

Tyson Properties joins Christie's International Real Estate network

Tyson Properties recently announced that it is the first KwaZulu-Natal real estate group to conclude an affiliation agreement with Christies International Real Estate, the property arm of the international auction house.



Chris Tyson

Now exclusively representing the Christie's brand in KwaZulu-Natal, Tyson Properties joins a carefully selected network of 138 affiliates, with 25 000 agents in over 1100 offices in 44 countries. The group joins South African affiliates Greeff Properties in the Western Cape and Ennick Estates in Gauteng.

Brokerages included in the network have been recognised for their records of success and affiliation is by invitation only.

Chris Tyson, co-founder and CEO of Tyson Properties, said that this agreement was an important endorsement of the company's professionalism and high service standards. He said that the Christie's International Real Estate brand was an internationally recognised brand of excellence with which Tyson Properties is proud to be affiliated.

Rigorous due diligence

Tyson Properties underwent a rigorous due diligence before it was accepted as part of Christie's network of real estate brokers. Only the most accomplished real estate brokers at the top of their markets are invited to join the affiliate network. The comprehensive vetting procedure examines all aspects of a potential affiliate's business, focusing not only on that company's history and achievements to date, but also on its potential within its own unique market. It is only once an affiliate's position as a leader in its field and ability to meet stringent service standards has been ascertained that a company is awarded Christie's International Real Estate Affiliate status.

The formal agreement was effective from January 2014. Tyson said that all Tyson Properties agents would undergo further

training during this year to ensure that their already high standards of delivery and service continued to meet the extremely high standards set by Christie's.

Property owners would benefit significantly from Tyson Properties' affiliation with Christie's, he said. This affiliation provides the company with an extensive international network and platform that will prove invaluable when marketing top properties in the province. "Sellers of properties within KwaZulu-Natal can now have their properties listed internationally as well as locally, attracting potential buyers from both within South Africa and abroad."

For more, go to www.tysonprop.co.za.

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