

A winning combination for SA property market

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

Following a few years of negotiations, property solutions company 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.

For 35 years, Korbitec has been a leader in developing property software for lawyers, conveyancers, financial institutions, municipalities, estate agents and the Deeds Office. Property24.com, which forms part of leading multinational media group Naspers, is a dedicated online property portal with a 3 million-strong online user base.

The successful merger offers property professionals and consumers a truly comprehensive and industry neutral e-commerce property portal. While Korbitec understands the technology behind property transactions, Property24.com knows the property sales process and how to connect buyers with sellers.

The joint entity offers the market a unique and powerful end-to-end solution with recent and accurate property data and news. The combined expertise between these two specialist companies can facilitate all processes of the property transaction value-chain from pre- to post-sale.

Together they give users the ability to search for available properties to rent or buy; new developments and property valuation reports as well as information obtained from the Deeds Office, Companies and Intellectual Property Registration Office, Leading Credit Bureaus and the Surveyor General.

With 140 000 current active mandates and generating more than 50 000 leads per month for estate agents and property developers, the new focus and energy on Property24.com will ensure that the portal remains the leading property website in South Africa.

This merging of technologies allows Korbitec to offer a range of valuable tools to property buyers and investors such as property valuation and suburb reports, on-line tracking of property transactions, information of property service providers and up-to-date market analyses and relevant news.

One such tool, PropIQ, provides an in-depth property analysis which includes a market-related valuation and comprehensive details about comparative property sales.

Investors can also monitor new developments coming onto the market with the new residential developments section on Property24.com

Uncapped brings even more opportunities

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

The Internet poses a unique opportunity for property enthusiasts to empower themselves with information about property investments, market trends, service providers and various offerings.

Property24.com is already used by most property enthusiasts to learn and keep up to date with property developments and investment opportunities in South Africa. Plans to provide more exposure for property developers and tools for property investors to evaluate different investment opportunities are on the cards. Property developer news is updated on a regular basis and can be received via newsletter as well.

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.