

Sole Mandate Guide & Checklist

Selling your home is a big decision. A sole mandate—where one trusted estate agent exclusively markets your property, can maximize your sale price and simplify the process. As a professional, I network with all top agents, including opposition agencies across Knysna and the Garden Route to ensure no buyer is missed. Use this checklist to choose the right agent and secure the best deal in Knysna's booming R2.1 billion market.

Download my handy guides for the 'less-stress' experience.

- Grab my comprehensive '[Moving Out & Relocation Guide](#)' [HERE](#)
 - Grab my comprehensive '[Property Seller's & Buyer's Checklist](#)' [HERE](#)
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Checklist for appointing an agent on a Sole Mandate:

Verify Your Agent Credentials:

Confirm the agent is registered with the Property Practitioners Regulatory Authority (PPRA) and holds a valid Fidelity Fund Certificate, per South Africa's Estate Agency Affairs Act.

Choose an agent with a strong local track record. For example, RE/MAX, winner of the 2024 Best of Knysna Award and the 2024 Best Estate Agency Network award nationally, offers proven expertise in Knysna and Garden Route sales.

Review the Marketing Plan:

- Demand a robust strategy: Professional photos, virtual tours, and listings on Property24 or PrivateProperty. In Knysna, where mid-range homes (R1.5M–R3M) sell in 60–90 days (RE/MAX Q1 2024: 21.5 days), prioritize agents with "Sponsored" ads and social media campaigns targeting Gauteng and international buyers (25% of Knysna sales).
- My network with top agents, including competitors, ensures your property reaches every potential buyer, maximizing exposure.

Understand the Agreement Terms:

- Ensure the sole mandate is written, signed, with clear start/end dates (typically 90 days, max 24 months with extensions).
- Clarify commission (often 5–7%, negotiable) and confirm you can sell privately without owing commission (allowed in sole mandates).

Evaluate Pricing Strategy:

- Request a Comparative Market Analysis (CMA) showing recent sales (e.g., Knysna freehold homes rose from R5.2M in 2022 to R6.2M in 2024). A realistic price drives faster sales in Knysna's competitive market.
- Ensure the agent leverages multiple offers to "bid up" the price, as explained below.

Maximize Price with a Sole Mandate:

- Why It Works: A sole mandate lets one agent control all buyer offers, often creating a bidding war to push the sale price above the asking price. My wide network ensures no buyer is missed, increasing competition.
- Open Mandate Risk: With multiple agents, each races to sell first for commission, often accepting lower offers below the asking price, undervaluing your property in Knysna's hot market (78% price growth since 2022).

Example Story: I recently listed a sectional title unit in Brenton On Lake at R2,950,000 on a sole mandate as a RE/MAX agent. Leveraging my network with top Knysna agents, I marketed it widely, securing three offers within +/-27 days. Strategic negotiations sparked a bidding war, including Gauteng buyers, selling the home for R3,180,000—7.8% above the asking price. An open mandate might have led to a rushed R2.95M (or less) sale, leaving money on the table and costing the seller +/-R230,000. On Ridge Road, Knysna, we were able to get nearly R1 million above asking price with this strategy in 2023!

Assess Communication Style:

- Choose an agent who provides regular updates (e.g., weekly viewing reports) to reduce stress, unlike open mandates with multiple agents creating confusion.
- Test responsiveness: Contact the agent unexpectedly to gauge reliability.

Check for Accountability:

- Ensure the contract allows termination if the agent breaches terms (e.g., inadequate marketing). Issues can be reported to the PPRA.
- Confirm the agent's commitment to a focused campaign, leveraging Knysna's fast 21.5-day average selling time (RE/MAX Q1 2024).

Understand Benefits vs. Risks:

- Benefits: A sole mandate ensures focused marketing, accountability, and higher prices through bidding wars. My network with top agents across Knysna and the Garden Route guarantees maximum buyer reach, unlike open mandates where agents may undercut to close fast. One appointed agent to take accountability and provide feedback. Zero risk of paying double commissions.
- Risks: You're tied to one agent, so choose carefully (e.g., a RE/MAX agent with 2024 awards). If they underperform, you may wait out the mandate (typically 90 days) or prove a breach to cancel early as per the Consumer Protection Act..

How to Use This Checklist:

- Discuss these points with your agent to ensure a tailored plan.
- Compare agents, prioritizing those like RE/MAX with award-winning expertise.
- Download our free checklist to sell your property confidently and for top dollar!

Buyers & Sellers Beware: Lightstone's data is reliable, but 2025 price estimates (e.g., Knysna's ~R6.45M average) may be skewed by high-end sales. Growth could slow due to affordability issues and economic challenges. Fast selling times (21.5 days in Q1 2024) may vary, so verify with local agents for current trends

Referral Bonus Score R10,000!

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

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