



## Company Profile



It is time

## The Company

**Registration:**

2003/033343/23

**VAT:**

4670209651

**Physical address:**

226 Lawley Street, Waterkloof 0181, Pretoria, South Africa

**Postal address:**

PO Box 13668, Hatfield 0028, Pretoria, South Africa

**Tel:** +27 82 453 3092

**E-mail:** [mk@marietjieketauctioneers.co.za](mailto:mk@marietjieketauctioneers.co.za)

**Web:** [www.marietjieketauctioneers.co.za](http://www.marietjieketauctioneers.co.za)

---

## Strategic Framework

**Vision:**

To be a dominant Auctioneering House in South Africa.

**Mission:**

To auction Real Estate, Commercial and Industrial properties in the most professional way possible so as to win the confidence of clients and buyers and realise the best value in the most expedient manner.

**Values:**

- Assertiveness
- Open and clear communication
- Honesty
- Integrity
- Loyal client relationships
- Professionalism

---

## Governance

The company is governed within the framework of South Africa's legal code, with the following being the most pertinent:

- Consumer Protection Act, No. 68 of 2008
- Basic Conditions of Employment Act, No. 75 of 1997
- Broad-Based Black Economic Empowerment Act, No. 53 of 2003
- Close Corporations Act, No. 69 of 1984

## Service Offering

Marietjie Keet Auctioneers offers the best of both worlds to clients who wish to sell their properties, be it because they are:

- Re-locating;
- Up-sizing to larger premises;
- Down-sizing to retire;
- Settling a divorce;
- Disposing of a deceased estate; or
- Simply no longer able to afford their bond payments.

Auctioning is an elegant solution that:

- Targets the appropriate market for the property;
- Realises the true value of the property;
- Cuts down the tedious process of 'showing' the property to prospective buyers;
- Substantially reduces the time taken to sell the property; and
- Provides a win-win result for sellers and buyers.

Business is conducted in both real-world and on-line environments, with the advanced technology behind the company website facilitating listing of properties and effects, registration of bidders and bidding.

The large number of properties auctioned each month bears testimony to the company's innovative and successful multichannel marketing approach.

---

## Experience

In 1988 Marietjie Keet launched and successfully grew a traditional estate agency business which she converted during 2003 into a first generation auction house.

In 2012 Marietjie completed the Certified Auctioneers Institute (CAI) designation, the highest recognition of the National Auctioneers Association (NAA) awarded to any member. Marietjie Keet Auctioneers specialises in the auctioning of Real Estate, and Commercial and Industrial Property. The business is equipped with the latest information technology to serve clients to the best effect and a vast client database which ensures widespread advertising.

---

## Awards

Pat Massart Award for the Best Auction Proposal – CAI  
20 March 2011 USA

## Auction Team and Expertise

Marietjie Keet Auctioneers is supported by a dedicated team of employees and service providers.



**Marietjie Keet**  
**Auctioneer and Bidcaller**

- Certified Auctioneers Institute (CAI, USA)
- Accredited Auctioneer Real Estate (AARE, USA)
- Auction Technology Specialist (ATS, USA)
- Benefit Auctioneer Specialist (BAS, USA)
- Certified Estate Specialist (CES, USA)
- Graduate Personal Property Appraiser (GPPA, USA)
- Essential Commercial Property Programme (ECPP, SAPOA UFS)
- Building Construction Technology Programme (BCTP, SAPOA UFS)
- Assessor
- Moderator
- Advanced Property Practise (SA) (with Distinction)
- Worldwide College of Auctioneering; Bilingual English/Spanish (Iowa, Masson City, USA)
- South African College of Auctioneers (SACA)
- Real Estate: NQF Level 5
- Director: Education 2011/2012 (SAIA)
- Member: National Auctioneers Association (NAA)
- Member: SA Institute of Auctioneering (SAIA)
- Member: Estate Agency Affairs Board (EAAB)



**Susan Grobler** (Grobler Attorneys)  
**Attorney and Auctioneer**

- B.Proc; BA Hons; MA (Unisa)
- Certified Auctioneers Institute (CAI, USA)
- Accredited Auctioneer Real Estate (AARE, USA)
- Auction Technology Specialist (ATS, USA)
- Benefit Auctioneer Specialist (BAS, USA)
- Certified Estate Specialist (CES, USA)
- Graduate Personal Property Appraiser (GPPA, USA)
- Essential Commercial Property Programme (ECPP, SAPOA UFS)
- Building Construction Technology Programme (BCTP, SAPOA UFS)
- South African College of Auctioneers (SACA)
- SETA NC Real Estate
- Member: The Law Society of the Northern Provinces
- Member: National Auctioneers Association (NAA)
- Member: South African Institute of Auctioneering (SAIA)



**Rudo Kirsten**  
**Auctioneer**

- BCom (Accounting), MBA
- SETA NC Real Estate
- South African College of Auctioneers (SACA)



**Daleen van der Merwe**  
**Financial Manager**

- 20 years Senior Management
- 40 years Medical Industry



**Jimmy Mbonani**

- Auction Assistant
- Driver
- Security



**Daniel Brand**  
**IT Support**

- Baccalaureus (Counselling)
- Hons (Mentoring)
- 20 years of IT experience



**Christina Mashishi**

- Auction Assistant
- Office Assistant



**William Madimetja**

- Auction Assistant
- Poster Master
- Videographer

### Bankers:

Rand Merchant Bank (RMB)

### Auditors:

Mirror Business Solutions

### Marketing Consultants:

Kashan Advertising ([www.kashan.co.za](http://www.kashan.co.za))



**Marietje Keet Auctioneers**

Mobile: +27 82 4533 092

e-mail: [mk@marietjekeetauctioneers.co.za](mailto:mk@marietjekeetauctioneers.co.za) | Web: [www.marietjekeetauctioneers.co.za](http://www.marietjekeetauctioneers.co.za)

[f](https://www.facebook.com/marietjekeet.auctioneers) marietjekeet.auctioneers | [@marietjeKeet](https://twitter.com/marietjeKeet) | [in](https://www.linkedin.com/company/marietje-keet-auctioneers) Marietje Keet Auctioneers

226 Lawley Street, Waterkloof 0181, Pretoria, South Africa