

Pam Golding Properties and Property24.com Team Up

The Pam Golding Property Group has joined forces with one of South Africa's leading property portfolio portals in a move likely to spur online activity in the property sector.

The Pam Golding Property Group is partnering with Property24.com to list its properties on the portal, in addition to its own web site.

The Pam Golding Properties / Property24.com feed gives individual Pam Golding estate agencies the ability to list their properties on Property24.com, adding significant weight to the portal that already lists over 70% of South African properties. The deal could see Property24.com's offering grow by more than 30 000 properties.

“The partnership is exciting for us not just because it will expand our already extensive online audience, but also because of the opportunities inherent in working with the biggest publisher in Africa,” says Cheridan Inglis, Pam Golding Properties Group New Media Manager. “Property24.com is an important channel through which Pam Golding Properties can expand its global reach and presence - the synergies are strong and will enable us to grow traffic to our own website and to naturally extend our existing marketing strategy, online and offline all with the aim of showcasing our Clients’ properties to the best advantage

“Pam Golding Properties is one of the major brands in the South African property sector and we're delighted to have them on board,” says Christo Wiid, General Manager Real Estate Solutions at Korbitec, the software development specialist which recently merged with Property24.com. “The deal will offer Property24.com users a significantly expanded range of properties, while Pam Golding agencies will enjoy enhanced exposure and leads for their properties. It’s a win-win partnership.”

Founded in 1976, The Pam Golding International Property Group has over 3000 global real estate professionals within its business and operates in residential, hospitality and commercial sectors. Pam Golding Properties is the largest independent property services company in Southern Africa, and enjoys a particularly strong market presence in the elite residential property segment.

“There's no doubt Pam Golding Properties presence will add even more quality to the Property24.com portal,” says Wiid. “Property24.com already lists over 140 000 properties, so the deal is a really exciting in terms of its ability to add to the overall Property24.com user experience. We've made major strides in recent years in developing an offering that is of real, practical value to individuals and companies in the property sector. This partnership will definitely reinforce that progress.”