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BIG BENEFITS FOR MEMBERS AS IEASA GOES GLOBAL

In a groundbreaking move for the South African real estate industry, the Institute of Estate Agents (IEASA) has just been accepted as the first African nation member of the International Consortium of Real Estate Associations (ICREA) - the organizing body of the WorldProperties.com network, and the largest international association for real estate associations.

This means that IEASA is now able to offer its members access to ICREA's website, www.worldproperties.com, which is the largest international property website, as well as its global referral system.

IEASA is the SA organisation that has represented professional estate agents for the past 70 years and national president Dr Willie Marais says its affiliation to ICREA will put its members on an even footing with the "international" players in the local market.

"It will give our members access to additional potential buyers, the backing of a global association, tools to help them efficiently build and conduct business, and access to a substantially larger database of property stock to meet a wider range of potential client needs."

"What is more, they will have access to the internationally recognised Certificate of the International Property Specialist (CIPS) designation as well as the TRC, the Trans-national Referral Certificate, and its related arbitration system."

The addition of IEASA expands ICREA's representation to 26 professional real estate associations worldwide, including the huge National Association of Realtors in the US.

The www.worldproperties.com website offers members of these associations immediate access to a range of services including current industry business practices, global industry news and a superior property advertising system.

ICREA chairperson Timo Smit of Netherlands says that as the first African nation member association, IEASA represents a very important addition to the consortium, and will also hopefully lay the groundwork for other affiliates from the African continent.

ICREA will immediately begin to list IEASA among its members in press releases, fact sheets, general information documents and so on although the official joining date of IEASA will be 1 July 2007.

As there is no option for individual practitioner or company membership to ICREA, and only one association per country is allowed to join, individual real estate agents can only receive the benefits offered by the consortium through their membership of a professional association, which in SA's case is IEASA.

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MEMBERS LOGIN FACILITY TO MAKE USE OF THIS NEW BENEFIT**