

I am Belinda du Plessis



I am La Lucia

I am the sun rising with the morning school run.
I am the surfers, divers and boats adrift in the waves.
I am the aromas of Spice Route cuisine.
I am the sugarcane fields turned café society & fitness centre.
I am the setting sun behind La Lucia ridge high rises

I am La Lucia Agent, Belinda du Plessis

Hi, I am Belinda and I have been working at Pam Golding Properties since end October 2015. I specialise in residential sales, particularly sectional title schemes in La Lucia, Somerset Park and Sunningdale. When I am not selling, I enjoy cooking and spending time with family and walking in the Durban sunshine.

I have been in residential real estate since 2002. For 6 years I worked with my mother and her partner at their Exclusive Pretoria Agency, servicing Waterkloof residents, Government Ministers, Diplomats and Ambassadors. I consistently achieved their annual top sales figures and won regular awards. To enhance my Real Estate Qualification, I became a CRS (Certified Residential Specialist), which was nationally and internationally recognised at the time.

On moving to Durban in 2006, I set up my own company, with myself as Principal. My love for all things related to property stems from my roots in Architecture which I studied at UKZN and DUT, and then Project Management, which I used specifically in the Architectural project environment. My heart has always been in my home and I was designing houses from a young age.

My most notable sale, or should I say most challenging – was the marketing and selling of a fully-automated “smart” home in 2005, which was years before anything “smart” became the norm!

I love working in the industry because it is dynamic, diverse, constantly challenging and filled with interesting people. This business is about building relationships with people and I derive great satisfaction from finding the right home for the right person or family.

This feeling of success surpasses any monetary gain, and to me is always about giving my best service to all.

I believe my point of difference is my approachability and willingness to really understand a client’s needs.

I will go above and beyond for my clients, because that is what makes me, me!

"One afternoon I met an Estate Agent, who walked with me step by step on the journey of selling my home. She gave me confidence and my house was sold in one week and for more than my expectation. I am proud of Belinda du Plessis. It was a great experience working with her, so I am Pam."

Vuso Luthuli

My recently sold properties



4 bedroom house in La Lucia

R5,499,000



6 bedroom house in Durban North

R5,495,000



3 bedroom townhouse in Riverside (Durban North)

R1,725,000



4 bedroom townhouse in La Lucia

R4,450,000

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