



PROPERTY MARKETING BOARDS

FREQUENTLY ASKED QUESTIONS BY ESTATE AGENTS

Please familiarize yourself with **Schedule 12** of the By-Law as well as the City's approved Tariffs and Charges for the current financial year.

1. WHO NEEDS TO REGISTER?

Any property marketing agent that sells, markets, lets/leases or auctions properties and uses directional boards on City owned land needs to register.

2. HOW DOES A FULLY CERTIFIED/PRINCIPAL REGISTER?

If you are registering for the very first time with the City of Cape Town, you need to complete the required application form/s and attach a copy of:

- your Full Fidelity Fund Certificate
(If you do not have a current copy, then you must provide copy of your Fidelity Fund Certificate for the previous year).
- a copy of your Identity Document
- a copy of your municipal rates account held in the registering agents' name and reflecting the registering agents current residential address

Business Partner Numbers

It is a legal requirement from the City that anyone who transacts with the City must have a business partner number. This number can be found on your municipal rates account.

We cannot register anyone without his or her Business Partner Number.

If you do not have a Business Partner Number, then a business partner number will be created for you. In this instance, you will be required to submit proof of residential address as well with all your other documents.

3. CAN I REGISTER AT ANYTIME OF THE YEAR?

Yes, you can. The 12-month permit period will commence from date of payment.

4. CAN CANDIDATE/INTERN AGENTS APPLY?

Candidate / Intern agents must be registered as learners under the mentorship of a Principal Agent and may obtain six (6) permit stickers.

Candidate Agents can register to obtain 6 permit stickers to display directional property marketing signs. However, this can only be done under the auspices of a responsible Principal Agent who is already registered with the City for this purpose.

Candidate/Intern agents will have to complete the "APPLICATION FOR NEW REGISTRATION OF INTERN AGENTS OPERATING UNDER THE AUSPICES OF A REGISTERED PRINCIPAL AGENT" form.

This form MUST be submitted together with a copy of the Principal Agent City Registration form and their full FFC. Only then will 6 'show house' directional board Permits be issued to the Intern Agent/s. The Principal Agent shall be deemed to be responsible for the registering Intern Agent, under their mentorship.

5. HOW MUCH IS THE REGISTRATION?

One of the district offices listed below can be contacted to ascertain the costs of registration in terms of the City's annual approved Tariffs and Charges or such tariffs and charges can be viewed on the City's website.

6. WHERE CAN I APPLY FOR REGISTRATION?

You can submit your application and supporting documentation by email to:

Cape Town Municipal Office – 44 Wale Street, Cape Town

Surita Roberts

surita.roberts@capetown.gov.za

Natasha Baatjies

natasha.baatjies@capetown.gov.za

South Peninsula Municipal Office – Plessey Building, 3 Victoria Road, Cnr Main Road, Plumstead

Sharon Coetzee

sharon.coetzee@capetown.gov.za

Siphesonke Notsela

siphesonke.notsela@capetown.gov.za

Helderberg Municipal Office – Cnr Fagan Street and Main Road, Strand

Ntomboxolo Hantibi

ntomboxolo.hantibi@capetown.gov.za

Kraaifontein Municipal Office – Kraaifontein Civic Centre, Brighton Road, Kraaifontein

Wayne Isaacs

wayne.isaacs@capetown.gov.za

Blaauwberg Municipal Office – Milnerton Civic Centre, 87 Pienaar Road, Milnerton

Ronald Claasen

ronald.claasen@capetown.gov.za

Parow Municipal Office – Civic Centre, Voortrekker Road, Parow

Surita Roberts

surita.roberts@capetown.gov.za

Natasha Baatjies

natasha.baatjies@capetown.gov.za

7. HOW WILL I KNOW IF I HAVE CONTRAVENED ANY OF THE REGULATIONS?

You will either be sent an invoice by the City of Cape Town for removal charges in respect of any contraventions, or should you not received an invoice at the time of applying for annual re-registration, the Department's staff will be able to check your record for any contraventions that must still be billed, which you will have to pay before re-registration can be done.

8. WHAT IF I DON'T CONTRAVENE ANY RULES FOR THE YEAR?

If you do not contravene any rules for the year, the following year you will still need to pay the annual registration fee and the application fee. There is no concession for agents that did not contravene the rules in the previous year.

9. WHAT IF I DON'T HAVE MY FIDELITY FUND CERTIFICATE YET?

In such case you need to provide the City with proof of application and payment to the Estate Agency Affairs Board and in the case of existing agents, proof of application and payment as well as a copy of the previous year's certificate.

10. I AM A LETTING AGENT. DO I NEED TO REGISTER?

If you "let" properties and do not display your 'To Let' sign boards on City Land then you do not need to register.

11. I AM A DEVELOPER OF PROPERTIES. DO I NEED TO REGISTER?

No. Developers are only permitted to put up one development board on the property they are developing. Refer to the Outdoor Advertising and Signage By-Law.

12. I AM AN AUCTIONEER, CAN I DISPLAY DIRECTIONAL BOARDS DURING THE WEEK, EVEN IF IT IS FOR 2 HOURS?

No. The rules for display of property marketing signs, contained in the Outdoor Advertising By-law 2023, are applicable to auctioneers as well. Auctioneers may only display auction directional boards on the weekends, as the estate agents are required to do, in compliance with all the applicable By-Law rules, which are issued to each applicant when they receive their permits for the display of directional property marketing signs.

13. WHAT IF I MOVE TO ANOTHER AGENCY DURING THE YEAR?

You only need to register once a year and if you have already registered, then you need to amend your application form at the City's office where you registered. You also need to return the permit stickers containing your previous company's details issued to you and you will receive 6 new permit stickers with the new agency's name, free of charge.

Should you move agencies and are not be able to return your permit stickers, for valid reasons, you will be required to furnish the relevant City office with an affidavit (SAPS/Commissioner of

Oaths certified) to this effect, as well as any new details of your agency and you will be issued with new permit stickers. Your previous permit number will then be cancelled and anyone found using that 'cancelled' number will be committing an offence.

14. IF I HAVE 3 SHOWHOUSES ON SHOW ON A SUNDAY, HOW DO I ADVERTISE?

You may only use your 6 directional boards for the showhouses. You can use other means at your disposal to advertise the properties if the 6 boards are not enough to effectively advertise all 3 houses, provided you do not contravene the Outdoor Advertising By-Law.

15. WHAT IF MY STICKERS GET DAMAGED OR FADED?

The best way to protect your permit stickers is to either have them laminated, put them in a cover or use clear cello tape over them to protect them. However, if the stickers get faded or damaged by the rain, you can return the permit sticker/s (E.g. no. 1, 3 or 6) to the City and they will be replaced free of charge.

16. MAY I MAKE PHOTOCOPIES OF THE PERMITS AND USE THEM ON MY BOARDS?

No. It is an offence of the law to duplicate or photocopy your original permits. ONLY the 6 original permits issued to you may be used on any one of your directional boards.

Anyone found with photocopied or fraudulent stickers will be prosecuted.

(Photocopied permit stickers are not allowed and deemed to be a contravention. If found, the Agent will be liable for costs relating to such contravention)

17. CAN I USE MY STICKERS ON SOMEONE ELSE'S BOARDS?

No. The name on the permit must correlate with the name appearing on the directional show board.

18. WHAT IF MY BOARD IS STOLEN?

You need to give the City a written affidavit, signed by a Commissioner of Oaths or by a police officer, stating where the board was stolen from, what date it was stolen as well as the number on the permit sticker/s that was/were placed the directional board/s. The Department will consider the merits before issuing a replacement permit sticker/s free of charge.

19. WHAT TIME MAY MY BOARDS BE DISPLAYED?

Directional Property Marketing Signs may only be displayed from 06h00 on Saturdays to 20h00 on Sundays.

20. WHERE CAN I GET A COPY OF THE RULES FOR DISPLAY?

The rules can be obtained from any of the abovementioned Municipal staff members. They are also on the Institute of Property Practitioners Regulatory Authority. A copy of the complete Outdoor Advertising By-Law is on the City of Cape Town's website: www.capetown.gov.za under 'By-Laws'. The rules are under Schedule 12 of the By-Law. Copies of the rules are also issued with all permit sticker/s when you collect them.

21. I AM A PRIVATE PROPERTY OWNER AND WANT TO SELL MY HOUSE, WHAT DO I HAVE TO DO?

You do not need to pay an annual registration fee, but you will need to apply for Private Seller's permit and pay the requisite permit fee if you wish to put up your directional boards for a 'private sale'. You will be issued with 3 permit stickers.

Each permit sticker must be displayed on the directional boards for the property concerned until the property has been sold. The permit stickers are not transferable between properties or property owners. Any faded/damaged permit stickers may be replaced at no extra cost; however, the permit owner must produce the actual/original faded/damaged permit stickers.

22. WHAT IF I HAVE A BACK-TO-BACK (SANDWICH) BOARD ON A STREET POLE, MUST I HAVE A PERMIT ON BOTH OF THEM?

No. This is defined as one board, and you only require one permit sticker on such sign. The permit sticker, when affixed to a 'sandwich' board must be prominently displayed on the outside of the board and preferably on the edge and not in the middle of the board to be clearly visible.

23. AM I ALLOWED TO PUT UP A DIRECTIONAL BOARD ON A CIRCLE?

No. Boards are not allowed to be put on traffic circles.

24. WHERE MUST MY “FOR SALE” AND “SOLD” BOARD BE POSITIONED ON A PROPERTY IN ORDER TO COMPLY WITH THE RULES?

These boards must either be erected flush against the boundary wall of the property or may be affixed to the wall of the property. These signs may be erected at right angles to the boundary wall, but they must be erected in such a way that one edge of the sign is still flush against the wall and not away from the wall (**i.e. the board must still be ‘touching’ the wall even if it is at right angles**).

25. IF THERE IS NO BOUNDARY WALL, HOW DO I KNOW WHERE THE BOUNDARY IS?

On some properties there are small electrical boxes situated on the property, indicating the property boundary. A sign may be erected anywhere on the property behind this box. If there is no box on the property you are selling, then you can either check other properties in the same road to see whether there is a box on their property to check the alignment, or you can check other properties that have boundary fences or corner pegs to determine where to put your sign. The sign should be erected behind the alignment of other boundary walls in that street, on the property being marketed. As a general indicator (other than neighbors' walls), as the person selling a property, it is incumbent on you to know where the erf boundary is. If in doubt, you should get a Land Surveyor to point out the pegs to you.

26. HOW FAR AWAY FROM THE ROAD VERGE MAY MY DIRECTIONAL SIGN BE?

Directional Property Marketing Sign may not encroach over the road verge and Directional Property Marketing Signs shall not obstruct sight triangles for side roads or vehicle access points.

27. WHAT HAPPENS IF MY BOARD IS REMOVED?

A board will only be removed by the City if it is found to be in contravention of any of the rules for display or displaying directional signs without permit stickers. You can contact the nearest municipal office to determine whether the board was removed by our contractors or not. If the board was removed for a contravention, you will be required to pay the removal charge first, prior to your board being returned to you. For repeat contraventions, the City may withdraw your permission to display.

28. DOES THE CITY KEEP ANY EVIDENCE TO SHOW THAT MY BOARD WAS IN CONTRAVENTION OF THE RULES?

All boards that contravene the rules for display are retained as evidence by the City or its contractors. Records of the removal, i.e details sign, where and when it was removed and the nature of the contravention as well photographic evidence are kept. Should you wish to contest a contravention you may do so in writing and may request to see the evidence of the contravention (**A request for evidence is to be made within one month of the date billed/billing date**).

29. WHERE CAN I VIEW AND DOWNLOAD ADDITIONAL INFORMATION?

You can go to the following website and download the By-Law, Tariffs as well as all relevant application forms and information:

www.capetown.gov.za/environmentandheritage

30. WHAT FORMS AND DOCUMENTS ARE REQUIRED FOR PERMIT RENEWALS AND NEW REGISTRATIONS?

- Application for New Registration of Fully Certified Agents and Auctioneers
- Application for New Registration of Fully Certified Principal Agents
- Application for New Registration of Intern Agents Operating under the Auspices of a Registered Principal Agent
- Application for Re-registration of Fully Certified Principal/ Agent/ Auctioneer/ Intern Agent under the Auspices of the Registered Principal Agent
- Schedule 12 – By-Law – Rules for Display
- Frequently Asked Questions for Property Marketing Agents (this document).