



# YOUR CAREER WITH WAKEFIELDS

CHOOSE SUCCESS. CHOOSE EXCELLENCE



SUCCESS. WORK ETHIC. EXCELLENCE.

WAKEFIELDS.CO.ZA

## CAREER SUCCESS THE WAKEFIELDS WAY

As an award-winning brand, Wakefields Estate Agents offers an exciting career in real estate with a generous incentive scheme for earning potential and recognition in a highly competitive industry.

Wakefields prides itself on always ensuring the best service for our clients. We have built a reputation based on knowledge and integrity, making us the number one choice for KZN homeowners and buyers.

Our property practitioners are knowledgeable professionals who embody our brand promise of upholding the highest levels of ethical professionalism and integrity. To achieve this, we ensure our property practitioners are highly trained and motivated.

### REACH NEW HEIGHTS IN YOUR CAREER – AND LIVE AN EXTRAORDINARY LIFE.

At Wakefields, we cherish our property practitioners. They are the essence of our brand. Each one is entrusted to deliver the highest level of service and care to our clients.

We believe in nurturing our property practitioners through continuous training and guidance. We offer innovative tools and programs specifically designed to help you succeed in real estate.

Wakefields has successfully mentored property practitioners for over 85 years. Our level-headed approach to business, experience, and trusted name in the market ensure our property practitioners have the necessary work environment for success.

### WHAT WE ARE LOOKING FOR

- 🏠 Excellent communication skills and the natural aptitude to connect with people
- 🏠 Ability to conduct real estate transactions prudently, while appreciating the risks and potential pitfalls associated with the process
- 🏠 A solid sphere of influence and good standing within your local community
- 🏠 High morals and ethical behaviour, with an open and honest approach to dealing with people
- 🏠 Proactive, conscientious, and disciplined work ethic coupled with a willingness to invest time and effort to achieve long-term success
- 🏠 Positive attitude and good sense of humour!





# VOTED THE BEST REAL ESTATE AGENCY

IN KZN, 20 YEARS RUNNING

## PROUDLY KWA-ZULU NATAL

Established in 1939, on the eve of World War II, Wakefields Estate Agents opened its very first office on the Bluff in Durban.

This family run real estate business grew over the following decades, whilst being passed down from generation to generation. Today, four generations later, Wakefields has nearly 30 offices situated throughout KZN that collectively sell over 3000 homes annually.

Amanzimtoti  
Beach  
Berea  
Bluff  
Chatsworth  
Cotswold Downs  
Durban North

Gateway  
Hillcrest  
Khayelihle  
Kloof  
Le Domaine  
Lower South Coast  
Malvern

Midlands  
Mt Edgecombe  
North Coast  
Phoenix  
Pietermaritzburg  
Pinetown  
Port Edward

Ramsgate  
Salt Rock  
Scottburgh  
The Pearls  
Umhlanga  
Westville  
Yellowwood Park

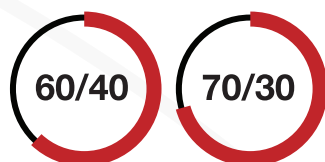


# PARTNERING WITH WAKEFIELDS

## ALL OUR WAKEFIELDS PROPERTY PRACTITIONERS RECEIVE:

- 🏠 A quarterly bonus scheme payable up to R96 100
- 🏠 Weekly payrolls
- 🏠 No franchise fees
- 🏠 Bond grant commissions
- 🏠 In-house commission advances
- 🏠 Referral commissions payable within our network
- 🏠 In-house training at the Wakefields Academy with the very best real estate trainers, ensuring that our property practitioners sell more real estate in KZN than any other brand.

## QUALIFYING PROPERTY PRACTITIONERS ALSO RECEIVE\*:



60/40 or 70/30  
Commission Split



Group Life Cover  
up to R480 000



Disability Cover of  
R120 000 per year



50% Monthly contribution  
to Discovery Medical Aid

# MARKETING

## THE WAKEFIELDS WAY

**Wakefields has spent over 8 decades building relationships with our clients. We are a customer-centric business, dedicated to delivering property solutions to both buyers and sellers of real estate.**

It is our top priority to provide our property practitioners with the tools they need to deliver excellent service to our clients, from the initial contact stage all the way through to securing referral business. We assist our property practitioners in marketing themselves under the Wakefields brand.



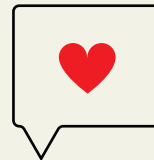
**Print**



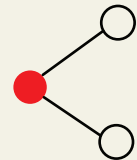
**Radio**



**Online**



**Social**



**Property Portals**

Our easy-to-use website and office management system enables you to store, access and manage all your documents, listing and leads data from anywhere at any time.

As Wakefields, continues to grow, we are continuously on the lookout for passionate and talented individuals to join our team. With branches covering the whole of KZN, there are numerous career opportunities and openings in a location near you.



**Our Marketing Department's primary goal is to make our property practitioners stand out from the crowd, ensuring that they sell more real estate than any other real estate brand in KZN.**



*Sarah Freestone*  
Marketing Manager

# LEARNING

## THE WAKEFIELDS WAY



For over a decade, the Wakefields Academy has been a Services SETA accredited training provider, working together with the South African Real Estate Academy (SAREA), provides our Wakefields property practitioners with a Further Education & Training Certificate (FETC) in Real Estate (NQF4).

We are committed to providing continuous in-house training at the Wakefields Academy with the very best real estate trainers.

Our comprehensive courses cover all the material required to achieve the necessary qualifications plus additional material that is specific to being a Wakefields Property Practitioner.

### SUBJECTS INCLUDE:

- 🏠 Property Practitioners Regulatory Authority (PPRA) Code of Conduct
- 🏠 Legislation (including FAIS and FICA)
- 🏠 The Real Estate Environment
- 🏠 Market Assessments (Comparative)
- 🏠 Finance & Budgeting
- 🏠 Self-Development & Self-Management
- 🏠 Sales & Marketing

“ The training is carried out in an informal setting and ensures that our property practitioners are fully equipped to succeed in the competitive real estate industry. ”

*Nicole Brown*  
Training Manager

# LEVEL-UP WITH THE WAKEFIELDS ACADEMY

## EVERY PROPERTY PRACTITIONER RECEIVES:

- 🏠 An introductory training course.
- 🏠 Access to our Training Manager.
- 🏠 Live and recorded webinars covering market trends, sales tools, and industry updates.
- 🏠 One-on-one mentoring with our Branch Managers.
- 🏠 Small group coaching in instructor-led discussions and workshops.
- 🏠 Continual professional development & ongoing in-branch training.

**Our Academy is headed up by Nicole Brown (LLB), who ensures our graduates stand the best chance of success once they enter the real estate industry. In addition, the Wakefield Academy also conducts regular training for its 'experienced agents' to keep them updated with changes in both legislation and the real estate industry.**

## OUR EXPERIENCE IS THE DIFFERENCE

- 🏠 Our Academy boasts a 100% pass rate.
- 🏠 Fair and unbiased assessments done by external providers.
- 🏠 Most of our graduates become top achievers within their respective branches and are regularly feature in the Top 20 leader boards in the company.
- 🏠 The training is hands-on and practical, giving our property practitioners the competitive edge in the marketplace.

We believe that success is not gifted, it is earned via a ferocious work ethic and a ton of passion, focus and desire to excel.



# SUCCESS

## THE WAKEFIELDS WAY

### HEAR FROM OUR SUCCESS STORIES

Kayleigh Albers worked as a teacher for 8 years before joining Wakefields. Demonstrating exceptional talent and dedication, she achieved Premier Practitioner status in her second year and became the top agent in her first year as a candidate property practitioner. The Wakefields Academy played a crucial role in her career advancement, providing her with the knowledge and skills needed to excel. After four years of outstanding performance, Kayleigh was promoted to Branch Manager of Wakefields Scottburgh.

#### **KAYLEIGH ALBERS, SCOTTBURGH BRANCH MANAGER**



Tyron Smith owned and managed an SMME business for 28 years before embarking on a new career in real estate with Wakefields in 2022, starting as a complete novice. Despite the challenges of this significant career change, his hard work and dedication were recognised when he earned the prestigious Rookie of the Year award in 2023. Tyron attributes his success to a positive attitude and perseverance and valuing all contacts. He believes in the philosophy of perpetual learning, with the Wakefields Academy playing a crucial role in his development. Guided by the principles that dreams require effort and that "nothing great was ever achieved without enthusiasm," Tyron continues to thrive in his real estate career.

#### **TYRON SMITH, ROOKIE OF THE YEAR (2024)**



Pam Naidoo embarked on her real estate journey driven by a passion for property and a commitment to excellence, significantly nurtured by the training she received at the Wakefields Academy. Her early career was shaped by mentorship from experienced agents, which she found invaluable. Pam cherished the opportunity to be part of the esteemed Wakefields family. Her enthusiasm for this dynamic industry and the people she meets fuels her success. For Pam, this is not just a job but a way of life. Selling property professionally, she ensures that every client, regardless of the size of the deal, is treated with the utmost importance and value.

#### **PAM NAIDOO, AGENT OF THE YEAR (2024)**



Nomvula is a rising star in real estate with a quiet demeanor and a strong work ethic. Joining Wakefields last year with no sales experience, her dedication and ability to build relationships have led to remarkable success. Through hard work and guidance from the Academy, Nomvula consistently exceeds expectations, proving the transformative power of perseverance.

#### **NOMVULA CELE, CANDIDATE PROPERTY PRACTITIONER**







# MESSAGE

## FROM OUR CEO

**At Wakefields, we provide all the support you need to thrive in an environment you enjoy. You'll be surrounded by mentors who encourage and guide you, helping you grow and advance in your career. We're dedicated to shaping you into a professional sales consultant who achieves great success.**

Success in property at Wakefields means you'll achieve your financial goals, discover a fulfilling work-life balance, and reach the aspirations you've always aimed for. Our supportive environment is designed to extend your boundaries and continuously improve your skills.

Everyone at Wakefields shares a common goal: to help you create a life that works for you. For new graduates, our highly respected Academy offers the necessary qualifications to succeed. For experienced agents, we provide a positive, lively, and supportive work environment that we know you'll enjoy.

“ Our supportive internal work environment creates a deep sense of belonging and loyalty. Family values are at the core of the business and each individual is held in high regard.”

### **YOUR JOURNEY IN REAL ESTATE SECURED**

Wakefields have mentored successful sales consultants for over 80 years. Our level-headed approach to business, experience, and trusted name within the market, ensures that our sales consultants are afforded a secure work environment required for success.

*Myles Wakefield*  
**WAKEFIELDS CEO**





**WAKEFIELDS**  
**academy**

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