

Korbitec and Property24.com to offer ultimate property platform

Korbitec and Property24.com's combined expertise offers an end-to-end property hub to both property professionals and consumers.

Property solutions company Korbitec and Property24.com, part of leading multinational media group Naspers, have successfully merged to offer both property professionals and consumers a truly comprehensive and industry neutral e-commerce property portal.

"We offer the market a unique and powerful end-to-end property solution with the most recent and accurate property data and news," says Dawie Verryne, newly-appointed CEO of the merged entity. Verryne previously held the position of GM of Financial Services at Korbitec.

"Our combined expertise enables us to facilitate all processes of the property transaction value-chain from pre- to post-sale," says Verryne.

"We aim to provide stakeholders with information, systems and tools to empower the property market."

Korbitec and Property24.com currently offer the ability to search for available properties to rent or buy; new developments and property valuation reports and information obtained from the Deeds Office, Companies and Intellectual Property Registration Office, Leading Credit Bureaus and the Surveyor General.

"Korbitec has always been a leader in developing property software for lawyers, conveyancers, financial institutions, municipalities, estate agents and the Deeds Office. With Property24.com on board, we can now move our offering to the next level by having access to a 3 million-strong online browser base," says Verryne.

"Korbitec understands the technology behind property transactions while Property24.com knows how the property sales process works and how to connect buyers with sellers."

Christo Wiid, GM of Property24 Real Estate, believes the merger with Korbitec will take Property24 to new heights and that the strong development and support teams that Korbitec brings to the business will result in a new generation real estate software. "The new focus and energy on the Internet portal will ensure that it remains the leading property portal in South Africa."

Following a few years of negotiations, Korbitec and Property24.com officially merged in November last year. Since then, the two companies have been undergoing operational restructuring and are now ready to go to market with their combined solution.

The portal enjoys support from other Naspers portals such as the 24.com brand, which is home to South Africa's largest news portal, News24.com, and from Internet Service Provider, MWeb.

Verryne says the online provision of comprehensive property solutions such as this is very much in line with a worldwide trend in the property industry. "With uncapped Internet becoming more accessible and widespread, it is vital for us to embrace technology wherever possible."