IEASA
Institute of Estate Agents of South Africa

IEASA HEAD OFFICE NEWSLETTER

03 February 2014

It is with great excitement that we are introducing the total revamped look for the Institute of Estate Agents of South Africa (IEASA). With a rich history of over 75 years being of service to Estate Agents and the South African Real Estate market as a whole, the time has come to position IEASA as a more vibrant and attractive proposition to all estate agents in South Africa.

The fresh new look is evident of our service to the real estate sector and our relevance in terms of being the ONLY registered real estate labour organization in South Africa.

Under the new banner, the Mission Statement of IEASA becomes even more relevant as we are servicing a total inclusive demographics in the real estate market.

"to maintain, protect, promote, and co-ordinate the interest of the real estate agency industry and, in particular, of its members"

We envision that IEASA will move from strength to strength over the coming years and our relentless focus behind the scenes, to remain a pillar of reason for our members and the industry as a whole, will become even more evident.

Currently IEASA is broadly represented both locally and abroad promoting, and acting in, the interests of every estate agent in South Africa.

IEASA as an organization is:

- A signatory to the Property Charter
- Full Affiliated Member of ICREA (International Consortium of Real Estate Agencies) which indicates that we are the exclusive South African partner to www.worldproperties.com thus permitting our members free advertising on the site.
- A Cooperating Association of NAR's (National Association of Realtors®) Global Alliance
- International partner and accredited CRS affiliate

Directors of IEASA are seated on the following working committees:

- the national board of the EAAB
- the steering committee for Property Charter
- the steering committee for SSETA Accounting Authority
- the Sectional Titles Board
- the Exco of ICREA (International Consortium of Real Estate Agencies)

The various entities as listed above forms part of the corporate value offering of IEASA and our focus on supporting our members in every way possible and to become better equipped to service their clients and build a successful career in real estate.

The new IEASA slogan :
"TOGETHER WE MOVE FORWARD >>" is evident of our total inclusive vision to embrace all aspects of race and social structures in South Africa and to hold hands to ensure the success of all around us.

Over the next few months, IEASA will launch some very exciting value offerings that will totally take your business to a new level. We are focused on offering enhanced and increased training and education, awards functions, as well as launching our very own Corporate & Social responsibility program, which we want to, extend to all estate agents.

We would like to thank every member (past and present) for your support over the past decades and we wish for you to continue to support IEASA as well as the wonderful work the various regions around South Africa are doing for you as agent, but also their regions as well.

My best wishes for 2014, and remember, Together, we move forward >>!



Jeanne van Jaarsveldt
National President
Institute of Estate Agents South Africa