



**PRIVATE
PROPERTY**



**Acceptable
Usage
Policy**

PRIVATEPROPERTY.CO.ZA

Real Estate Support Centre: 087 375 1000 | Customer Support Centre: 087 351 1166

Introduction	01
Performance Management and Penalties	01
Listing Policy	02
1. Listing Details	02
1.1 Status	02
1.2 Address	02
1.3 Price	03
1.4 Attributes	03
1.5 Reported Listings	03
2. Listing Images	04
Usage Policy	05
1. Office/Estate Agent Marketing	05
2. Duplicate properties within an agency	05
3. Re-listing/Re-activating Properties	05
4. Estate Agents listing as Private Sellers	05
5. Office disputes	05
6. Sole Mandates	05
7. Businesses for sale	05
8. Development Listings	05
9. Commercial Listings	06
10. Website Engagement	06

Introduction

Private Property is committed to providing a world-class marketing platform for estate agents, while delivering a great user experience for the millions of property shoppers browsing our website daily.

To ensure that Private Property continues to be a vibrant and effective property marketplace, we have established the following Acceptable Usage Policy.

Private Property reserves the right to amend this policy at any given time and encourages estate agencies and private clients to familiarize and stay up to date with the latest terms.

Performance Management and Penalties

Private Property aims to maintain a high-quality standard of listings on our website. As such we reserve the right to restrict or penalize any offending offices, estate agents or private clients who do not adhere to our policies outlined below, in one of the following ways:

1. Listings may be blocked

- Should a listing violate our policies it will result in the listing being blocked from the website.
- It is the responsibility of the offender to correct the listing, and once rectified to contact the support team at **support@privateproperty.co.za** ; Tel: 087 375 1000
- A listing may take between 24 and 48 hours to re-appear on the website after it has been unblocked.

2. Offices may be suspended from the website

- Should an office violate our policies, it may will result in the office and the office's listings being blocked from the website for a period of 7 days.

3. Estate Agents may be suspended from the website

- Should an estate agent be seen to be spamming private sellers, violating our usage policy or abusing the website in any way, the estate agent's profile and listings will be suspended from the website for a period of 7 days.

4. Cancellation of Agreement

- Should an office or estate agent continually violate our policies and/or be repeatedly suspended from the website, Private Property reserves the right to

close the account of the offending office with immediate effect.

Depending on the level of offence, the below penalties may be enforced by Private Property:

PENALTY 1: Block listing with email notification

PENALTY 2: Suspended estate agent and associated listings with email notification

PENALTY 3: Suspended office and associated listings with email notification

PENALTY 4: Long term suspension or permanent cancellation of an office account.

Listing Policy

The aim of the listing policy is to ensure all listings on the website provide relevant, accurate and realistic information on the property being advertised. As such, we require offices and private clients to adhere to this policy and be informed of the potential penalties that will be implemented.

1. Listing Details

1.1 Status

A listing can be allocated a status on the website to provide additional insight to our property shoppers enquiring on the property.

Sales

- The status of a listing must be as up-to-date as possible and accurately reflected on the website.
- If a sale listing has an 'offer pending' or is 'sold' the status on the listing should be marked as such.

Rentals

- A rental listing must accurately reflect the correct date of availability.
- If a rental listing is no longer available it must be removed from the website.

1.2 Address

Submitting incomplete or incorrect information on the physical address of the advertised property gives false representation to our property shoppers. Incorrect address information can include but is not limited to:

- Address information includes a "0", "null", "blank", or any other placeholder in any of the address fields.
- Descriptive text within the address field
- Incorrect area or suburb allocation
- Incomplete or false unit number and complex name of sectional title schemes.

1.3 Price

Submitting incorrect information on the pricing details of the advertised property gives false representation to our end property shoppers. Incorrect pricing details can include, but is not limited to:

- False or unrealistic rate amounts
- False or unrealistic levy amounts
- Sale / rental price inconsistencies

1.4 Attributes

Submitting incorrect information on the attribute details of the advertised property gives false representation to our end property shoppers. Incorrect attributes can include, but is not limited to:

- Incorrect allocation of the house type
- Irregularities regarding bedroom or bathroom count.
- Carports misrepresented as garages.
- Any other attribute that may be relevant and misguide the property shopper.

1.5 Reported Listings

Private Property allows property shoppers to report any listings which are deemed to be inaccurate or misleading, for one of the following reasons:

- Fraudulent listing
- Wrong Suburb/Location
- Wrong Property Photo
- Wrong Price quoted
- Inaccurate Description
- Property no longer available
- Other

Our support team are tasked to verify the claims reported on a listing and ensure ample evidence is provided to support the claim. The appropriate penalty will be implemented on listings, estate agents or estate agencies reported.

Additional note on penalties for reported listings: Due to the competitive nature of the property industry. Any estate agent seen to be falsely reporting listings may have penalty 2 being actioned against them.

2. Listing Images

To deliver the best digital experience to end property shoppers, we require estate agencies to provide clear, unique, high-quality images that accurately represent the property.

- A minimum image size of 600 x 450px, and a maximum size of 1920px width and at least >1px will be accepted for a listing.
- We require a minimum limit of 1 photo for sale listings, with a maximum limit of 30 photos for all listing types.
- Each image on a listing should be a unique feature of the property.

Incorrect images can include, but are not limited to:

- Images which are blatant copies and have not been taken by the estate agent themselves.
- Images used without the express permission of the original photographer.
- Images containing any borders.
- Generic pictures related to animals, children, or imagery portraying a lifestyle experience or collages related to any of the above.
- Duplicate, similar or identical images within the same listing.
- Images containing branding such as an office logo, estate agent branding, estate agent boards, branded vehicles or text overlaying the image.
 - Private Property have created branding products and status flags to allow for all estate agencies and agents to market their brand in a consistent way on the website.
 - Branding as a watermark is acceptable within an image but needs to adhere to the following guidelines:
 - Limit the size of the watermark to 150 x 50px.
 - An element of transparency is required.
 - The branding should be in one of the corners of the image.
 - In development instances where architect "artist impression" images are available, these are acceptable to the point where the property is still under-construction but need to be updated to represent the actual property being advertised as soon as the development is completed.

Usage Policy

1. Office/Estate Agent Marketing

Private Property allows for offices and estate agents to market their brand and themselves through specific products on the website. As such, we do not allow for offices or estate agents to market their brands within the listing description or images.

2. Duplicate properties within an agency

Private Property does not allow for the loading of duplicate listings within the same office. If a listing falls between two agency offices, the listing may be listed once within each office if there is a unique associated estate agent.

3. Re-listing/Re-activating Properties

Re-creating new versions of previously activated listings, or turning listings on and off periodically to attempt to either "bump up" an advert or benefit from additional alert notifications is not acceptable.

4. Estate Agents listing as Private Sellers

Estate agents are not permitted to list any properties as a private seller, unless the property is their personal property.

5. Office disputes

Resolving any disputes between offices or estate agents is not the responsibility of Private Property. Any disputes need to be referred to the Estate Agents Affairs Board for resolution.

6. Sole Mandates

An estate agent with a sole and exclusive mandate on a listing, may send the mandate document to police@privateproperty.co.za. or mandates@privateproperty.co.za. Private Property can then ensure that the specific listing cannot be listed by another agency for the period of the mandate.

7. Businesses for sale

Private Property's platform is solely for the advertising of properties, as such we do not allow for businesses to be sold on the website.

8. Development Listings

Private Property has created a section on the website to cater specifically for developments. The developer can showcase the features of their development through floorplans, unique units, high-definition photos and videos. The developer can

showcase the development features with plans, video's, images, and videos. Each listing within the development are displayed both on the development page as well as within the result pages of the relevant area or suburb.

- Development listing types are limited to one listing card per unit type, irrespective of subtle variation in price as determined by the finishes selected. i.e. we do not allow all units within a unit type to be listed individually.
- Where architect "artist impression" images are available, these are acceptable to the point where the property is still under-construction but need to be updated to represent the actual property being advertised as soon as the development is completed.
- Images on a development listing must adhere to the listing images policy

9. Commercial Listings

Private Property has created a section on the website to cater specifically for commercial properties. Since the marketing of commercial properties is different to residential, the following considerations will be made regarding policies around commercial listings.

- For commercial buildings where multiple identical units are available within, one listing must be created with the description mentioning the additional unit availability
- For commercial buildings where multiple non-identical units are available within, one listing must be created with images of the different units.
- There will be an allowance for images of building amenities share by the various tenants
- Commercial properties for sale that include businesses will be allowed, however only in cases where the focus of the listing is the sale of the property.

10. Website Engagement

Offices and estate agents must adhere to the following with regards to engagement on the website:

- Not use any device, software, process or means to interfere with the proper working of the website.
- Unnecessarily impose a burden or make excessive traffic demands on our infrastructure that we deem, according to our sole discretion to be unreasonable or exorbitant usage of the website. This pertains to webservice calls and updates (feed service providers servicing the estate agent network) as well as excessive usage of the lead generating mechanisms on the website front end.

- Not attempt to transmit spam, chain letters, contests, junk email, surveys, or other mass messaging to our property shoppers and private sellers, whether commercial in nature or not.
- Violate the rights of any person, including copyright, trade secret, privacy right, or any other intellectual property or proprietary right for self-gain. This includes the posting of false advertisements.



PRIVATEPROPERTY.CO.ZA

Real Estate Support Centre: 087 375 1000 | Customer Support Centre: 087 351 1166