National Trends Report January 2011

A monthly overview of real estate trends on www.propertygenie.co.za



10 Hottest suburbs on PropertyGenie.co.za

1. Claremont - Western Cape
2. Sea Point - Western Cape
3. Bryanston - Gauteng
4. Plumstead - Western Cape
5. Rondebosch - Western Cape
6. Constantia - Western Cape
7. Gardens - Western Cape
8. Hout Bay - Western Cape
9. Tamboerskloof – Western Cape
10. Morningside - Gauteng

Based on Page Views during January 2011

Most Improved Lead Earners

Agencies that have the greatest improvement in their leads earned from December 2010 to January 2011.

% change	Agency
469%	Beacon Real Estate
186%	Harcourts
182%	RealNet
97%	Greeff Properties
94%	Leapfrog
75%	Hall Real Estate
70%	Colliers International
70%	Rawson Properties
66%	Seeff Properties
59%	RE/MAX

Top 10 Agency Lead Earners

Our top agencies earning the highest number of leads in January 2011. Based on Leads (Email a Friend, Email/SMS Agent, Call me back, Agent Tel number

No	Agency
1	RE/MAX
2	Seeff Properties
3	Pam Golding Properties
4	Rawson Properties
5	Lew Geffen Sothebys International
6	Jawitz Properties
7	Wakefields
8	Wendy Machanik Properties JHB
9	Hall Real Estate
10	Property.CoZa

Top Viewed Property for January 2011







Plumstead – Western Cape

3 Bedrooms, 1 Bathroom

R875,000

NDS Real Estate

221 Page Views for the month

Top Five Most Viewed Properties

Plumstead
Western Cape



NDS Real Estate
3 Bed, 1 Bath
R875,000

Plumstead
Western Cape



Anne Porter Properties
4 Beds, 2 Bath
R995,000

Claremont
Western Cape



iKapa Properties
3 Beds, 2 Bath
R1,250,000

Lansdowne
Western Cape



RE/MAX Ultra Select
2 Beds, 1 Bath
R650,000

Lansdowne
Western Cape



RE/MAX Elite
3 Beds, 2 Bath
R720,000

NEW STOCK Homebuyer Alerts

Every month active homebuyers register to receive email or sms property alerts to be notified when a new property listing on the site matches their criteria. **131,553** alert notifications were sent to interested homebuyers during January 2010

Highest Agency Alerts Nationally:

The table below shows the top 10 agencies to earn the highest number of property alerts for January 2011, based on new stock loaded onto the site matching homebuyer interest.

Property Alerts - Top Agencies	
1	Pam Golding Properties
2	Seeff Properties
3	RE/MAX
4	Lew Geffen Sotheby's International
5	Jawitz Properties
6	Better Homes
7	Rawson Properties
8	Fine & Country
9	Wakefields
10	Engel & Volkers

Highest Suburb Alerts Nationally:

The table below shows the top 10 suburbs to generate the highest number of property alerts to home buyers for January 2011.

Property Alerts - Top Suburbs	
1	Sea Point - Atlantic Seaboard, Cape Town
2	Green Point - Western Cape
3	Claremont – Western Cape
4	Gardens – Western Cape
5	Bryanston - Gauteng
6	Durbanville - Western Cape
7	Fresnaye - Western Cape
8	Morningside – Kwazulu Natal
9	Kenilworth - Western Cape
10	Mouille Point - Western Cape