

REAL ESTATE MODEL EVOLVING

SA property market on cusp of significant transformation

STAFF REPORTER

IN AN industry marked by rapid change and growing demands, the South African property market stands on the edge of a significant transformation.

With economic uncertainties on the rise, real estate agents face unprecedented challenges, now tasked with finding innovative ways to secure stable incomes while also navigating the complexities of the modern homebuyer's needs.

"The future of real estate hinges on the ability to innovate and adapt. Agents who can leverage superior expertise and secure better financial outcomes for their clients and themselves will not only survive but thrive," said Andrew Topper, CEO of Bond Nest, a pioneering South African buyer-realtor online platform powered by SLS (PTY) Ltd, that's fast-tracking the buying process, and putting the agent's needs front and centre.

As agents strive to meet these demands, the traditional commission-based model is being questioned, and new avenues for income diversification are being explored.

Along with the realtor struggle, the call for a more personalised and

efficient home loan process has never been louder.

Buyers are in turn coming up against all odds, increasingly seeking financial solutions that fit their unique circumstances, pushing the real estate industry to adapt and evolve.

For realtors, the platform serves as a certified, fully committed initiation programme that empowers South African agents with the tools to earn a percentage-based income, independently.

The real estate model is evolving, and Bond Nest is at the forefront of this change. Traditionally, homebuyers faced two main pathways when seeking a home loan: approaching banks directly or using bond originators.

Both provide valuable support in navigating the complex paperwork involved in securing a home loan, however, the process remains standardised and impersonal, without an authentic needs analysis for each unique buyer.

For homebuyers, Bond Nest is a platform designed to put home seekers in touch with competitive financial approval institutions that go beyond the norm.

This means providing a seamless and efficient connection to the right financial institutions and specialists

who ask the right questions and return the right answers.

The role of the platform is to facilitate and streamline the home loan process effectively, ensuring a better outcome for both agents and homebuyers.

Committed to transforming the real estate market by providing agents and homebuyers with the tools and connections they need to succeed, Bond Nest's knowledge and adherence to regulations provide agents with peace of mind, ensuring a trustworthy and secure process all round.

"Often, homebuyers don't know where to start with finance approval, and agents typically remove themselves from this process.

"We want to bridge this gap, and help enhance the joy of empowered buying, and selling – for everyone's pocket."

Here are just some of the ways Bond Nest is set to improve the real estate industry:

◆ Realtor revenue that feels right:

For real estate agents, Bond Nest offers a chance to diversify your income and enhance your service offerings. By enabling agents to play an integral role in your clients' financ-



As economic pressures continue to mount, the need for innovative solutions in the real estate sector becomes increasingly clear. Bond Nest has entered the market as the innovative third solution. By bridging the gap between agents, buyers, and partner bank specialists, the platform creates more opportunities for independent revenue streams, integrated and efficient processes when securing home loans, all while bringing the customer closer to the banks via the agent. | Supplied

ing journey, Bond Nest helps you earn an initiation fee by connecting clients to bank specialists who review each home loan application on an individual basis. This not only boosts earnings but also strengthens relationships with clients by providing added value.

◆ Bond application tailored solutions:

Bond Nest offers a much-needed change in the home loan process. By facilitating direct connections with bank specialists, Bond Nest lets buyers receive loan terms tailored to specific financial situations. While Bond

Nest can't guarantee approvals, it can guarantee its bank partners are 100% approved and regulated for service excellence.

◆ Less runaround, more needs analysis:

In a market where every percentage point on an interest rate can make a huge difference, the ability to secure the best possible terms is invaluable. Bond Nest supports this by ensuring that each application is reviewed by a partner bank specialist who understands the client's unique needs and circumstances.