



LENCAR  
EXCLUSIVE  
PROPERTIES

# COMPANY PROFILE

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# HI THERE!

Welcome to Lencar Exclusive Properties, your trusted partner for buying and selling properties in the city. Whether you are looking for a cozy apartment, a spacious villa, or a commercial space, we have the expertise and experience to help you find your dream home or office. We are committed to providing you with the best service, value, and quality in the market. Our team of professional agents will guide you through every step of the process, from finding the right property, negotiating the best deal, and closing the transaction smoothly and efficiently.



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# ABOUT COMPANY

A History of Accomplishment, Lencar Exclusive Properties (Pty)Ltd.

Lencar Exclusive Properties (Pty)Ltd is a family-owned and operated real estate company that was founded in 2001 by Lena and Carlos Ferreira, who had already established a reputation for excellence in the real estate industry since 1997. Their daughter Tania Rebolo joined the company shortly after its inception, bringing her expertise and passion to the team. In 2011, the company expanded its services to include commercial and industrial properties, under the leadership of Ricky Ferreira, who oversees this growing portfolio. As the company enters its third decade in the property industry, it remains committed to providing personalised service and peace of mind to its clients, whether they are looking for residential, commercial or industrial properties to buy, sell, rent or manage.







# CEO MESSAGE



**Lena Ferreira**

Please allow me to introduce myself. I am a licensed real estate broker with over two decades of expertise in the property sector.

As the founder and CEO of Lencar Exclusive Properties, I have successfully guided many clients through the process of selling, buying and managing their real estate assets.

I have a passion for property and I constantly update my knowledge and skills by participating in relevant training and seminars.

What distinguishes me is my dedication to delivering customized service and satisfaction to my clients.

My aim is to surpass your expectations in all aspects of real estate transactions with professionalism, honesty, enthusiasm and care, and to establish a reputation of excellence.





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# VISION & MISSION

## Vision

Our vision is to be the leading real estate company in the region, providing exceptional service and value to our clients. We aim to achieve this by:

- Leveraging our expertise and experience in the local market
- Building long-term relationships with our customers, partners and stakeholders
- Investing in innovation and technology to enhance our efficiency and quality
- Fostering a culture of integrity, professionalism and excellence among our team
- Contributing to the social and environmental well-being of our community

## Mission

Our mission is to provide our clients with the best real estate services in the market. We are committed to excellence, integrity, and professionalism in every aspect of our work. We strive to understand the needs and goals of our clients, and to deliver solutions that exceed their expectations. We value our relationships with our clients, our partners, and our community, and we seek to create lasting value for all stakeholders. We are passionate about real estate, and we are dedicated to making a positive impact on the world through our work.





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# OUR SERVICE

At our real estate company, we are committed to providing you with the best service possible. We understand that buying or selling a property is a major decision, and we want to make it as smooth and stress-free as possible. We have a team of experienced and qualified agents who will guide you through every step of the process, from finding the right property to closing the deal. We also have a network of trusted partners who can assist you with financing, legal, inspection, and other services. Whether you are looking for your dream home, a profitable investment, or a quick sale, we are here to help you achieve your goals.

## Individual

As a real estate agent, I offer personalized and tailored service to my clients. Whether you are looking for your dream home, selling your property, or investing in real estate, I can help you achieve your goals. I have extensive knowledge of the local market, strong negotiation skills, and a passion for customer satisfaction. I will work with you every step of the way, from finding the best opportunities to closing the deal.

## Company

At our real estate company, we provide a range of services to help you buy, sell, or rent your property. Whether you are looking for your dream home, a profitable investment, or a reliable tenant, we have the expertise and experience to assist you. We also offer management service for rentals, taking care of maintenance, repairs, rent collection, and tenant screening. Our goal is to make your real estate journey as smooth and stress-free as possible.







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# WHAT WE DO?

Passion meets purpose

## Market Analytics



We conduct meticulous analysis of the local market to ensure accurate pricing of your property.

## Quality Photography



We utilise top-notch techniques to capture stunning visuals of your property, including the use of drones, high-definition videography, and professional photography.

## Digital Marketing



We implement advanced marketing strategies to maximise the exposure and marketability of your property.

## Relationship Driven



We collaborate with you every step of the way to achieve your property objectives during the sales process.

## Professionalism



We pride ourselves on maintaining unwavering professionalism and consistently striving for the highest quality standards in everything we do.

## Experience



Our extensive experience in the industry speaks volumes and assures you that you are in capable hands.



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# THE PROCESS

## Selling your home

Selling a home can be a complex and stressful process, but it can also be rewarding and profitable if done correctly. Here are some steps to follow when selling a home:

1. Prepare your home for sale. This may include cleaning, decluttering, repairing, staging, and landscaping your property to make it attractive to potential buyers.
2. Hire a professional real estate agent. A good agent can help you price your home competitively, market it effectively, negotiate with buyers, and handle the legal and financial aspects of the transaction.
3. List your home on the market. Your agent will help you create a listing that showcases your home's features and benefits, and will distribute it to various online and offline platforms.
4. Show your home to buyers. You will need to be flexible and accommodating when scheduling showings, open houses, and inspections. You will also need to keep your home in good condition and ready for visitors at all times.
5. Review and accept an offer. You may receive multiple offers from different buyers, and you will need to evaluate them carefully based on their price, terms, and contingencies. You can accept, reject, or counter any offer until you reach a mutual agreement with a buyer.
6. Close the deal. Once you have a signed contract with a buyer, you will need to complete some final tasks before closing, such as arranging for title transfer, paying off any liens or mortgages, and moving out of your home.



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# THE PROCESS

## Buying a home

The process of buying a house can be complex and challenging, especially for first-time buyers. Here are some steps to guide you through the process:

1. Determine your budget and needs. You should have a clear idea of how much you can afford to spend on a house, as well as what features and amenities you are looking for in your future home.
2. Find a reputable real estate agent. A good agent can help you find properties that match your criteria, negotiate the best price and terms, and guide you through the legal and financial aspects of the transaction.
3. Search for your dream home. You can use online platforms, newspapers, or word-of-mouth to find potential homes for sale. You should also visit open houses and schedule private showings to inspect the properties in person.
4. Make an offer and negotiate. Once you find a home that you like, you should submit a written offer to the seller, along with a deposit to show your seriousness. The seller can accept, reject, or counter your offer. You may need to go back and forth until you reach a mutually agreeable deal.
5. Arrange financing and inspections. You should secure a mortgage loan from a lender that offers favorable terms and interest rates. You should also hire a professional inspector to check the condition of the house and identify any issues or defects that need to be fixed or disclosed.
6. Close the deal and move in. After all the contingencies are met, you should sign the final contract and pay the remaining balance of the purchase price. You will then receive the keys and title deeds to your new home. Congratulations, you are now a homeowner!



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# THE PROCESS

## Rental Management

You are interested in renting out a place, we provide the following services:

- Advertising the property on 3 websites – private property, property24 and lencar.co.za
- Once we receive inquiries, we take out the clients for viewing.
- If they are interested, we send them an application to fill out, we then do credit checks on them, we do not take on clients if they are blacklisted unless the owner agrees. We then send them a proforma invoice with a deposit rental amount, utility deposit amount (both based on their credit check, if everything is 100%, we usually only charge them one months' deposit unless specified by the owner) and we charge them the 1st months' rental. All payments need to be made before occupation or this will delay the process.
- We send the tenants a Lease Agreement for signatures, once we receive it, we send it to the Landlord to sign.
- On the day the tenants take occupation, we do an inspection of the property using a Property Inspection App, it logs in all details of the property and then it compares it to the outgoing inspection when the tenant vacates, we then bill the tenant accordingly if they are liable for any damages.
- If we are to manage the property on a monthly basis, you can send us your Municipal/Levies statement as we will bill the tenant for their usage according to the monthly consumption, once we receive payment from them on the 1st of every month, if you wish, we can settle your municipal/Levy account on your behalf and deduct it from your rental income, we then pay the balance over to you.
- Should a tenant default and no payment reflects in our account by the 2nd of every month without them informing us that there may be a delay, a Letter of Demand gets sent to them, should they fail to make the payment thereafter, they are sent a Letter Cancelling the Lease Agreement and 7 days after that they are sent a Notice to Vacate letter, once they vacate, their outstanding amount is recovered from their deposit, if there is a short fall they are handed over to our debt collectors and offered a payment arrangement, should they fail to adhere, they are black listed.
- The tenant will be in contact with our maintenance department for any repairs that need to be attended to, for e.g. if there is a burst geyser, we will send out our contractors to quote, send it to you for your approval, once we receive your confirmation to proceed, we pay the contractor and deduct it off the next months' rental.
- Should the tenant or landlord request use of our maintenance services a 15% handling will be levied.

We charge a finder's fee for placing the Tenant which is the 1st months rental + vat and 12% + vat as a monthly management fee, it would be deducted off your rental income every month. If you hand over more than one property to manage, we can negotiate to 11% plus vat.

Should you wish to have a placement fee/ finder's fee only and manage the property privately with a Tenant, then we offer the same services until the inspection is done and the tenant moves in, the Tenant will then deal directly with you every month, we will send a Proforma Invoice to the tenant after doing credit checks, we then keep the 1st months rental + VAT as our placement fee and transfer the Tenant's deposits over to the owner.



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# OUR GOALS

As a real estate company, we have a goal to provide quality and affordable housing solutions to our clients. Our goals for the next year are:

- To increase our sales volume by 20% through effective marketing and customer service.
- To expand our network of partners and suppliers to offer more options and value to our customers.
- To invest in training and development of our staff to enhance their skills and performance.
- To implement new technologies and systems to improve our efficiency and productivity.
- To uphold our ethical standards and social responsibility in all our transactions and interactions.



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# WHY YOU SHOULD LIST WITH US?

We recognise that your property holds significance beyond being a mere dwelling—it is a reflection of your unique lifestyle and personal preferences. It is with this understanding that we adopt a personalised approach, ensuring that your property is strategically marketed and exposed to the right audience of potential buyers. As the demand for properties in Cape Town continues to surge due to the prominent trend of semigration from Johannesburg, we have attentively observed this pattern and have made the decision to establish a branch in Cape Town. This expansion is driven by our unwavering commitment to serve our valued clients more effectively.

With our team's profound understanding of the property market and our extensive expertise gained in Johannesburg, we are confident in our ability to deliver the same exceptional level of service in Cape Town. To effectively showcase your property, we are dedicated to employing cutting-edge marketing tools that reach both local and international investors.

Our team is equipped with the latest resources necessary to ensure that your property receives the attention it deserves. By leveraging our existing network, honed through years of experience, our expansion to Cape Town will provide our clients with an unparalleled level of service. We embark on this exciting new chapter with great enthusiasm, fully devoted to securing the brand exposure required for our mutual success. Our substantial experience, unwavering expertise, and advanced marketing tools align seamlessly to help us realise your property goals. We warmly welcome the opportunity to collaborate with you, bringing your property dreams to fruition.



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# MEET THE TEAM

## MANAGEMENT

**Ricky  
Ferreira**



GENERAL MANAGER  
PROPERTY PRACTITIONER

**Lena  
Ferreira**



PRINCIPAL  
PROPERTY PRACTITIONER

**Tania  
Rebolo**



MARKETING MANAGER  
PROPERTY PRACTITIONER

The management of Lencar Exclusive Properties is committed to achieving excellence in the field of real estate services. Our goals are to provide our clients with high-quality, personalized, and ethical solutions that meet their needs and expectations. We aim to grow our market share, revenue, and profitability by expanding our network of agents, partners, and properties. We also strive to foster a culture of innovation, collaboration, and continuous improvement among our employees, as well as to uphold our social and environmental responsibilities.



# MEET THE TEAM

## Administrators / Office Support

Divasha  
**Singh**



Office Manager / HR

Jody  
**O'Brien**



Head of Sales department

Lenicia  
**Velayuthan**



Head of Rentals Department

Cindy  
**Ngubane**



Receptionist / Personal assistant

Marriam  
**Lephoto**



Rental Assistant

Joel  
**Dos Santos**



Maintenance Manager



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# MEET THE TEAM

## Rental & Sales Agents

**Lena  
Ferreira**



Property Practitioner  
JHB / CT

**Tania  
Rebolo**



Property Practitioner  
JHB / CT

**Ricky  
Ferreira**



Property Practitioner  
JHB / CT

**Lola  
Da Silva**



Property Practitioner  
JHB

**Divasha  
Singh**



Property Practitioner  
JHB

**Leandro  
Montinho**



Property Practitioner  
JHB

**Joshua  
Pillay**



Property Practitioner  
JHB

**Tony  
Goncalves**



Candidate Property Practitioner  
JHB





# MEET THE TEAM

## Rental & Sales Agents

Deetesh  
**Ranchod**



Candidate Property  
Practitioner  
JHB

Benedict  
**Mopeloa**



Candidate Property  
Practitioner  
JHB

Paula  
**Marcques**



Candidate Property  
Practitioner  
CT

Riana  
**Fouche**



Candidate Property  
Practitioner  
CT

Our team of real estate agents is composed of highly qualified and experienced professionals who are ready to assist you with your real estate needs. Whether you are looking to buy, sell, or rent a property, our agents will guide you through the process with honesty, integrity, and expertise. Our agents have extensive knowledge of the local market and the latest trends, as well as access to a wide network of resources and contacts. They are also committed to providing excellent customer service and satisfaction, as well as building long-term relationships with our clients. Meet our team and find out how they can help you achieve your real estate goals.



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# LET'S CONNECT WITH US

Thank you for reading through our company profile. We are a real estate company that specializes in helping you find your dream home. Whether you are looking for a cozy apartment, a spacious villa, or a luxurious penthouse, we have the perfect property for you. Our team of experienced agents will guide you through every step of the process, from searching to closing. We value your satisfaction and trust, and we strive to provide you with the best service possible. If you have any questions or inquiries, please feel free to contact us using the form below. We look forward to hearing from you soon.



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[www.lencar.co.za](http://www.lencar.co.za)



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