



Onboarding Plan

A document to guide you as you navigate your first few weeks.

A woman with long, wavy hair is smiling warmly while holding a notebook and a pen. She is wearing a dark, polka-dot top. The scene is set in an office or workspace with a window and several potted plants in the background. The entire image is overlaid with a semi-transparent red filter. The word "Hola!" is written in a large, bold, orange font across the center of the image.

Hola!

We're so glad you're here!

Your Onboarding Plan

Who We Are

Our Franchise Story

The Head Office Team

Our Vision and Values

Brand Personality

Code of Conduct



Who We Are?

The core truth that underpins everything we do.

Family planning, financial planning, retirement planning; we prepare for the important phases of our life. At Only Realty, we believe that property planning is just as important. Property investment isn't a once-off event.

It's a ladder you climb towards financial freedom. As lifestyles change, property needs will too. We're not the real estate company that assists with once-off rentals and sales. We specialise in helping find, preserve, manage and optimise the right property assets for our clients life-stage and investment goals.



Our Franchise Story

2009

Founded as a rentals only business, with the first franchise opened in Bloemfontein

2013

Grant Smee becomes Franchisor and Managing Director

2016

The Launch of Sales and the rebrand to Only Realty takes place

2018

Invested in technology to digitize the real estate business

2021

Took our evolution to the next level with cutting edge new branding

PRESENT

Now a company with over 200 people and offices in 8 out of 9 Provinces

Our Vision

Our long-term (infinite) aspiration for our brand.

To be the long-term partner of choice for South African property owners seeking to climb the property ladder.



Our Values

Make it Better

When we leave any engagement with an OR stakeholder, their lives should be improved in some way.

Astute Augmentation

We optimise the value of our clients' property investments through our years of experience, specialist focus and constant learning.

Ground Yourself

We are authentic, down-to-earth people who show respect and consideration for the needs of our clients – and one another - always.

Honest Communication

We pride ourselves on diligently communicating with our clients, placing their needs and interests first.

Be Unshit

We are team-players who aren't scared to get involved, take initiative and get our hands dirty.



Our 2025 Goals

10K

10 000 PROPERTIES
UNDER MANAGEMENT

R10M

R10 MILLION MONTHLY
REVENUE



Franchise at a Glance

5000

5000 PROPERTIES UNDER
MANAGEMENT

R8M

R8 MILLION MONTHLY
REVENUE

24

NATIONAL FRANCHISE
OFFICES

Meet the Head Office Team

An interesting, forward thinking,
entrepreneurial bunch

Grant Smee

Managing Director

Grant joined the franchise in 2011, swiftly become Franchisor and Managing Director. Under his leadership, the franchise group has seen an unprecedented evolution.

With a serious love for tequila, we have Grant to thank for our Tequila Friday tradition!

Grant lives in Cape Town with his wife and three children, although he can be regularly found around the country visiting our offices.



grant@onlyrealty.co.za

Bradley Allen

Sales Director

Brad has built his franchise office into a multi-million rand operation and has been a pivotal part of the Head Office team since 2015.

Not one to let a good pandemic go to waste, Brad spent his lockdown completely renovating his Ballito office elevating the brand and becoming our national flagship franchise.

Brad lives in Ballito with his wife, two children and as many dogs as his wife can rescue.



brad@onlyrealty.co.za

Megan Ladbrook

General Manager

Megan joined Only Realty in 2012, originally based in Johannesburg running one of the busiest offices.

After being given the opportunity to become part of the Head Office Team in 2014, Megan jumped at the chance and hurled herself head firsts into working with Brad and Grant to take the franchise forward.

Megan, her husband and two children have settled in Blouberg. and are now contented Capetonians.



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Nicholas Wulfse

In House Legal Counsel
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Marie-Christine Lacher

Franchise Development
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Jessica Selig

Designer
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Janet Buys

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The Team





Mathew Bessesen

Multi-media Manager

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Ashley Liebenberg

Head Of Finance

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Rayne Joubert

Administrative Professional

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Twanet Venter

Executive Assistant

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The Team



Your Role

Your goals, targets and expectations in your first 2 - 6 months will be outlined by your Team Leader or Franchise Owner. We'll continue to define and refine your goals and tasks as you get more comfortable with your role.

[FREE DOWNLOAD](#)

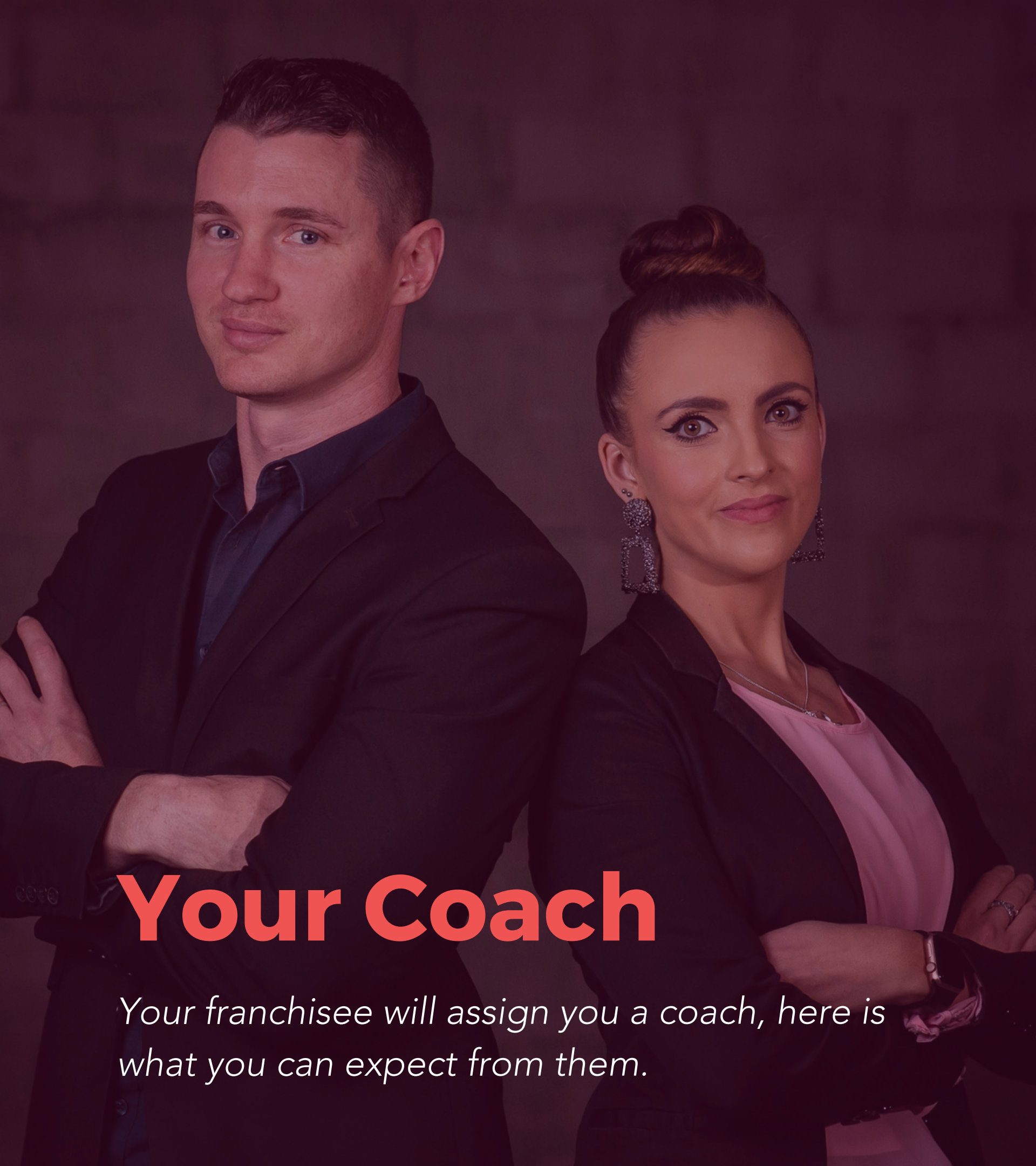
Click to download your free Real Estate Goal Planner.

Our Code of Conduct

Although we like to have a good time whilst working, there are some things that we are very serious about, and our Code of Conduct is one of them. Please ensure that you familiarise yourself with this very important document.

[CODE OF CONDUCT](#)

Click to download your copy of the Code of Conduct



Your Coach

Your franchisee will assign you a coach, here is what you can expect from them.



Will assist you with onboarding and will be your guide for your first few weeks



Will help you understand your current role and responsibilities



Will guide you in figuring out your personal and professional objectives



Will be your mentor for your first six months at work

Onboarding Checklist

These are action items to be accomplished in your first week.

SIGN CONTRACT

APPLY FOR YOUR FFC

BEGIN YOUR TRAINING

MEET WITH COACH

PROFESSIONAL PHOTO TAKEN

COMPLETE YOUR ONLINE SETUP

Remember

To make your transition as seamless as possible, remember to ask your coach to provide the below for you.

WIFI ACCESS

OFFICE ACCESS CODES

EMAIL SIGNATURE SET UP

COMPANY ORGANOGRAM

COMPANY POLICIES

OFFICE HOURS

A man with a beard and glasses, resting his chin on his hand, looking thoughtful. The image is overlaid with a semi-transparent red filter.

**Do you have any
questions?**

Feel free to reach out!

Looking forward to working with you



Let the fun begin.