS course.
- We are participating in the activities of the International Real Property Foundation, and are co-sponsoring international courses with them and with the Services SETA.

### **Challenges for the Future - What lies ahead for us in the coming year;**

- we must increase our membership in order to be totally representative of the industry.
- we must play a leading role in the implementation of the Property Charter, and consider what changes we will need to make to our own organization in order to meet targets.
- we must ensure that the local body has sufficient activity to raise income with training courses, functions etc.
- the organization must be recognized as the private sector mouthpiece of the real estate industry and shall be represented in all forums that are relevant to us, in particular dealing with government organizations that deal with property issues.

In conclusion, I want to thank everyone who makes our Institute run: our directors, our regional secretary Mrs Devarani Naidoo, our trainers and the many people who present workshops and seminars for us, and you our members, without whom we have no reason to exist.

Brian Codling  
IEASA Chairman  
Pietermaritzburg & Interior