

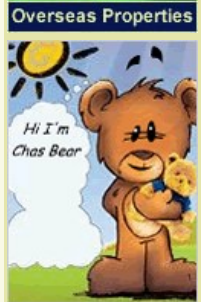
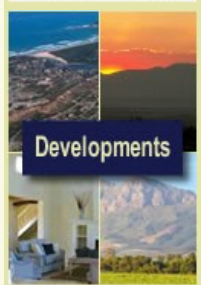


CHAS EVERITT
International Property Group

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FROM BERRY EVERITT

Although this year has been an extraordinarily difficult one, it is ending on a high note, with sales more than 50 percent up on the same period of 2008 and house prices firmly back on a rising trend.

Consequently, we are really upbeat about the next 12 months, especially with all the economic promise inherent in the Soccer World Cup. Indeed, homebuyers and investors seem to be gaining confidence by the day and the oversupply of stock that has plagued the market for many months is rapidly being absorbed, which will further underpin the price recovery.

As the result of the tight rein that the banks are still keeping on credit extension, we do not expect to see the sort of gains that were common during the 2003 to 2007 boom, but we do foresee that an improving economy and spreading empowerment will ensure that demand keeps expanding and having a positive effect on real estate values going forward.

At the same time, though, we believe that the events of 2009 and the new consumerism that has emerged as a result will permanently reshape the real estate industry. While technology will no doubt continue to enable better marketing campaigns and more informed decision-making by property buyers, our research shows that the "x-factor" that will spell real estate success in future is high-level - and some would say old-fashioned - personal service.

In short, what homebuyers and sellers really want in addition to the bells and whistles of this electronic and digital age is a "real human being" to talk to, an estate agent with whom they can build a real and long-standing relationship based on honesty, trust and accountability. And since these are the core values of our group, we don't foresee any difficulty in providing exactly what is required!

Right at this moment, though, what most people seem to want is a rest and a break from their everyday pressures, so I'll save the rest of my enthusiasm for the new year and stop now to sincerely wish all our readers and their loved ones a blessed Christmas and a happy, safe holiday season.



In the news this month

Give your rental agent a clear mandate
Tough times over the past two years have prompted many private property owners to become landlords, and now low interest rates and prices are also bringing buy-to-let investors back into the market...

Pay extra attention to security during holiday season
The holiday season is the worst for home burglaries - and even homeowners in secured environments such as cluster developments or residential estates need to take special precautions at this time to avoid becoming victims...

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The average home uses around 250 000L of water a year, but owners can significantly cut down on the amount drawn from the mains - and on their municipal water bills - by simply installing tanks to harvest stormwater from their roofs...

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Selection of most viewed Properties for December 2009



Stellenbosch - R 55,100,000



Constantia - R 30,000,000



Durbanville - R 7,000,000

Kya Sand - R 2,500,000



Constantia - R 14,995,000



Fish Hoek - R 6,000,000



Kirstenhof - R 1,200,000



Bergvliet - R 2,100,000



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