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AUCTION CENTRAL

# Fully Furnished 2 Bedroom Apartment

*21 West Road South, Morningside Ext 48*

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**Prepared for** Tchanguom Laura Fotso Katu Epse & Tchanguom Norbert Gilles

**Date** 19 March 2026

**Reference** AC-2026-0808

**Broker** Marco Gaspar

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SECTION 01

# Why Choose Auction?

The auction method delivers certainty, speed, and competitive pricing — backed by a proven process.

 <p><b>QUICK TURNAROUND</b> Incredibly quick turnaround time to sell your property. From mandate to sale in as little as 4–6 weeks.</p>	 <p><b>GUARANTEES IN 21 DAYS</b> The purchaser supplies guarantees within 21 days, ensuring swift financial certainty.</p>
 <p><b>COMPETITIVE BIDDING</b> All bidders compete against each other, ensuring you the best possible price on the day.</p>	 <p><b>EXPERT BROKERAGE</b> Your property sale is conducted by a highly experienced, licensed property broker.</p>
 <p><b>STRUCTURED VIEWINGS</b> Structured viewing sessions result in fewer disruptions to your schedule.</p>	 <p><b>RESERVE PROTECTION</b> A reserve price is signed at approximately market value which protects your price.</p>
 <p><b>NO COMMISSION</b> NO commission is charged to the seller. The buyer pays a bidder's premium.</p>	 <p><b>NO PRICE CEILING</b> The sky is the limit on bidding price — there is no upper cap on what buyers may offer.</p>
 <p><b>QUALIFIED BUYERS</b> Auction sales are <b>not subject to finance</b>, meaning only qualified, cash-ready bidders participate.</p>	 <p><b>EXTENSIVE DATABASE</b> Years of excellent service delivery has resulted in a diverse database of buyers, including major banks, insurance houses, and private individuals.</p>

## Further Benefits to Sellers

- A 15% deposit is required from the purchaser on the fall of the hammer

- No "subject to" clauses — no finance, bond, or suspensive conditions
- Transfer takes place within 60 days of auction
- The seller retains full control through the reserve price mechanism
- Professional marketing campaign at no additional cost to the seller
- Access to a national network of qualified, registered bidders

## SECTION 02

# Introduction

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**Marco Gaspar****YOUR PROPERTY BROKER**

076 548 4951

marco@auctioncentral.co.za

Thank you for allowing us the opportunity to present our property auction proposal for the above mentioned property. Auction Central has a proven track record, superior knowledge, unparalleled resources and wide-ranging marketing support to ensure that the auction of your property is completed with the utmost professionalism and efficiency. Feel free at any time to contact us with any queries or correspondence.

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## Property Summary

This beautiful apartment complex is located at the heart of Sandton, with each apartment having lovely warm north facing views. This luxurious, fully furnished 2nd floor apartment offers premium living in one of Johannesburg's most sought-after locations. The property is located within The Regent (SS 513/2009), Unit 208, a sectional title development known for its prestigious address and world-class amenities.

### INTERNAL FEATURES

- Lift entry direct into the apartment
- 2 Bedrooms, main en-suite
- 2 Bathrooms
- Guest toilet
- Fully equipped kitchen
- Air-conditioner
- Tiled flooring
- Open plan family room

### EXTERNAL FEATURES

- Balcony
- Magnificent views
- 2 Basement parking bays
- Garden flooding the apartment with natural light

### OTHER SERVICES

- Camelot Spa and Bistro Dolce Vita on site
  - Laundry / Dry Cleaning service
  - Concierge
  - Management services
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# Property Gallery



## SECTION 03

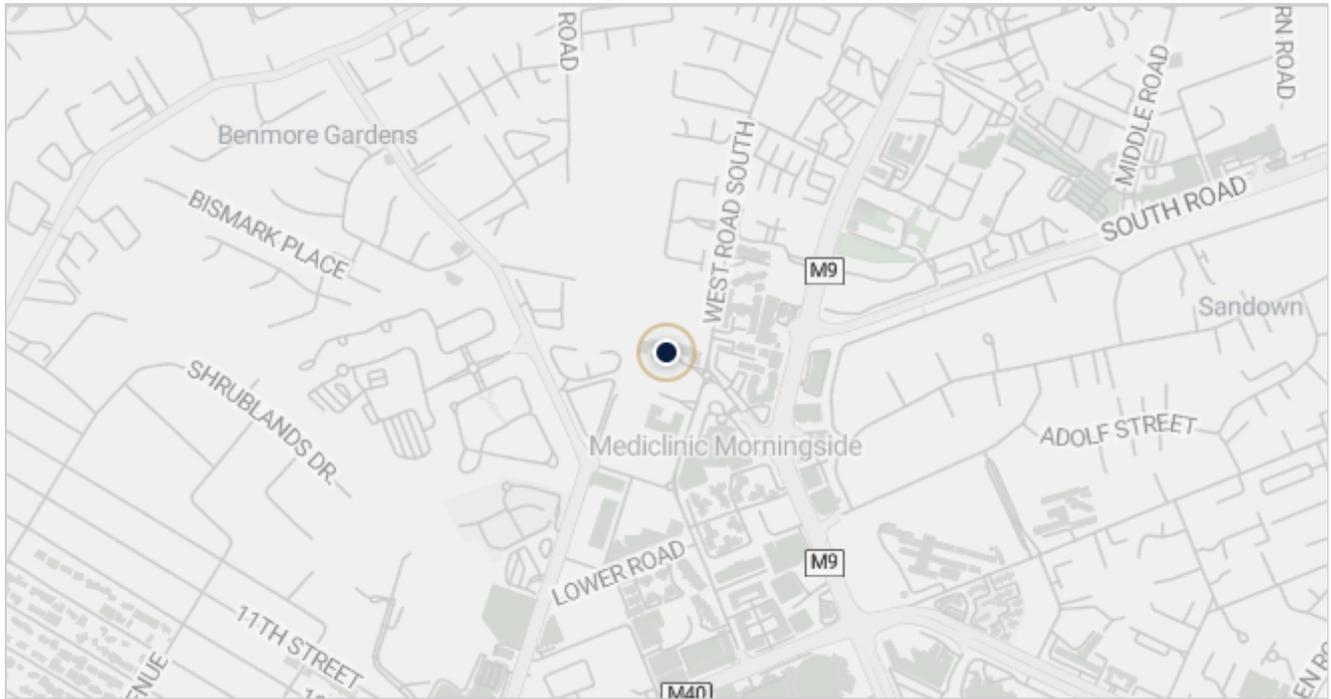
# Property Legal Description

<b>ADDRESS</b> 21 West Road South, Morningside Ext 48	<b>SUBURB</b> Morningside, Sandton
<b>TOWNSHIP</b> Morningside Ext 48	<b>PROVINCE</b> Gauteng
<b>MUNICIPALITY</b> City of Johannesburg	<b>PROPERTY TYPE</b> Sectional Title
<b>SECTIONAL TITLE NAME</b> SS The Regent	<b>SECTIONAL TITLE NO.</b> 513/2009
<b>UNIT NUMBER</b> 208	<b>ERF NUMBER</b> 1730
<b>UNIT SIZE</b> 141 m <sup>2</sup>	<b>ERF SIZE</b> 8981 m <sup>2</sup>
<b>TITLE DEED NO.</b> ST73584/2010	<b>GPS COORDINATES</b> -26.0928, 28.0536
<b>RATES &amp; TAXES</b> R 2 500 p/m	<b>LEVIES</b> R 3 700 p/m
<b>REGISTERED OWNER</b> Tchanguom Laura Fotso Katu Epse & Tchanguom Norbert Gilles	<b>PURCHASE DATE</b> 23 June 2025
<b>PURCHASE PRICE</b> R 4 175 000	<b>BOND HOLDER</b> Standard Bank
<b>BOND AMOUNT</b> R 1 800 000	

SECTION 04

# Location & Amenities

Suburb map highlighting the property location and surrounding amenities.



## Nearby Amenities

**SCHOOLS**

**Morningside Primary**  
1.2 km

**SCHOOLS**

**Redhill School**  
3.5 km

**SHOPPING**

**Morningside Shopping Centre**  
0.8 km

**SHOPPING**

**Sandton City**  
2.1 km

**HEALTHCARE**

**Morningside Clinic**  
0.5 km

**TRANSPORT**

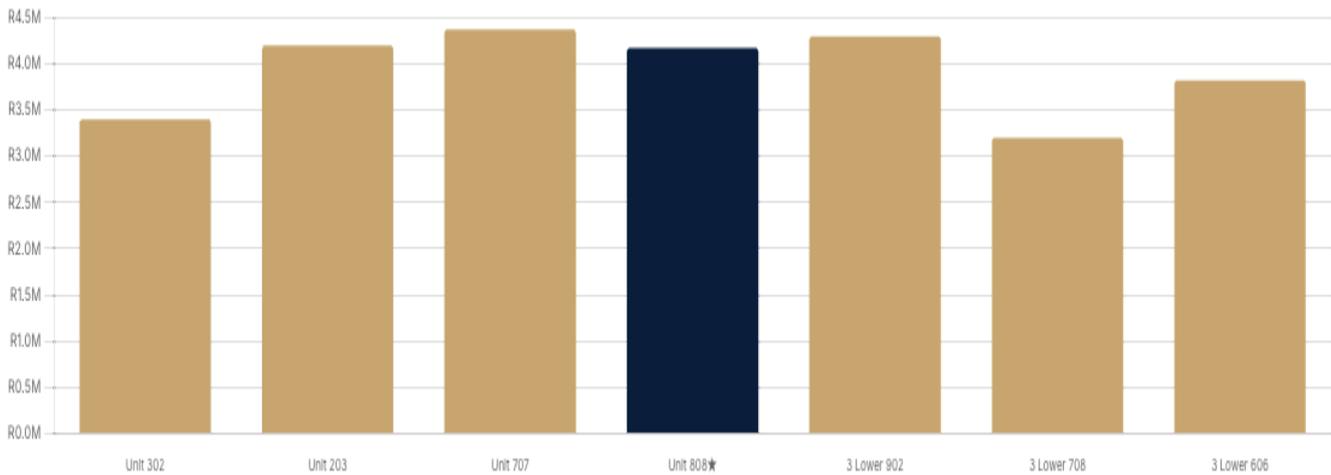
**Gautrain Sandton**  
2.8 km

SECTION 05

# Comparable Market Analysis

Recent sales within the immediate area provide a data-driven foundation for the reserve price recommendation.

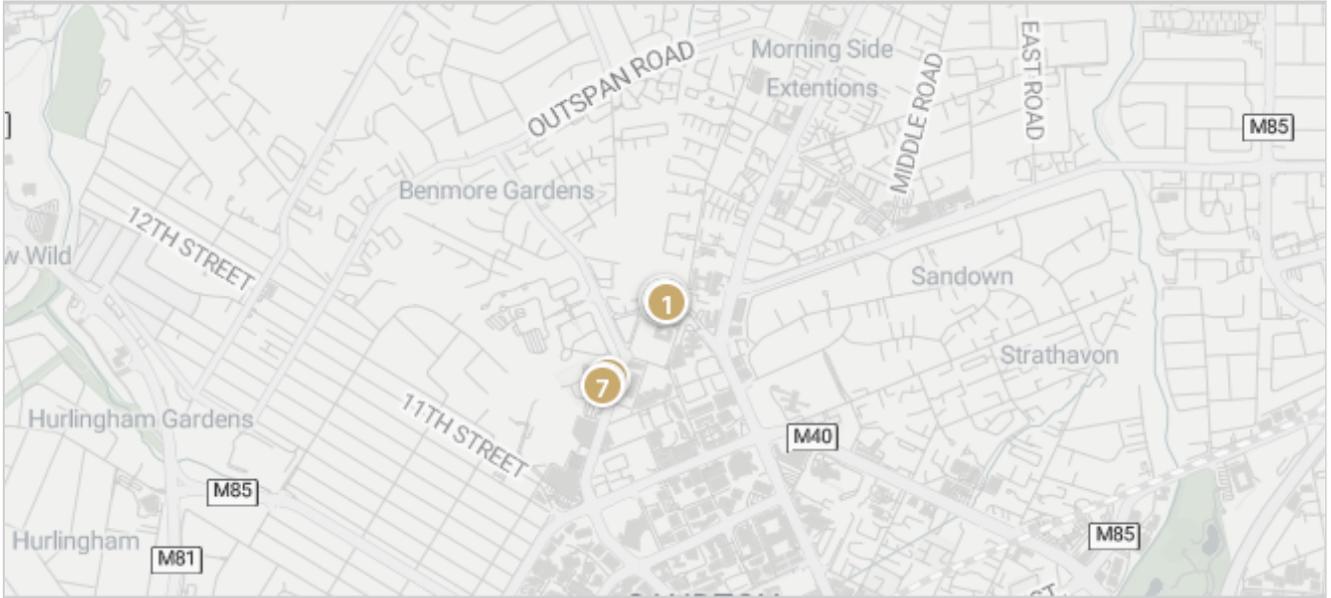
<p><b>7</b></p> <p>COMPARABLE SALES</p>	<p><b>R 4 175 000</b></p> <p>MEDIAN SALE PRICE</p>	<p><b>R 28 319/m<sup>2</sup></b></p> <p>MEDIAN PRICE PER M<sup>2</sup></p>
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Note: indicated sale values are inclusive of estate agent's commission. A deduction of approximately 8% should be considered to accurately determine the actual nett sale price received by the seller.

#	ADDRESS	SALE DATE	SIZE (M <sup>2</sup> )	PRICE	R/M <sup>2</sup>	DISTANCE
1	21 West Rd S, Unit 302	28 Jan 2025	147	R 3 400 000	R 23 129	0 km
2	21 West Rd S, Unit 203	14 Oct 2024	141	R 4 200 000	R 29 787	0 km
3	21 West Rd S, Unit 707	19 Jun 2024	149	R 4 375 000	R 29 362	0 km
4	21 West Rd S, Unit 808	20 Jun 2024	152	R 4 175 000	R 27 467	0 km
5	3 Lower Rd, Unit 902	10 Feb 2026	157	R 4 300 000	R 27 389	0.4 km
6	3 Lower Rd, Unit 708	11 Nov 2025	113	R 3 200 000	R 28 319	0.4 km
7	3 Lower Rd, Unit 606	23 Oct 2025	116	R 3 820 000	R 32 931	0.4 km

## Comparable Sales Map



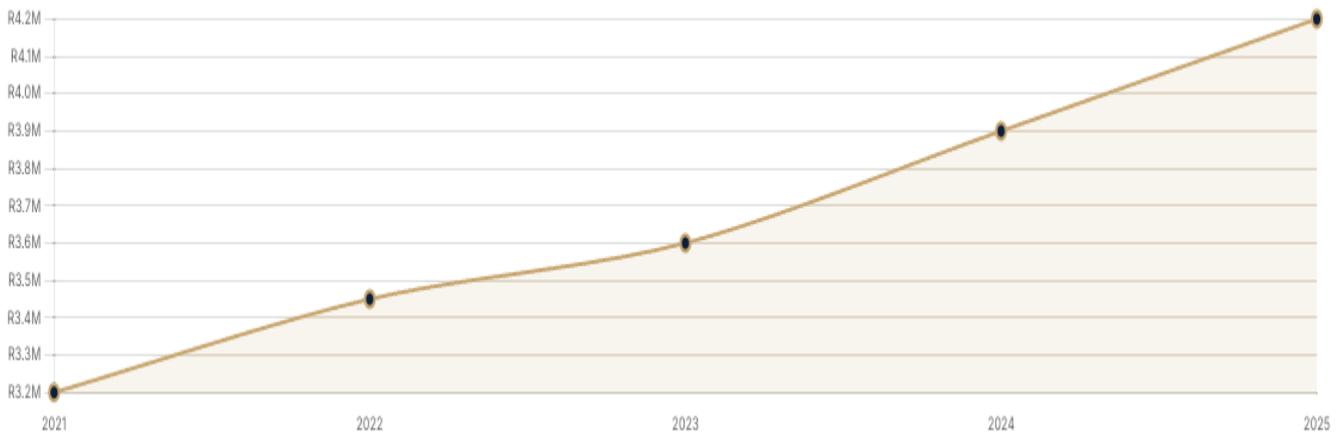
SECTION 06

# Suburb Market Trends

Key performance indicators for Morningside over the past 12 months.

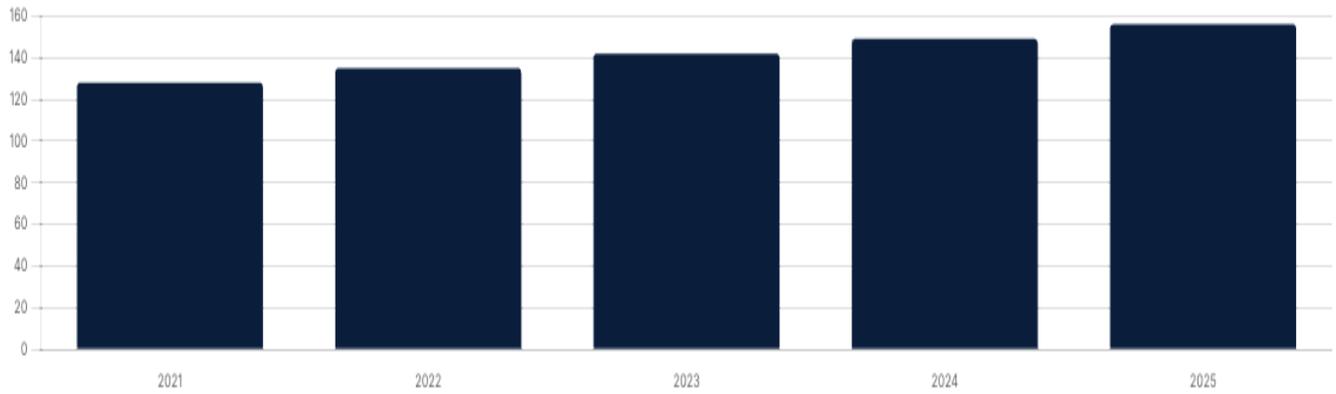
<b>R4.2M</b> MEDIAN SALE PRICE	<b>156</b> TOTAL SALES (12 MO.)
<b>42</b> AVG. DAYS ON MARKET	<b>+8.3%</b> YOY PRICE GROWTH

## Median Price Trend (5 Years)



The median of a set of numbers is that number where half the numbers are lower and half are higher. The "median price" is the most common indicator for the property market because it more accurately reflects the sample size, market trends, consumer sentiment and market direction than the "average price."

### Transfer Volume (5 Years)




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*"Morningside continues to outperform the broader Johannesburg market with sustained demand driven by proximity to Sandton CBD, excellent schools, and a growing preference for secure estate living."*

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SECTION 07

# Market Value Assessment

**R 3 924 286**

AVERAGE COMPARABLE SALE PRICE

**R 3 610 343**

AVERAGE NETT SALE PRICE

ESTIMATED SELLING PRICE RANGE

**R 3 400 000 – R 4 300 000**

## Probability of Sale

PROBABILITY	ESTIMATED SELLING PRICE
<span style="color: green;">●</span> High	R 3 500 000
<span style="color: yellow;">●</span> Medium	R 3 800 000
<span style="color: red;">●</span> Low	R 4 200 000

## Recommended Reserve Price

**R 3 800 000**

## Valuation Reasoning

The recommended reserve price of R3,800,000 is supported by the comparable market analysis which reveals a median sale price of R4,175,000 for similar units in The Regent complex. The slight discount accounts for the current market conditions and is strategically positioned to stimulate competitive bidding. The municipal valuation of R2,450,000 provides a conservative floor, while recent transfers in the complex at R4,175,000 (Unit 808, June 2025) and R4,200,000 (Unit 203, November 2024) confirm strong demand at the recommended level.

## SECTION 08

## Marketing Campaign

Your custom-tailored marketing campaign is specifically created to maximise your property's exposure, comprising high-impact posters and signs, geo-tagged social media adverts, and direct marketing to our extensive buyer database.

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### Digital Strategy

Targeted digital advertising across Property24, Private Property, and Google Ads to reach qualified buyers actively searching in the Morningside area. Campaign optimised for high-net-worth individuals within a 50km radius.

### Direct Marketing

Our proprietary database of 40,000+ registered buyers will receive personalised notifications. SMS and email campaigns targeting buyers with matching profiles and budget ranges.

### Traditional Media

Featured listing in the Sunday Times Property section and Rosebank Killarney Gazette. Professional signage installed at the property with QR code linking to the online listing.

### On-site Preparation

Professional photography, drone footage, and virtual tour production. Property styling consultation to maximise visual appeal during open viewings.

### Campaign Timeline

**WEEK 1-2**

Professional photography, floor plans, and virtual tour. Install property signage. Prepare all listing copy and marketing collateral.

**WEEK 2-3**

Launch digital advertising campaign across Property24, Private Property, and social media. Begin SMS/email campaign to registered bidder database.

**WEEK 3-4**

Open viewings (Saturday 10am-1pm). Newspaper advertisement in Sunday Times Property and local Gazette. Follow-up calls to qualified leads.

**WEEK 4-5**

Final push: retargeting ads, reminder notifications to all registered bidders. Pre-registration opens for auction day.

- **AUCTION DAY**

On-site or boardroom auction conducted by licensed auctioneer. Live online bidding available for registered remote bidders.

## Marketing Budget

CHANNEL	INCLUDED
Auction Central Website	✓
Property24 Website	✓
Facebook Boosted Advert	✓
Social Media Groups	✓
Google Ads	✓
Printed Media	✓
Info Packs / Brochures	✓
Database Exposure	✓
Signage and Posters	✓
Professional Photography	✓
Larger Sign + Additional Posters	—
Regionally Boosted Social Media Campaign	—
<b>Total Marketing Budget</b>	<b>R 15 500 ex VAT</b>

## SECTION 09

# Auction Agreement

Standard terms governing the exclusive auction mandate between the Seller and Auction Central.

<b>MANDATE TYPE</b> Sole & Exclusive	<b>MANDATE PERIOD</b> 60 days from date of signature
<b>AUCTION METHOD</b> Boardroom	<b>BIDDER'S PREMIUM</b> 10% excl. VAT of bid price

## 1. Definitions

"The Seller" refers to the registered owner(s) of the Property. "The Auctioneer" refers to Auction Central (Pty) Ltd, Company Registration No. 2019/553732/07, duly authorised to conduct the auction. "The Property" refers to 21 West Road South, Morningside Ext 48, Erf 1730. "Mandate Price" refers to the minimum price at which the Property may be sold at auction.

## 2. Standard Conditions of Sale

The SELLER hereby authorises the Auctioneer to sell the Property subject to its standard conditions of sale with which he declares himself to be acquainted and the SELLER undertakes to abide by any directions to the Auctioneer in order to promote and/or execute the sale. The SELLER acknowledges that the term includes any amended set of special conditions of sale, amendments made to the sole discretion of the Auctioneer, should the need arise.

## 3. Marketing & Promotional Campaign

Auction Central shall conduct a marketing and promotional campaign in accordance with the marketing budget annexed hereto. The SELLER shall be responsible for the payment of the marketing and promotional campaign. A pro forma

invoice will be generated within 48 hours, payment is to be received within 7 (seven) days. Should the SELLER default on payment, all marketing activities will be paused until payment is received in full.

## 4. Auction Date

The auction shall be held: Boardroom on To be confirmed, or on an alternative date and time should it be required.

## 5. Mandate Price & Bidding

5.1 The SELLER shall accept the conditions of sale representing the highest bid equal to or more than the Mandate Price, failing which the SELLER authorises Auction Central (acting through any of its representatives) to accept the highest bid representing the Mandate Price.

5.2 The Property may be sold at the Mandate Price. If no bid equals or exceeds the Mandate Price, the Property may be withdrawn from the auction.

5.3 The SELLER, at its discretion, may accept a lower bid price than stated above and instruct the Auctioneer to accept such lower bid.

5.4 The Auctioneer or his agent shall be entitled to bid up to the Mandate Price on behalf of the SELLER, but shall not be entitled to make a bid

equal to or exceeding the Mandate Price.

#### **6. Confirmation**

The Property is to be offered for sale subject to confirmation by the SELLER within three (3) days after the date of signature on an offer received from a prospective Purchaser.

#### **7. Bidder's Premium**

The fee due to Auction Central shall be paid by way of the bidders' premium equal to 10% excluding VAT of the bid price. Auction Central shall be entitled to retain the bidders' premium for its own account, deemed earned on confirmation of the sale by the SELLER.

#### **8. Mandate Period**

This mandate is irrevocable from date of signature hereto until 60 (sixty) days after the auction date. Auction Central also has the right to nominate 3rd party estate agencies to assist with the sale and marketing during the mandated period.

#### **9. Terms of Mandate**

Should the SELLER sell the Property during or after the termination of the mandate period to any Purchaser introduced to the SELLER by Auction Central (whether for greater or less than the Mandate Price), Auction Central shall immediately be entitled to payment of the bidders' premium by the SELLER.

#### **10. Seller's Responsibilities**

10.1 During the entire mandate period keep the Property in a clean, neat, tidy, in operational condition and generally maintain the Property at its best appearance for selling purposes.

10.2 Not interfere with Auction Central in the exercise of its duties or generally do anything or omit to do anything which may reasonably prevent

or restrict Auction Central from selling the Property under the Mandate.

10.3 Refer to Auction Central all enquiries received about the Property during the currency of this agreement.

10.4 Not cancel this agreement or withdraw the Property from auction without the prior written consent of Auction Central.

10.5 Generally give Auction Central every reasonable assistance required by it in relation to the sale of the Property.

10.6 Remove any existing promotional material regarding the Property and allow Auction Central to place an advertising banner or sign in front of the Property for the duration of the Mandate Period and a Sold sign until transfer.

#### **11. Accuracy of Information**

11.1 The SELLER warrants the accuracy of all information given to Auction Central relating to and/or in connection with the Property and that it has not willingly failed to disclose to Auction Central any material information.

11.2 The SELLER indemnifies fully and holds Auction Central harmless against any claim of any nature whatsoever as a result of any information provided by the SELLER being inaccurate to any extent.

11.3 The SELLER warrants that all written consents required by the Matrimonial Property Act 88 of 1984 in respect of this mandate or any other matter arising therefrom, have or will be given.

11.4 The SELLER agrees not to discuss or indicate to any party, or to any other agent or auction company, any minimum prices, estimated prices or detail with regards to the Property. All enquiries are to be referred to Auction Central.

## Marketing Campaign Costs

<p><b>TOTAL CAMPAIGN COST</b> R 15 500 ex VAT</p>	<p><b>SELLER LIABLE UPFRONT</b> R 7 750 ex VAT</p>
<p><b>BALANCE FROM PROCEEDS</b> R 7 750 ex VAT</p>	

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Fidelity Fund Certificate: This hereby warrants the validity of the Auctioneer's Fidelity Fund Certificate as at the date of this mandate. Signature of this document confirms that the SELLER(S) accept(s) all Terms and Conditions as laid out in this agreement. I/we hereby give Auction Central consent to process my/our personal information, in accordance with the provisions of the Protection of Personal Information Act (POPIA), for all purposes related to the carrying out of this mandate. Such consent extends to sharing personal information with attorneys, other estate agencies, and financial consultants.

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## Seller Details

Marital Status: Married in Community of Property

<p><b>FULL NAME</b> Tchanguom Laura Fotso Katu Epse &amp; Tchanguom Norbert Gilles</p>	<p><b>ID / REG NO.</b></p>
<p><b>EMAIL</b> seller@example.com</p>	<p><b>CELL PHONE</b> 082 000 0000</p>
<p><b>DOMICILIUM ADDRESS</b></p>	

**Agreed and Accepted by All Parties**

At \_\_\_\_\_ on the \_\_\_\_\_ day of \_\_\_\_\_ 2026.

**SELLER SIGNATURE**

\_\_\_\_\_  
NAME: TCHANGUOM LAURA FOTSO KATU EPSE & TCHANGUOM NORBERT GILLES

**AUCTION CENTRAL REPRESENTATIVE**

\_\_\_\_\_  
NAME: MARCO GASPAR

**WITNESSES FOR SELLER**

\_\_\_\_\_  
1. \_\_\_\_\_

\_\_\_\_\_  
2. \_\_\_\_\_

**WITNESSES FOR AUCTION CENTRAL**

\_\_\_\_\_  
1. \_\_\_\_\_

\_\_\_\_\_  
2. \_\_\_\_\_