HELPING AGENTS **DEVELOP, OPERATE** AND **GROW** THEIR BUSINESS.

We are all about **YOU**

You are a seasoned property professional.

You have built a solid business for yourself.

You understand the importance of nurturing relationships and networking effectively.

You deliver above average results for your clients, and you have worked hard and smart to get to where you are today.

You appreciate that you are in an industry that is rapidly changing and evolving, and you are ready to grow and evolve with the industry.

You are always improving your skills to better serve your clients.

You understand that you fundamentally run your own business, that it is YOU and not just the real estate brand that delivers true value to your clients.

Your clients expect a lot from you, and you expect a lot from your Agency.

In our relentless search for the most professional agents in the industry, YOUR name has come up on more than one occasion.

I would like to introduce to you the Meridian Realty iAgent concept, and some of the ways in which we would like to add value to your real estate business.

Let us introduce you to our team of professional iAgents who are currently building their business through our unique approach, enjoying incredible financial freedom and experiencing unrivalled support while doing so!

Antonie Goosen (Principal & Managing Director)
BComm | MPRE | CEA

"Meridian Realty offers a business model that is far superior to anything else out there. It's not just another brand offering the same as all the other agencies. It's a unique package for professional agents who are serious about a career in real estate.

- CHRIS STEYTLER

Sonja Thielen
A member of the 100% Club

Become a member of THE 100% CLUB and take your business to the next level!

At **Meridian Realty** it is not just all talk… Once you reach your **CAP**, you will keep 100% of your commission for the remainder of the year.

We have many testimonies from our *iAgents* who have reached new levels of success in their careers and are realising their dreams! We recognise them as the elite members of the **Meridian Realty** 100% Club.

Tinka Duncker

"Meridian Realty is without a doubt the most professional and flexible Real Estate agency I have worked for. The support structure and professional "back office" team enables us as agents to focus on what really matters, which is successful transactions. In addition to being part of a successful company, the added incentive to be able to CAP on your commission is a goal that every Meridian Realty agent aspires to achieve.

Being able to receive 100% commission for the remainder of the year after "CAPPING" is a wonderful feeling which makes the hard work that you put in very rewarding.

I wish to thank the whole Meridian Realty team and the leadership and support of Antonie Goosen who enabled me to make the CAP a reality in my life."

Chris Steytler

"I was lucky enough that a large transfer was delayed in 2020 and the sale was eventually registered early in January 2021 which meant that I had made my CAP for the year and all sales that were going to be registered in 2021 were going to be at 100% commission. It was a surreal moment for me to have achieved CAP so early in the year. The motivating effect that this has had on me has been incredible as I am experiencing one of my best years ever in McGregor real estate and leaving my competitors way behind.

Meridian Realty offers a business model that is far superior to anything else out there. It's not just another brand offering the same as all the other agencies. It's a unique package for professional agents who are serious about a career in real estate. Antonie Goosen and his professional complement of managers and office staff are 100% committed to making sure that the agents are well supported with world class real estate marketing so that they can go out and get the job done professionally. Nothing is ever too much trouble."

Leentjie Barnard

"I have always seen myself as a team player and one that is very proud of the team that I am apart of. Before I joined Meridian Realty, I realised how important it was to have the same goals, mindset and vision of the team that you are a part of. I was blown away with the Meridian Realty team from day one! The support, flexibility, professionalism and freedom that they gave me was amazing! I was free to create my own brand but I never felt abandoned or left out.

By reaching my CAP and becoming a part of the 100% Club, it gave me a new perspective in real estate. It taught me that anything is possible – especially in a year of COVID-19. I am grateful, I am confident and I am loving every minute of my job! I am super excited for what this year will bring and so grateful to Meridian Realty for giving me the opportunity to do what I love and to be rewarded and acknowledged at the same time!"

Rachelle Claassen

"To CAP your commission, I think to any agent is the top achievement over and above acknowledgement, market share, sales on the board etc. No other agency can offer you this!

The additional income helped me to earn amazing market share especially in a tough market. I could offer additional services to my clients and could get away with sometimes asking less commission in order to keep my market share. And yes, it cost me additional money, but it put me in another league and I could increase my market share again this year. I could "up" my game with additional funds for marketing and branding.

Thank you to Meridian Realty, Antonie Goosen and the support team for your great property marketing platform. I simply can't do this without your support, guidance and assistance"

Clive Garrod

"I have been an Agricultural and Lifestyle property broker for the last 21 years. Over these years I have assessed many fee structures, commission structures and company models and I have yet to see anything like Meridian Realty's model, which has been well thought through and is fair too.

I joined Meridian in November 2021 and I have been blown away with their systems, their strong back office and support team, including photographers, efficient administration staff and their great marketing platform. The 70/30 split on offer is a great offering as is but the opportunity to earn 100% of your commission, once achieving CAP, is unheard of. This opportunity to earn 100% of commissions for the remainder of a given year has been my motivator and overriding incentive, as to why I joined Meridian Realty. Reaching CAP, is an attainable goal for each and every Meridian Realty iAgent."

Greg Pitcher

"Being part of Meridian Realty not only offers you the finest combination of brand, team, training, support and technology in the marketplace; it affords you the opportunity to earn 100% of your commission on sales once you have reached your CAP.

Yes this sounds too good to be true but its not… I was fortunate to become a member of the 100% club during 2020 and while earning 100% of my commission for the rest of this year, I am still enjoying all the benefits that Meridian Realty has to offer.

Thank you Antonie and your team for making is all possible."

Ways in which we save you time and **help you make more money**

YOUR HARD WORK = YOUR MONEY
You enjoy 100% of your commission once you reach a very achievable commission target for the year. There are no royalty fees and no franchise fees deducted.

Let that sink in.

POLISHED AND PROFESSIONAL DIGITAL MARKETING
We specialise in ensuring your properties stand out amongst the competition.

We provide professional photography and videography for all your listings right from the start. Additionally, we offer Matterport 3D Virtual Tours for a truly captivating viewing experience!

ADMINISTRATIVE SUPPORT
You will appreciate the support that our trained and experienced admin assistants offer! They will ensure that your listings are professionally published on all major platforms, any changes are made without delay, properties are featured - shoots are booked and it is all systems go!

You simply have to experience this!

NEGOTIATE YOUR OWN COMMISSION AND WORK IN ANY AREA
You can work in any area you choose and have full control over your own commission negotiations!

With commission margins under pressure - you need to be able to make the call yourself! **Meridian Realty** allows you this freedom!

WE WILL KEEP YOU AT THE FOREFRONT OF MARKETING TRENDS
Marketing methods and trends evolve constantly. It feels like it is impossible to stay on top of it all. Let us guide you through the uncertainty.

With our passionate and progressive tech-savvy approach we are constantly exploring better ways to manage your business in this evolving real estate landscape.

BUILDING YOUR BRAND
Our full-time Graphic Design Team is here to assist you in the design and creation of your own brand! In addition to specific tailor-made designs, you will also have access to our extensive **Marketing Libary** that offers countless designs to choose from; allowing you to take your brand to the next level!

We solve the problems and address the pain points agents like yourself experience on a daily basis.

We go the extra mile for our **iAgents**

COLLABORATION PLATFORM

Tap into the powerful **Meridian Realty** network with the latest cutting-edge software that provides you with a hub for teamwork and communication.

LEGAL AND REGULATORY SUPPORT

24 hour access to principals, branch managers and attorneys.

SOCIAL MEDIA

Social media specialists to help you build YOUR brand.

GRAPHIC DESIGN SERVICES

A library of marketing templates ready to be customised by us to meet YOUR needs.

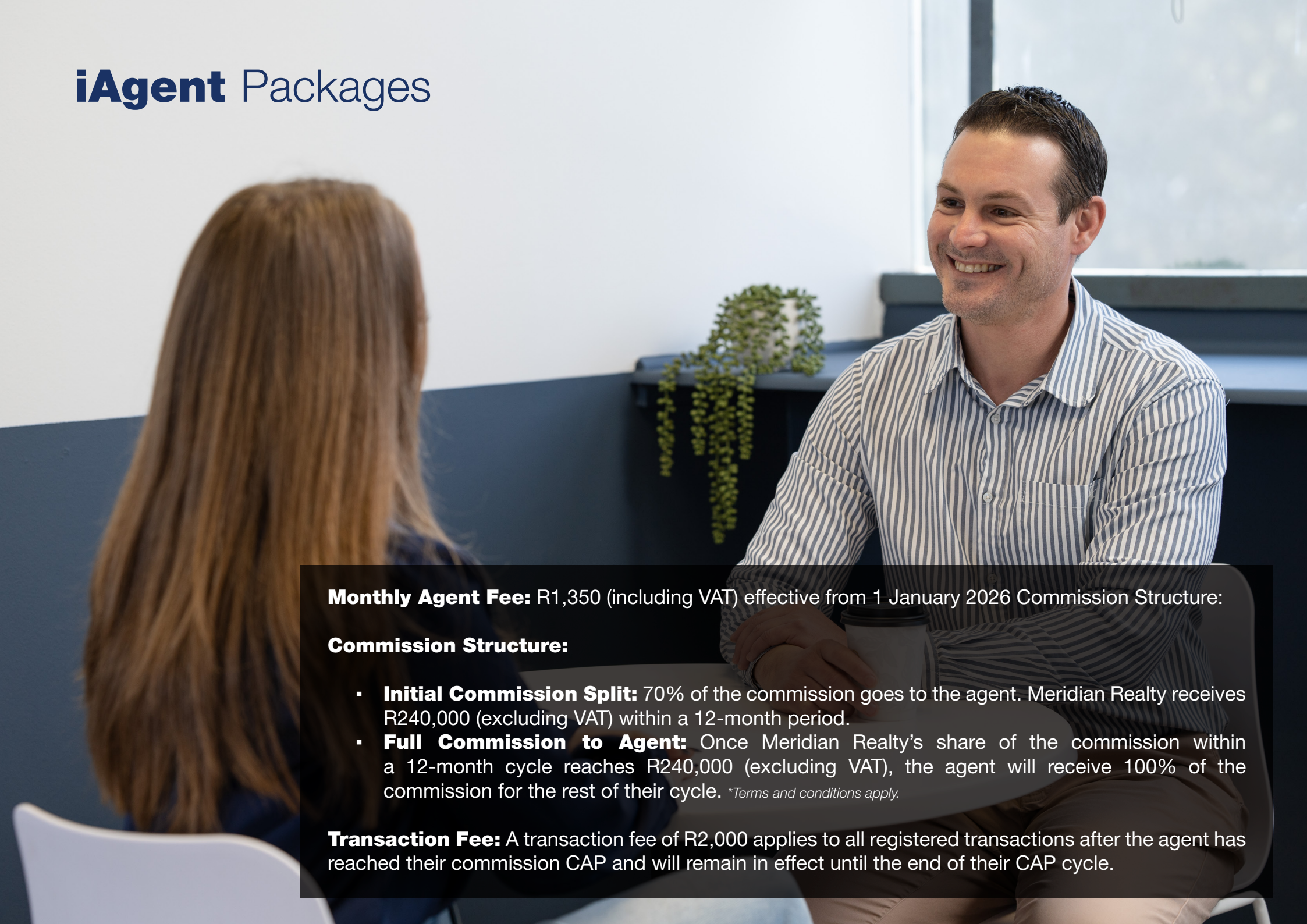
CLOUD BASED LIBRARY

All your relevant contracts, mandates, listings and emails backed up and accessible from a secure location.

REGULAR TRAINING

- Real time online training.
- On-demand training platform.
- Live training and networking events.

iAgent Packages



Monthly Agent Fee: R1,350 (including VAT) effective from 1 January 2026 Commission Structure:

Commission Structure:

- **Initial Commission Split:** 70% of the commission goes to the agent. Meridian Realty receives R240,000 (excluding VAT) within a 12-month period.
- **Full Commission to Agent:** Once Meridian Realty's share of the commission within a 12-month cycle reaches R240,000 (excluding VAT), the agent will receive 100% of the commission for the rest of their cycle. **Terms and conditions apply.*

Transaction Fee: A transaction fee of R2,000 applies to all registered transactions after the agent has reached their commission CAP and will remain in effect until the end of their CAP cycle.

Monthly Service Fee

meridian
REALTY

MARKETING

- Unlimited professional photo shoots per month (fair use policy applies).
- Unlimited Video Tours per month.
- Graphic Design services with access to an extensive marketing library.
- Advertising on all of the major property portals.
- Matterport 3D Tours available at additional cost.
- Social Media Marketing.
- Starter-kit including For Sale Boards, On Show Boards and Business Cards.

ADMIN SUPPORT

- Virtual Private Assistant.
- Deal Tracking Services.
- Contracts and Mandates Library.
- Legal and Contract Assistance via the principal and branch managers.

FREEDOM AND FLEXIBILITY

- Authority to negotiate your own commission.
- No area restrictions.
- No compulsory weekly meetings.
- No minimum show days.
- No compulsory office days.
- No restraint of trade.

SYSTEMS

- Office 365 email address.
- Lightstone account.
- Your very own Real Estate CRM Platform.
- Cloud based storage.

TRAINING

- Induction training and orientation seminar.
- Regular live training events.
- Online training.

Company Profile and Letter from the Principal

meridian
/mə'ɹɪdi.ən/

1. Period of great splendour.
2. At peak.
3. The highest point or stage of development.
4. Line of longitude.

"I have touched the highest point of all my greatness, and from that full meridian of my glory I haste now to my setting." - Shakespeare

Being in this exciting industry, we feel privileged to assist our agents as they reach a new meridian in their lives by building a sustainable career with us.

We believe that real estate is not only about bricks and mortar, but about empowering people to realise their dreams.

As a group, we specialise in the marketing of properties throughout many areas of South Africa. We do this by providing our **iAgents** with unparalleled administrative and marketing support.

The **iAgent** concept differs from the traditional Estate Agency model in several ways. We have a dedicated team on call to provide you with all the support you would need to build your successful career in real estate.

Antonie Goosen Principal and Managing Director
BComm (Business management) | MPRE | CEA

"I am the Principal and Managing Director of Meridian Realty, a company I founded in 2005 and had the privilege to see grow from strength to strength since. It is very important to me to ensure that you receive the best possible service from us.

That is why I have made it my business to ensure that you can offer your clients progressive marketing and exceptional customer service which we facilitate through the efficient use of cutting-edge technology.

I have gathered a team of highly trained and dedicated professionals to asisst you with everything, which includes photography, personal branding, marketing, admin, transactional management and regular training to keep you on top of your game and ahead of the curve!

It is my pleasure to introduce you to the people who will form an integral part of your business support system at Meridian Realty.

I hope to welcome you to the **Meridian Realty Team** soon."

Our Vision

To be South Africa's foremost real estate company, setting ourselves apart through empowering our agents to better serve our clients and help them to realise their dreams.

Our Mission

At **Meridian Realty** we strive to provide a comprehensive real estate marketing service that Agents prefer, Sellers and Buyers recommend, and Employees are proud to be a part of.

Our Core Values

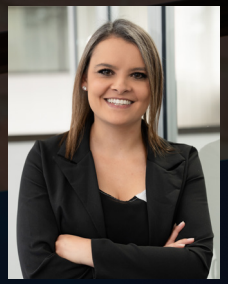
Integrity	We do what is right at all times.
Reliability	We deliver what we promise.
Innovation	We challenge the status quo.
Community	We offer support to one another.
Service	We positively impact those around us.
Collaboration	We work together to reach our goals.
Fun	We enjoy every step of the journey.

Your Expert Support Team

Antonie Goosen
Principal and
Managing Director

Chricel Schoeman
Financial Manager

Carmen Lubbe
Transaction Manager



Amanda Botha
Team Leader

Izaan van Zyl
Marketing Manager

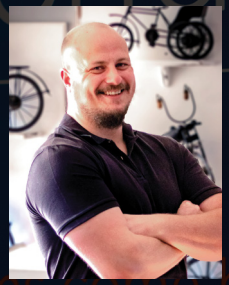
Kate Laurie
Graphic Designer &
Social Media Specialist

Emily Middleton
Graphic Designer

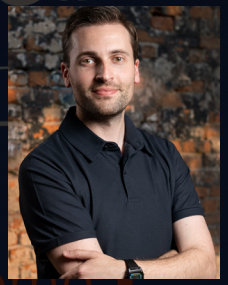
Jandré Coetzee
Multimedia Editor

Daniel Botha
Photographer

Marius Van Vuuren
Photographer



Martin Scholtz
Photographer



Paulo Menezes
Photographer

Navar Claasen
Photographer

Meagan Venter
Transaction Administrator

Karien O'Connell
Transaction Administrator

Anro Brand
Rental Administrator

Adriaan Louw
Rental Specialist

Jan Van Rooyen
Virtual Private Assistant

Roulien Stahnke
Virual Private Assistant

Danika Oosthuizen
Financial Assistant

Talita Pool
Mortgage Finance
Specialist

"To reach CAP is an agent's ultimate achievement and to do so early in the year is an incredible opportunity. It makes the rest of the year so much more profitable, and it is an amazing motivator to keep going.

Of course, this would be impossible without the excellent support of the Meridian Realty admin team and the inspired leadership of our Principal Antonie Goosen. Thank you!"

Annette van der Merwe
Stellenbosch

"I joined Meridian Realty 10 months ago and received my CAP within the first 4 months. The experience was extraordinary.

From the beginning, I was welcomed with opened arms. The level of dedication and professionalism has exceeded my expectations.

Being in the industry for over 10 years I can honestly say that I have never had this amount of admin and media support in my whole career. It gives me the opportunity and freedom to grow my own business while negotiating my own commissions. No royalty or franchise fees.

Meridian Realty is an opportunity to grow your own business with no restrictions or restraints. A truly wonderful feeling. The sky is the limit!"

Marilize Breytenbach
Paarl

"I am immensely proud of having achieved this honour of becoming a part of the 100% Club, and attribute much of it to the support from my Principal and Admin Team, as well as the Meridian Realty business plan which is years ahead of anybody else!"

Christoff Coetzer
Greyton

"In January I carried over enough deals from my previous year's pipeline to ensure that I reach my CAP for the year from those transactions! This means that with every new transaction I close for the rest of the year all the commission will be 100% mine!"

Jacques le Roux
Northern Suburbs

"I think for me the realisation that I had achieved my CAP was almost surreal... For 2 reasons: I was the first Meridian *iAgent* to achieve this and secondly, I was having a lousy year in terms of losing so many deals in the first quarter. However, I kept my head down and pushed onward!!"

Ashley Habib
Atlantic Seaboard

"Meridian Realty offers *iAgents* the advantage of taking home 100% of your commission earned when you CAP. To qualify for this achievement, you need to earn a gross commission of R750 000 a year. After reaching this milestone, which is not difficult at all, I get to pocket 100% of all the commission I earn for the rest of that year. I still have the fabulous benefits of back-office support, deal tracking, professional photography, graphic design and industry training."

Sonja Thielen
Stellenbosch

"I joined Meridian realty just two months ago, and the experience has been nothing short of extraordinary. I was welcomed with open arms and provided with unparalleled support.

The level of dedication, professionalism, and encouragement from the entire team has truly exceeded my expectations. I feel empowered and confident, knowing that I have such a strong foundation behind me. This company doesn't just talk about being a supportive environment - they live it every day.

I'm incredibly grateful to be part of a team that is so committed to my success and growth"

Soma Holloway-Carther
Langebaan

"The additional incentive to earn 100% commission is generous and achievable. I have congratulated many winners and wow was I surprised to hear that I had made it into the 100% Club, allowing me to earn 100% commission for the next 12 months.

This incentive is fantastic, and the flood of congratulations and support from everyone was equally wonderful.

Thank you Antonie Goosen, for the leap of faith you took on me and thank you to everyone in the Meridian Realty Family."

Sharleen Lomey
Napier

"The business case for Meridian Realty was so compelling, from the hands on, people-centric approach, to the simplicity of the commission structure and the quality of people and agents we conversed with prior to making the decision to join. After missing out on CAP by a hair's breadth in our first 10 months, we managed to achieve CAP midway through 2022.

The 'carrot-dangle' of CAP is a real, tangible goal aimed at propelling you to the pinnacle, or Meridian, of the industry wherever you may be."

Simon Revington
Plettenberg Bay

How to join THE 100% CLUB

Chris Steytler
A member of the 100% Club

Fill out an application form.

1

Interview with a **Meridian Realty** representative.

2

Sign a Service Level Agreement with **Meridian Realty.**

3

Scale your real estate business into the career of your dreams.

4

TECH-SAVVY INNOVATION SUPERIOR CUSTOMER SERVICE RELIABILITY EMPOWERING

COMPREHENSIVE SERVICE COMMUNITY EXPERTS

OWNERSHIP INTEGRITY AGENT-CENTRIC

MARKETING EXPERTISE SUPPORT FAMILY FUN PROPERTY SPECIALISTS

FREEDOM & FLEXIBILITY COLLABORATION

PROFESSIONAL INFORMED

ENTREPRENEURIAL INDUSTRY NETWORK

REAL ESTATE AGENCY CUTTING-EDGE SELLING POTENTIAL NEW WAY OF SELLING PROPERTY AGENTS