



Property Marketplace Rules

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These Property Marketplace Rules ("**Rules**") apply to every Listing published on the Liivra Platform. They operate in addition to — and must be read alongside — the Liivra Terms of Service (/legal/terms_of_service) and Privacy Policy (/legal/privacy_policy). By publishing a Listing you agree that these Rules form part of your binding agreement with Liivra (Pty) Ltd ("**Liivra**").

Liivra is a marketplace. We do not own, manage, or warrant the properties advertised on it. The person who publishes a Listing (the "**Lister**") is solely responsible for its content, accuracy, and legal compliance.

1. Who can publish a Listing

You may publish a Listing only if you are one of the following:

- The registered **owner** of the property (title deed or body-corporate record in your name).
- A **spouse or co-owner** of the property, acting on behalf of all owners with their consent.
- An **authorised representative** (in writing) of the owner — for example, a family member renting out an owner's flat while they're away.
- A **registered Agent** holding a valid Estate Agency Affairs Board ("**EAAB**") Fidelity Fund Certificate and operating under a written **mandate** from the owner (sole, exclusive sole, or open).

Liivra may request proof of any of the above at any time. Publishing a Listing without a legitimate basis is grounds for immediate removal, permanent account suspension, and — where warranted — referral to the EAAB and/or the South African Police Service under the Prevention of Organised Crime Act.

2. Accuracy of Listing information

You warrant that every material fact on the Listing is **true, complete, and not misleading**, including:

- Address, coordinates, and map pin.
- Property type, erf / sectional-title designation, zoning.
- Bedrooms, bathrooms, floor area, parking, and outbuildings.
- Price, deposit, lease term, and cost breakdowns (rates, levies, utilities).
- Condition, age, defects, outstanding building-plan approvals, and compliance certificates (electrical, gas, plumbing, beetle, where applicable).
- Photographs and 3D/360° content — they must depict the actual property in its current condition and have been captured within the last twelve (12) months.

You may not use stock imagery, competitor imagery, AI-generated interior scenes, or renderings of unbuilt spaces to market a Listing unless you clearly label them as such.

3. Prohibited Listings

You may **not** publish Listings that:

- Advertise properties that do not physically exist or that you have no right to list.
 - Include **discriminatory screening criteria** (race, religion, nationality, gender, sexual orientation, disability, family status) in violation of the Rental Housing Act 50 of 1999 or the Equality Act 4 of 2000.
 - Solicit **up-front "viewing fees", application fees disproportionate to reasonable costs**, or fees payable outside the Liivra payment rails.
 - Market **illegal subdivisions**, unapproved outbuildings, or properties without the statutory Electrical Compliance Certificate required by the Occupational Health and Safety Act.
 - Include contact details that route around the Platform (phone numbers, WhatsApp links, email addresses, external URLs) in any free-text field. Liivra surfaces verified contact channels at the right moment; hiding them in the description undermines trust + traceability.
 - Advertise **short-term or hospitality use** in a residential zoning without the municipal land-use rights.
 - Duplicate an existing active Listing. One property = one Listing.
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4. Photographs and 3D content

- Minimum three (3) overview photographs per Listing.
- No watermarks branding a competing platform.
- No faces of tenants, staff, or passers-by without their written consent (POPIA section 11).
- 3D tours, 360° walkthroughs, and dollhouse captures must be generated through the Liivra capture pipeline or a verified Liivra 3D Creator. Uploads from third-party viewers are accepted only when they comply with the Liivra media schema.

Liivra retains a non-exclusive licence to host, compress, and display your Listing media for as long as the Listing is active. Media is purged from the CDN ninety (90) days after the Listing is deleted (POPIA retention window — see the Privacy Policy (/legal/privacy_policy)).

5. Pricing and payments

- All prices are quoted in South African Rand ("**ZAR**") and are inclusive of VAT unless you are a registered VAT vendor operating in a commercial capacity, in which case you must state this on the Listing.
 - **Deposits, rental, and purchase funds move through Liivra Pay.** Circumventing the payment rails — by accepting EFT directly outside the flow, requesting crypto without using the Liivra crypto provider, or asking for cash — is a material breach of these Rules.
 - "First come, first served" auction behaviour is not permitted on standard Listings. Competitive bidding is only supported on Listings explicitly enrolled in a Liivra auction event.
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6. Moderation and take-down

Every Listing is subject to Liivra moderation review. We may:

- Hold a Listing in a pre-publish verification queue.
- Request additional documentation (proof of ownership, mandate, compliance certificates).
- Edit purely cosmetic metadata (typography, category slug) to maintain marketplace consistency.
- Remove a Listing without prior notice if it appears to breach these Rules.

You may appeal a removal by emailing support@liivra.com (mailto:support@liivra.com). Liivra will respond within five (5) business days.

7. Trust, verification, and POPIA

Listing parties are subject to Liivra's identity-verification ("**KYC**") flow before any escrow release or tenant-application gate. Information you provide for KYC is processed in terms of the Privacy Policy (/legal/privacy_policy) and held only as long as the retention schedule permits.

You may not impersonate another person, use a forged ID, or falsify EAAB Fidelity Fund Certificate numbers. Doing so is a criminal offence under the Common Law and the Identification Act 68 of 1997.

8. Liability

Liivra facilitates but does not participate in any lease or sale you conclude through the Platform. You are solely responsible for:

- The truthfulness of everything on your Listing.
- Any taxes, rates, levies, and duties arising from the transaction.
- Compliance with the Rental Housing Act, Consumer Protection Act, Alienation of Land Act, Sectional Titles Act, and any other applicable statute.

Liivra's aggregate liability in respect of a Listing is capped at the **listing and tour fees paid in the twelve (12) months preceding the claim**, in line with clause 13 of the Terms of Service.

9. Changes to these Rules

We may update these Rules from time to time. Material changes are notified via email + an in-app banner seven (7) days before they take effect. Continued publication of a Listing after the effective date constitutes acceptance of the updated Rules.

Questions? Email support@liivra.com (mailto:support@liivra.com) for marketplace-operations queries or legal@liivra.com (mailto:legal@liivra.com) for Rules interpretation and escalations.