

# HOME OWNERS PROPERTY EDUCATION SCHOOL



rent2buy

A black and white photograph showing a close-up of a hand turning a silver door handle on a dark door. The door has a textured, wood-grain-like pattern.

moving financial barriers

# HOME OWNERS PROPERTY EDUCATION SCHOOL

## HOPE

## 2012

Meyer de Waal 083 653 6975 - 021- 461 0065

[meyer@irent2buy.co.za](mailto:meyer@irent2buy.co.za)

Solly Molefe 083 256 0655 - 011 835 4042

[sollymolefe@telkomsa.net](mailto:sollymolefe@telkomsa.net)

[www.irent2buy.co.za](http://www.irent2buy.co.za) [www.budgetfitness.co.za](http://www.budgetfitness.co.za) [www.mobile2budget.com](http://www.mobile2budget.com)



# HOME OWNERS PROPERTY EDUCATION SCHOOL

1

## THE CURRENT SITUATION

Over the past 4 years we met with and researched the marketing methods of many property developers and finance houses.

The credit crunch and National Credit Act had a huge impact on the sales of properties.

Developers are however to a great extent still using the same old methods to attract buyers and as a result after an extensive marketing campaign they may attract 1 000 interested buyers, but ends up with only 40 registrations [or less] in the deeds office.

## HOME OWNERS PROPERTY EDUCATION SCHOOL - HOPE

Through the association and combination of existing trusted and appointed service providers we established **HOME OWNERS PROPERTY EDUCATION SCHOOL** which will provide a fresh look to:

- Early identification of aspiring buyers
- Classification of these potential buyers:
  - Area of preference
  - Affordability
  - Credit rating
  - Availability of deposit [ if required]
- Education, training and mentorship to reach the dream – to own a home.

The SCHOOL term has various phases and start as follows, which can be synchronized with existing marketing campaigns of property developers:

# HOME OWNERS PROPERTY EDUCATION SCHOOL

2

## PHASE 1

### GENERAL AWARENESS

Programme already operational

Most current project Anglo Mines – 700 aspiring buyers identified and in training

## PHASE 2

### OPEN DAY

Aspiring buyers are invited to an open day at HOME OWNERS PROPERTY EDUCATION SCHOOL to find out more about what it will entail.

Focus on the **A B C** of getting a home loan:

- A = Affordability
- B = Behavior [credit]
- C = Castle [deposit and property as security and counter value for the loan]

Further information provided – and questions and answers.

Prepare them for the next progress in the teaching curriculum: - “Meet the Teacher”

If they want to “meet the teacher”, they are invited to a follow up meeting and there they will meet the My Budget Fitness Teacher/Personal Trainer.

A nominal fee is paid to secure an invite, and such includes:

- Consent for a credit check
  - Data of aspiring buyers are captured – (valuable information obtained)
- Free subscription to mobile2budget and the use of m2b [ the first step to determine and achieve A and B status mentioned above]

# HOME OWNERS PROPERTY EDUCATION SCHOOL

3

My Budget Fitness will then:

- perform a credit check and affordability check on each participant and
- allocate each participant according to affordability and credit status [similar to different grades at SCHOOL]
- invite the aspiring buyers to meet the Trainers in a classroom for a further information session.

## PHASE 3

### **MEET THE TRAINER & LEARN MORE ABOUT THE 6 X MONTH MY BUDGET FITNESS TRAINING & EDUCATION**

#### **PURPOSE – TO RAISE LEVEL OF INTEREST IN MY BUDGET FITNESS TRAINING AND LEAD THEM TO MBF**

- Aspiring buyers:
    - allocated 30-40 ‘students’ per “classroom”
    - allocated per “grade” ( by means of example – some may be in grade RRR and some in grade 5 or 7 based on current affordability and credit rating)
  - Personal Trainer will:
    - Provide more in depth information on the My Budget Fitness programme to be attended, costs to be paid etc
    - Budget & Affordability Calculation
      - Clients to have available income and expenses, pay-slips, credit agreements etc
    - Credit report discussion
    - Responsibilities of a home owner
    - What will a home owner pay ?
    - Options if in financial distress and many more
- & do a “Questions and Answers” session.

# HOME OWNERS PROPERTY EDUCATION SCHOOL

4

## PHASE 4

### INDIVIDUAL TUTORING

My Budget Fitness Coach

- Here we move away from the classroom and we first determine a goal – to get out of debt – or to buy a house or other
- Then offer individual tutoring on:
  - Credit behavior and improving such
  - Budget and Affordability
  - Settling short term and long term debt
- E- Learning incorporated into My Budget Fitness
  - Various E – Learning modules to be completed by the client through the MBF course
- Full course on Home Ownership Education
  - Once MBF determines that a client is almost ready to apply for finance – he will attend a Home Ownership Education course
    - Presented by Setsmol
      - Setsmol currently trains clients for Standard Bank, FNB, ABSA and Anglo Mines
      - Comprehensive training +/- 3 hours
      - [www.setsmol.co.za](http://www.setsmol.co.za)

## PHASE 5

### GRADUATION DAY

On completion of grade 10 – submit for a home loan approval – as a pre-approval

Go out into the wide world and – BUY YOUR HOME

(direct to a Property Developer with stock)

# HOME OWNERS PROPERTY EDUCATION SCHOOL

## SUPPORT

All manuals and curriculums are developed and operational.

Home ownership training programs approved and operational by  
Anglo Mines Standard Bank, FNB & ABSA

My Budget Fitness – approved and implemented by Standard Bank,  
various property developers and estate agents

## REPORTS AND FOLLOW UP

Entire process is monitored and administered on a web based system

A user, estate agent/developer or finance organization can track the progress of each individual (if access is allowed) through a unique username and password.

Reports available on request [generated automatically through web based reporting system]

Individual budgets are captured through mobile phones – using USSD of WAP application.

E- Learning process is tailor made for the MBF Training and progress and participation monitored and tracked.

### For more information

Meyer de Waal 083 653 6975 - 021- 461 0065

[meyer@budgetfitness.co.za](mailto:meyer@budgetfitness.co.za)

Solly Molefe 083 256 0655 - 011 835 4042

[sollymolefe@telkomsa.net](mailto:sollymolefe@telkomsa.net)

[www.irent2buy.co.za](http://www.irent2buy.co.za) [www.budgetfitness.co.za](http://www.budgetfitness.co.za) [www.mobile2budget.com](http://www.mobile2budget.com)

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