



SOUTH AFRICAN COMMERCIAL PROPERTY COUNCIL

Uniting South Africa's commercial property brokers

MANIFESTO

To Unify South Africa's Commercial Property Brokerages for The Advancement and Protection of The Industry.

South Africa's industrial and commercial property agencies stand at an inflection point. For a long time, our industry has been fragmented — competing internally while external forces have grown in power and influence. Listing platforms dictate pricing. Industry standards vary. Commission structures have been eroded. Legal risks are borne individually. Technology advances without coordinated direction.

Individually, firms have adapted. Collectively, our industry is weakened. We believe that this may be our last opportunity to leverage our collective power and steer this industry into the future. We want to reject the trajectory we've been on.

We recognise that brokering is not a commodity function, but we believe it's an essential professional discipline — one that provides critical advisory value to landlords, tenants, investors, and developers. We believe that the commercial property landscape needs navigators.

To remain relevant, respected, and economically sustainable, the industry must act swiftly with unity and intent.

We therefore commit to the formation of a national body dedicated to the advancement and protection of South Africa's commercial property brokerage profession.

We Stand For

- **Collective Representation**
Speaking with a unified voice on matters affecting our industry, including platform pricing and regulation.
- **Fair Economics**
Protecting the integrity of brokerage remuneration and resisting destructive pricing practices.
- **Accountability**
Promoting ethical conduct and commercial accountability among landlords and developers.
- **Technological Leadership**
Embracing innovation and artificial intelligence as tools to enhance — not replace — the role of the broker.
- **Shared Intelligence**
Providing a platform for sharing legal precedents, and inter-agency cooperation.



SOUTH AFRICAN COMMERCIAL PROPERTY COUNCIL

Uniting South Africa's commercial property brokers

We Reject

- Fragmentation that weakens industry influence
- Unchecked cost escalation by dominant platforms
- The erosion of commission tariffs
- Isolation in legal risk
- Passive acceptance of technological disruption

We Commit

To collaborate as industry leaders in shaping a stronger, more resilient, and more respected brokerage sector.

To balance the interests of individual agencies with the long-term interest of the profession as a whole.

To build an institution that restores strength, protects value, and ensures that the commercial property broker remains a central and indispensable participant in South Africa's property market.

This Is Not a Network.

This Is a Collective Commitment to Industry Leadership.