

Capitalising on properties in distress, rescue and sales

Real Africa Financial Services, a national franchisor focused on the burgeoning financial and real estate markets, introduces SA Homesavers®.



Freddie Oosterhuis, CEO Real Africa Brands: putting a system in place that addresses challenges.

This is a new franchise brand and specialist Property Rescue company designed to assist entrepreneurs hoping to successfully engage the property purchase and development sector.

The new brand has been established to offer a range of services to those planning a sustainable operation in property portfolio management and regulation, including reselling, purchasing and renovation.

“Our service offering to market positions us as the trusted advisor and franchise brand for those who want to break into what is essentially a vastly untapped market. Advertising and brand share has helped us to create a nationally known brand that generates thousands of property leads each year,” says Freddie Oosterhuis, CEO Real Africa Brands.

The company has designed a licensee program for those who meet criteria for affiliation to - and commercial interest in SA Homesavers®.

Licensees are immediately placed in a position of advantage with direct alignment to several business-building initiatives including special financial packages and the fringe benefits of a structured investor program.

Management is currently plugging cash relief, inspection and valuation services into the licensee services pipeline.

“Licensee operators will soon be in a position to offer short term cash relief to property owners in distress. In the near future they will also offer comprehensive property inspection and valuation services, which translates to a better service

backing to a wider customer base, more value for money, more opportunity and ultimately more revenue,” adds Oosterhuis

Oosterhuis and his fellow board of directors believe there is a huge percentage of South Africans who are involved in the business of buying and selling previously owned properties.

“But only a small percentage of them make a living from this business,” he adds. “Every real estate investor faces two common challenges, including finding properties to buy and sourcing the money to buy them. Almost every investor would buy more properties if he or she could solve these two challenges. We have in place a system that addresses these challenges through creative and aggressive marketing campaigns, as well as the opportunity to borrow funds.”

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