

# **Property Seller's & Buyer's Checklist**

This practical checklist is designed for private home sellers in South Africa and includes additional insights for prospective buyers. Use it as a reference before, during, and after your property journey.

- Grab my comprehensive 'Moving Out & Relocation Guide' [HERE](#)
- Grab my comprehensive 'Property Seller's & Buyer's Checklist' [HERE](#)

## **1. Strategic Home Pricing & Market Readiness**

- Use a Comparative Market Analysis (CMA) to benchmark your property.
- Consider local sales, market conditions, and unique home features.
- Pricing too high to "test the market" can backfire — properties that sit too long become stale and harder to sell.
- Pricing too low may result in a quick sale but can reduce your return.
- A balanced price attracts more genuine interest and allows room for competitive offers.

## **2. Ensure Legal Compliance Early On**

- South African sales require compliance certificates for electrical, plumbing, gas, electric fencing, and beetle clearance (where applicable).
- Get these inspections done early to avoid last-minute delays.

## **3. Make a Confident Decision to Sell**

- Are you relocating, downsizing, investing, or moving for lifestyle reasons?
- Confirm your timeline, moving plan, and financial expectations.

## **4. Honest Disclosure & Legal Reporting**

- Disclose known defects such as leaks, damp, roofing issues, or structural faults.
- It is a legal requirement to complete a Property Condition Report before the first viewing. This forms part of the sale agreement.
- Transparency builds trust, strengthens negotiations, and reduces the risk of cancellation.

## **5. Highlight Curb Appeal & First Impressions**

- Trim gardens, clean paving, and gutters.
- Repair any cracks, broken tiles, or fading paint.
- Make the entrance clean and welcoming to set the right tone.

## **6. Create a Buyer-Friendly Interior**

- Declutter, depersonalise, and simplify decor to appeal to the widest audience.
- Rearrange furniture to show off your home's functionality and flow.
- Brighten spaces with natural light and subtle lighting.
- Small touches like flowers, soft throws, or neatly arranged books help make a warm impression.

## **7. Make the Most of Viewings**

- Offer flexible times, especially during evenings and weekends.
- Keep the home tidy and well-aired at all times.

- Step out during viewings to give buyers the freedom to explore.

## **8. Capture Attention with Professional Visuals**

- Quality photography, video walk-throughs, and drone shots increase exposure.
- Make sure your listing stands out online, where most buyers begin their search.
- Highlight key features like views, lighting, space, and entertainment flow.

## **9. Position Your Property in the Market**

- List on platforms like Property24, Private Property, and regional classifieds.
- Use clear, benefit-led descriptions in your ads.
- Expand your reach through social media, local WhatsApp groups, and your neighborhood network.

## **10. Understand Offers & Suspensive Conditions**

- Don't just look at price — also assess buyer qualifications (cash vs bond).
- Evaluate any conditions (e.g., subject to sale, inspections, financing).
- Consider the timeline and flexibility on occupation.

## **11. Negotiate with Intention**

- Keep emotions out of it and approach offers as business deals.
- Be willing to counter or walk away when needed.
- The negotiation stage often determines how successful your sale will be.

## **12. Know Your Rights When It Comes to Legal Transfer**

- It is the seller's prerogative to appoint the conveyancing attorney.
- Supply all necessary documents: IDs, proof of address, rates clearance, and compliance certificates.
- Transfers typically take 8–12 weeks, depending on banks and municipalities.

## **13. Plan Your Transition Thoughtfully**

- Book movers or trailers in advance.
- Start decluttering and packing early, room by room.
- Notify banks, SARS, insurers, and Telkom of your change of address.

## **14. For Buyers: Must-Know Basics**

- Request the signed Property Condition Report.
- Inspect title deeds, building plans, and zoning compliance.
- Clarify monthly rates, levies, and service costs.
- Make sure your financing is secured before making an offer.

## **15. Wrap-Up & Celebrate the Sale**

- Once the transfer registers, pause to appreciate your achievement.
  - Whether you've sold or bought, it's a milestone worth acknowledging.
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## How to Safely Pay Funds to Attorneys During Transfer

South Africa has seen a rising trend in property transaction scams, particularly involving cybercriminals intercepting communication between buyers and conveyancers. Hackers gain access to email threads and send fraudulent emails that appear legitimate, often mimicking the branding, tone, and addresses of attorneys. These scams include fake invoices with new bank details, urging buyers to transfer large sums into fraudulent accounts. Victims have lost hundreds of thousands or even millions of rands.

In one well-known case, one of many, a Cape Town family lost over R900,000 after transferring funds to an account they believed belonged to their conveyancer. It turned out that hackers had intercepted a legitimate email and changed the banking details. Because the transaction was authorized, the bank could not reverse it. To avoid becoming another horror story, here's what you can do:

### Banking Safety Checklist for Buyers and Sellers:

- Always verify banking details in person or via a known telephone number — **never via email alone.**
- Confirm the firm's banking details directly with a senior attorney before transferring any funds.
- Be highly suspicious of emails announcing a change in banking details — treat them as red flags.
- Insist that all banking details are provided in a secure, signed letterhead document.
- Look out for small changes in email addresses (e.g., @firm.co.za vs @firm.com).
- Use encrypted email where possible or ask if the attorney's office offers secure client portals.
- Be cautious with large lump-sum transfers. Consider splitting payments in stages if possible.
- **As an extra safety measure, first pay a nominal amount such as R10.00 and confirm its receipt before transferring larger sums.**
- Request confirmation from your bank once the account name and number have been matched (via account verification tools).
- Keep a paper trail and screenshots of every step taken.
- If unsure, **pause and call the attorney.** One call can save you hundreds of thousands.

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Whether you're selling or buying, this checklist helps ensure a smooth and informed experience, even if you're going it alone. **For personalised guidance or if you get stuck mid-process, reach out. I'm happy to assist.**

### Referral Bonus Score R10,000!

Do you know someone selling in Knysna, Sedgefield, Wilderness, or Mossel Bay? Please send them my way. If I secure their mandate and sell, I'll pay you **R10,000** within one week of registration of that property.

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