*Press Release*

*For Immediate Release*

**Revolutionising South African Real Estate: Rainmaker Marketing Breaks New Ground with an Online Launch revolution at Annex Bedfordview Frontier**

In 2017, Rainmaker Marketing made history by becoming the first marketing agency in South Africa to enable online sales with a customised module that was a first of its kind in the property sector. On this occasion, R80 Million in sales were achieved entirely online in 47 seconds. Years later the award-winning property and lifestyle marketing agency are creating waves yet again! The 21st September 2023 marked the launch of the exciting Annex Bedfordview Frontier website and online property offering through Rainmaker Marketing’s revolutionary Property Marketplace platform.

“We started this journey six years ago, introducing a completely new and innovative concept to the market – an online shopping experience for property. Since then, we've consistently improved upon this idea, taking inspiration from the best e-commerce platforms locally and internationally in order to create a property experience that is unsurpassed within SA. Our goal has always been to disrupt and redefine the way properties are marketed and purchased, providing buyers with convenience and developers with powerful tools to showcase their offerings,” explains Stefan Botha, Director at Rainmaker Marketing.

Rainmaker Marketing’s innovative Property Technology (PropTech) approach allows buyers to purchase units from the comfort of their own homes, eliminating the need for in-person visits. Developers are given the option to take their entire sales process online, providing potential buyers with virtual 3D walkthroughs, videos, interactive modules, and custom-made maps to facilitate informed decisions. The fully integrated platform also introduces tools like GPS development maps for site visits, to ensure that buyers have a clear understanding of the development’s layout before making an investment. Other tools include the pre-population of sales agreements, sales dashboards for developers and online pre-approval tools for buyers.

**Annex Bedfordview Frontier: The Next Big Thing**

Annex Bedfordview Frontier being the first development to benefit from Rainmaker Marketing’s latest PropTech innovation, is releasing 42 units to the market comprising of two and three-bedroom apartments priced between R1.2 and R2.5 million. With the website and platform having gone live on 21st September 2023 to whet people’s appetites, the public are able to view and add apartments to their ‘wish list’ until they are able to purchase the units online when the official launch and sales are open to the public on the 26th of October 2023.

Savvy investors and interested homeowners will need to be quickest to click and purchase their preferred units at Annex Bedfordview Frontier at 1pm on launch day, with the development introducing a dynamic and modern lifestyle to the already thriving community in the area. This latest property offering is already under construction and is bringing renewed energy and excitement to the area. Characterised by vibrant facilities, a growing community, and the bustling ambience that Bedfordview is known for, Annex Bedfordview Frontier offersa safe and secure living environment with 24-hour security. Add to this convenient dining options at the on-site restaurant, a day care centre that caters to the needs of families, smart office spaces that support remote working arrangements and a fully kitted gym and swimming pool – and all at an affordable price point!

“It’s a no-brainer for investors and first-time buyers as the developers behind the project have a solid and reputable track record – particularly in the Gauteng region. This along with the costs of the units being so on point for the current economic climate, it’s no wonder that since the website and Property Marketplace went live we have already seen significant traffic and a solid lead funnel built up. We are confident that our goal of selling out the Annex Bedfordview Frontier phase one apartments will be achieved on launch day,” concludes Botha.

Interested buyers can explore the property and its offerings on the Annex Bedfordview Frontier website, [www.annexbedfordview.co.za](http://www.annexbedfordview.co.za). The official launch day for sales is set for 1pm on Tuesday, 26th October 2023, where all 42 units will be available to purchase online.

**The Five Easy Steps to Owning an Annex Bedfordview Frontier apartment are as follows:**

1. Sign Up on [www.annexbedfordview.co.za](http://www.annexbedfordview.co.za): Create a profile on the Property Marketplace for early access.
2. Wish List: Add your favourite units to your online wish list.
3. Prepare Funds: Ensure you have the R5,000 deposit ready for a streamlined purchase process.
4. Launch Day: Log in before the launch and refresh the page at 1 pm.
5. Secure Your Purchase: Head to your wish list or select a unit and follow the confirmation instructions to make your purchase.

For those seeking more information or a first-hand look at the lifestyle that Annex Bedfordview Frontier offers residents, the development consultants are onsite and can be contacted prior to the launch. To arrange a meeting at the onsite sales office at Annex Bedfordview Frontier, email: [howzit@annexbedfordview.co.za](mailto:howzit@annexbedfordview.co.za)

**ENDS**

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| **Words**: 780  **Pictures**: Images and renders of Annex Bedfordview Frontier and head & Shoulders pic of Stefan Botha  **Distributed on behalf of**: Rainmaker Marketing and Annex Bedfordview Frontier  **Date**: October 2023 |

**Notes to the editor:**

***About Annex Bedfordview Frontier:***

Discover a new dimension of contemporary living at Annex Bedfordview Frontier. Situated in the heart of the vibrant Bedfordview neighbourhood, Annex redefines urban living with its modern apartments and an array of exceptional amenities. With a launch date set for October 26, 2023, this is your opportunity to secure your place in this dynamic community.

***About Rainmaker Marketing:***

Rainmaker Marketing is Africa’s leading award-winning property and lifestyle marketing agency that provides a turn-key solution for developers and urban planners. Through their strong work ethic, refined skills, intense knowledge of property and creativity, Rainmaker Marketing continues to be at the forefront of property marketing. With a commitment to pushing boundaries and addressing the evolving needs of customers and developers, this property marketing agency has consistently launched innovative modules, taking the property market by storm.

For more information or visuals, please contact Janna Strang on [janna@rainmakermarketing.co.za](mailto:janna@rainmakermarketing.co.za) / 082 551 3865 or email Tasha Thornton on tasha@rainmakermarketing.co.za