*Press Release*

*For Immediate Release*

**Property Trends Outlook for 2024: Building on the Momentum of Women in Real Estate**

In the wake of the transformative property landscape in South Africa, Rainmaker Marketing reflects on the monumental strides made over the past year, propelled by the significant role women have played in reshaping the industry. As we step into 2024, the momentum gained in 2023, with women emerging as the primary driving force in property ownership, is expected to continue reshaping the real estate sector.

**Continued Rise of Women in Property Ownership**

The latest data from Lightstone continues to underscore the trend, revealing that women have solidified their dominance, constituting an impressive 60% of new property buyers in South Africa. The trajectory, evident from the substantial growth in women-only property purchases, rising from 18% in 2016 to 22% in 2022, demonstrates the escalating influence and financial independence of women in the real estate sector. Building on this trend, Rainmaker Marketing anticipates a continuation of empowering events and initiatives focused on women in property.

**2023 Reflection: A Catalyst for Future Trends**

The thought-provoking webinar hosted by Rainmaker Marketing during Women’s Month in 2023, titled “Women in Property,” served as a catalyst for discussions on the evolving landscape of women in property ownership and the broader real estate sector. The valuable insights shared by the distinguished panelists were well-received, emphasising the changing dynamics of female property ownership behavior and the empowerment of modern women in the property market.

**Expert Advice for 2024: Key Insights from Leading Women in Real Estate**

“Modern women are leading the market, and there’s an exciting new trend of empowered, decisive women within property ownership.” – Pamela Naidu, Director of Sales and Marketing at Devmco Realty

“Knowing when the best time in your asset’s lifecycle to consider disposing of the asset is key to successful property management.” – Kim Pfaff-Karg, Chief Investment Officer at Spear REIT

“Start now. Collaboration and networking are the cornerstones to a successful project.” – Sumenthree Moodley, Investor Relations Executive at Liberty Two Degrees

“Collaboration and networking allow you to achieve far more than on your own. There’s always a friendly face out there to help you achieve your goal.” – Kgaogelo Mamobolo, representing Emerging African Property Holdings

“Innovation involves holding onto that bigger picture vision and taking small steps each day to work towards it.”– Marianka Victor, CEO and Founder of Ancora Retail

**Looking Ahead to 2024 and Beyond**

Rainmaker Marketing remains committed to championing inclusivity and celebrating the leadership of women in the property sector. As pioneers in the industry, the company is dedicated to staying ahead of property trends and shaping the future by embracing diversity and innovation. The anticipation is high for what 2024 and the next five years will bring, as the industry continues to witness the upliftment and growth of women within the property sector.

To stay updated on the evolving landscape of property ownership, Rainmaker Marketing invites you to watch the full webinar [here](https://www.youtube.com/watch?v=bbbKRWC5izg)

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| **Words**: 473  **Pictures**: Head & Shoulders image of Stefan Botha (Director of Rainmaker Marketing) and high-res visuals of the female panelists from the “Women in Property’ webinar available upon request  **Distributed on behalf of**: Rainmaker Marketing  **Date**: January 2024 |

**Notes to the editor:**

***About the Author - Stefan Botha:***

Stefan is 100% committed to re-defining the scope of property development research and marketing throughout Southern Africa and started his career with a BCom in Marketing at Stellenbosch University, followed by his honours in Marketing and Tourism at the University of Cape Town. He is now the Director and Founder of Rainmaker Marketing who are the leaders in property development marketing, having won multiple international awards for their pioneering turnkey marketing solutions locally and internationally.

With 18 years of experience within the Property Development Marketing Industry and 200 strategies to date, Stefan has worked with clients throughout SA (Gauteng, Western Cape, KZN, Mpumalanga and Limpopo), Mauritius, Kenya and in the USA and Portugal. Stefan and has team have achieved amazing results from many of the developments they have worked with, and Rainmaker Marketing is synonymous with innovation, skilled resources, collaboration and long-standing client relationships*.*

***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.

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