



Welcome to our third issue!

If you're reading this newsletter for the first time, a warm welcome to the BETA tribe! Our primary goal is to empower you with the knowledge needed to make informed decisions as you embark on your investment journey. I'm thrilled that we've reached our third issue, and there's no turning back – this newsletter is here to stay. Countless hours of effort go into creating each edition, ensuring that we provide our subscribers with nothing but the best.

As we move forward, we're dedicated to enhancing the quality of information, particularly in the real estate space. We're also making improvements to our website, which will soon allow you to access all

past newsletters over the next few weeks.

Thank you for taking the time to engage with our newsletter. We eagerly look forward to continually sharing valuable insights on real estate in the months to come.

Best regards,

Musonda Kalumbeta
Managing Director

REALTORS TIP

Title: Setting the Right Price: Essential Property Owners

As a Property Owner, one of the most critical tasks you'll undertake is pricing a property correctly, whether for rental or sale. Accurate pricing is the key to attracting potential buyers or tenants and ensuring a swift and successful transaction. Here are some invaluable tips to help you determine the ideal price for a property:

1. Market Research is Essential

Before you set a rental or selling price, it's imperative to assess the market thoroughly. Start by researching what similar properties are currently listed for in the same area. This will provide you with a baseline understanding of the current market conditions and what prospective tenants or buyers might expect. Keep in mind that markets can fluctuate, so it's crucial to stay up-to-date with real-time data.

2. Seek Expert Advice

Real estate agents are your allies in this field. Their experience and knowledge of the local market make them an invaluable resource. Consult with a registered real estate agent who specializes in the area where the property is located. They have their fingers on the pulse of the market and can provide insights into recent sales and rental prices. Their expertise can help you determine a competitive and realistic price range.

3. Professional Valuation is Key

To gain a precise understanding of a property's worth, consider obtaining a registered valuation surveyor's opinion. These professionals are trained to evaluate a property's value based on various factors, including its condition, location, and market trends. A formal valuation report provides a comprehensive assessment and can serve as a valuable reference when discussing pricing with potential clients.

Setting the right price is not only about attracting interested parties but also about ensuring a smooth and timely transaction. Overpricing can deter potential tenants or buyers, while underpricing might lead to missed opportunities. Striking the perfect balance requires careful consideration, market awareness, and input from experts in the field.

By following these tips and staying informed about the dynamic real estate market, you can confidently price properties to appeal to your target audience and increase your chances of a successful sale or rental within record time. Remember, a well-priced property is a cornerstone of a prosperous real estate career.



We're thrilled to introduce you to our newest team member, **Lucy Thompson Siwale**.

With a profile that speaks volumes about her expertise, Lucy Thompson Siwale comes to us well presented and armed with exceptional Public Relations skills. She possesses the remarkable ability to connect with individuals from all walks of life, making them an invaluable addition to our team.

Lucy thrives in collaborative

environments, and her strong communication and interpersonal skills ensure effective interactions with everyone she meets. She approaches her work with a proactive, assertive, and creative mindset, always ready to tackle challenges and find innovative solutions.

Join us in welcoming Lucy to our real estate family! We're excited to see her excel in their role and to help clients find their dream homes.

TESTIMONIAL

Ms Msimang

I have been very impressed with the agent I have been dealing with. He has been very patient with me and always kept his appointments with me. He was always on time. During those times when I was panicking due to certain situations,

he always told me everything will be okey. Because of that, I would calm down, so I'm grateful for that, I feel I have got someone who has got my back.



ARTICLE



THE POWER OF SOCIAL MEDIA MARKETING IN REAL ESTATE Sipiwe Wonani - Social media manager

In the digital age, the real estate landscape has undergone a significant transformation, with social media emerging as a powerful tool for real estate professionals. Social media marketing has become an integral component of the industry, allowing agents and agencies to connect with potential buyers, showcase properties, and establish a robust online presence. In this article, we delve into the realm of social media marketing in real estate and explore how it can reshape the way properties are marketed and sold.

Gone are the days when real estate marketing was limited to traditional methods like newspaper ads, flyers, and billboards. Social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and Tik Tok have opened up new avenues for real estate professionals to engage with their target audience. With billions of active users across these platforms, real estate agents now have the ability to reach a vast and diverse audience with a single click.

Benefits of Social Media Marketing

Social media provides access to a global audience, enabling real estate agents to showcase properties to potential buyers regardless of their geographical location. This broad reach increases the chances of finding the right buyer quickly. With wider reach, social media facilitates direct communication between agents and clients. This interaction builds trust, addresses queries in real-time, and allows agents to showcase their expertise by sharing valuable insights about the local market. Platforms like Facebook offer sophisticated targeting options, allowing agents to tailor their ads to specific demographics, interests, and behaviours. This precision ensures that marketing efforts are directed towards individuals most likely to be interested in the property and compared to traditional advertising methods, social media marketing is often more cost-effective. Creating and sharing content on platforms is relatively inexpensive, and paid advertising can be optimized for a specific budget.

Strategies for Effective Social Media Marketing:

- **Content Diversity:** Keep your content mix fresh and diverse.
- **Consistent Posting Schedule:** Establishing a consistent posting schedule helps maintain your online presence and keeps your audience engaged.
- **Leverage Visual Appeal:** Invest in high-quality photography and videography to capture the essence of properties.
- **Engage Actively:** Respond promptly to comments, messages, and inquiries.
- **Utilize Hashtags Strategically:** Incorporate relevant hashtags in your posts to increase discoverability.
- **Collaborate and Network:** Collaborate with local influencers or complementary businesses to expand your reach.

Social media marketing has emerged as an indispensable tool for real estate professionals seeking to thrive in the digital age. Its potential to connect, engage, and convert audiences is unparalleled. By embracing the strategies outlined in this article, you can harness the full power of social media to not only market properties effectively but also establish a strong and memorable online presence in the competitive world of real estate.

PROPERTIES FOR SALE



Asking price K1.8 million

2.5acre

21 miles

AN exceptional opportunity awaits you in the thriving location of 21 Miles! We are thrilled to present this remarkable road front land, encompassing an expensive 2.5 acres of untapped potential. Whether you are an investor, Developer, or visionary individual, this land offers the perfect canvas for your dreams to come to life

Contact : 0979324670
musonda@betaproperties.net



3

Asking price K15 million

1 acre

IBEX HILL

Five total flats And a four two bedroom self contained. This remarkable property is available for purchase at an asking price of K15 million, and the price is negotiable to ensure the perfect deal for you. Don't miss out on this incredible opportunity to own a piece of prime real estate.

Contact : 0976257510
paul@betaproperties.net



Asking price K450, 000

38x 34.5

New Kasama

Description: Prime Plots for Sale

Discover the perfect investment opportunity with 3 available plots for sale in the coveted New Kasama area, strategically located just before the economic zone off the ring road. Benefit from its prime location in a rapidly developing neighborhood that ensures promising returns. Whether you're considering a secure investment or envisioning your ideal residence, this property holds immense potential.

Contact : 0976257510
paul@betaproperties.net



Asking price - K200,000 for Each
K350,000 for both.

MEANWOOD KWAMWENA

Description: This property is Suitable for building a home or investing in Flats as it is a highly developing area. Each Plot is 500m² and is in a Wallfence. It is located about 600m from the Tarmac and is about 6km from the Munal Mall

Contact : 0976257510
paul@betaproperties.net



Asking price 1.8 million

Avondale

Spacious Kitchen
Ample Outdoor Space
Parking Space Plot Size: 1323 square meters
Looking for your dream home in Avondale?
Look no further! This delightful 3-bedroom house is now available for sale, and it's situated in a prime location near the Avondale Complex and just a stone's throw away from Twin Palm Mall.

Contact : 0976473822
Rachael@betaproperties.net



Asking price is 550,000

PLOT FOR SALE IN SILIVEREST

Seize this incredible opportunity your future starts here. 50 by 30 plots for sale in silverest in a wall-fence and gate 2 kilometers from great east road.

Contact : 0976473822
Rachael@betaproperties.net

PROPERTIES

TO LET

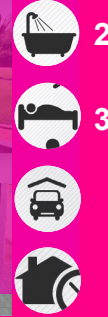


Asking price K6000

NGWERERE

Discover your dream home in the vibrant community of Ngwerere with this incredible three-bedroom, two-bathroom gem that's now on the market. Situated in a serene neighborhood, this property offers a unique blend of modern comfort and convenience, making it an ideal choice for families and discerning buyers alike.

Contact : 0979324670
musonda@betaproperties.net



Asking price \$ 3100

Leopards Hill

Embrace a lifestyle of sophistication with this exquisite property featuring a down-stairs guest suite, an expansive garden, a refreshing pool, a reliable generator set, and hassle-free maintenance services for water, garbage, and garden upkeep.

Contact : 0969220745
lucy@betaproperties.net



Asking price \$ 3000

Leopards Hill

Indulge in the epitome of luxury living with this meticulously designed residence that presents a master ensuite, a dedicated TV room and play area, a captivating indoor patio with a fireplace, a refreshing pool, an inviting guest suite, and a convenient storage room.

Contact : 0969220745
lucy@betaproperties.net



Asking price K7000 per week

Meanwood Ibex

In a Complex Of Six with Four Vacant Apartments Fully serviced with an option to Furnish, Comes with the following amenities; Fully functional gym ,Wifi, pavilion (outside cosy bar/lounge), cctv 24/7, 24/7 Security, Gardener to keep a clean surrounding ,maid service once a week and a full Car wash service once a week

Contact : 0976473822
Rachael@betaproperties.net



K5000 per month.

Vorna Valley - Lusaka

Description : Situated within a complex of 5 nits, this property exudes modern charm and sophistication. Each apartment features a master bedroom with suite facilities, ensuring privacy and convenience . With spacious interiors and well designed layouts, these apartments are perfectly suited for creating a warm and inviting family home.

Contact : 0976257510
Paul@betaproperties.net



Long term: K17500 per month
Short term : K1150 per month

DSTV subscription
Swimming pool

IBEX HILL

Discover the epitome of comfort and style in the heart of IBEX with our NEWLY built One Bedroom FULLY FURNISHED Flats! Experience the ultimate blend of luxury and convenience with our exclusively available one-bedroom flats nestled within a charming complex of 8.

Contact : 0976257510
paul@betaproperties.net



Beta Properties



MAKENI HEIGHTS

CONTACT ANY OF THE AGENTS BELOW



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RACHEAL

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LUCY THOMPSON SIWALE

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PHASE 2: PLOTS AVERAGE SIZES

21.5 x 20: K236,000

20 x 22: K240,000

20 x 25: K275,000

21 x 34: K400,000

15% deposit.

24-30 month payment plan.

www.betaproperties.net

WHY
SHOULD
YOU GIVE
US A CALL?



**WE ARE:
RELIABLE
PROFFESIONAL
TRUSTWORTHY
AND WE GET
THE JOB DONE**



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