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***Expertise in every step of the conveyancing process***

***[Durban, 03 April 2019]*** In a highly competitive marketplace, the need for excellence in client service becomes a key differentiator. This is especially true for the real estate market, with client relationships being a driver for customer loyalty and referral business. Making use of technological enhancements created with the real estate industry in mind is an essential for greater success and advancement.

“Estate agents do not operate in isolation,” says Greg Brown, Director of Data Services at LexisNexis South Africa. “The process of concluding a successful property sale involves the team work of numerous stakeholders. Technology plays an unparalleled role in this process too. From online property listings to tracking the transfer process and registration at the Deeds Office, the appropriate use of technology is a vital tool to expedite real estate transactions.”

**Identifying ownership**

The multi-faceted online platform, Lexis WinDeed, provides estate agents with access to information such as the legitimate owners of a property. This is not only useful for approaching owners to list their property for sale, but also to confirm ownership.

Identifying ownership of the property via a trustworthy and reputable source will ensure that all owners of the property are involved in the transaction preventing estate agents – and purchasers – from being scammed by unscrupulous conmen, masquerading as legitimate property owners.

**Comparative property valuations**

Brown says that the comparative property valuations, based on recent sales in the area, offered on Lexis WinDeed take the guesswork out of the recommended listing price the agent will present to clients. Information such as the extent of the property, servitude and details regarding the surrounding areas and amenities are all available online via the platform.

**Tracking the transfer process**

Tracking the transfer of property through the Registrar is streamlined with Lexis WinDeed offering users the ability to track matters lodged at the Deeds Office using the Deeds Office Tracking System (DOTS).

Keeping a competitive edge is easy for estate agents when armed with accurate information. Transfer searches by Lexis WinDeed allow the agent to have the latest information regarding sales and ownership changes in their area and the updated Contact Information Search makes getting in touch that much easier.

Lexis WinDeed provides information and tools to track the process of a property transaction and give access to regular and up-to-date feedback, enabling fast and efficient processing – from the listing of a property to the finalisation of the sale.

For more information, visit: <https://www.lexisnexis.co.za/lexiswindeed>

**Image Gallery**:

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LexisWinDeed gives estate agents the competitive edge from listing to tracking a transfer through the Deeds Office.

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**About Greg Brown**

Greg Brown is a director at LexisNexis South Africa (LNSA), heading up the Data Services division. In addition to his senior leadership role Greg has a special interest in evolving technologies, innovation and new business development. Greg holds a BCom Honours from the University of KwaZulu-Natal and an MBA from the University of Cape Town and was appointed to the board in February 2012.

**About LexisNexis Legal & Professional**

LexisNexis Legal & Professional is a leading global provider of legal, regulatory and business information and analytics that help customers increase productivity, improve decision-making and outcomes, and advance the rule of law around the world. As a digital pioneer, the company was the first to bring legal and business information online with its Lexis® and Nexis® services. LexisNexis Legal & Professional, which serves customers in more than 130 countries with 10,000 employees worldwide, is part of RELX Group, a global provider of information and analytics for professional and business customers across industries.

**About LexisNexis Data Services**

A division of LexisNexis South Africa, LexisNexis Data Services assists corporate and government entities to uncover the information they require to get a complete picture of individuals, businesses and assets.  Industry-leading solutions such as Lexis ProcureCheck, Lexis Diligence, Lexis RefCheck and LexisWinDeed make it easier for organisations to carry out background screening, access public records and other key data sources to conduct the necessary due diligence required to protect their business and comply with local and global legislation. With the most comprehensive collection of data sources in South Africa, LexisNexis Data Services quickly and efficiently delivers specific, in-depth information to address any industry-specific need.

For more on LexisNexis Data Services visit [www.lexisnexis.co.za/data-services](http://www.lexisnexis.co.za/data-services).

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