

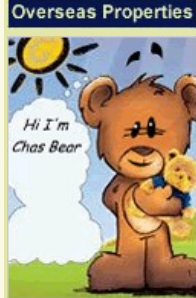


CHAS EVERITT
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FROM BERRY EVERITT



With just a few months left until the kickoff, it's time to start thinking beyond the actual soccer that will be played in the 2010 World Cup, and getting excited about the enormous economic benefits all South Africans stand to receive from the event. In addition, we all need to address the question of how we can improve our service levels - no matter what sector of the economy we operate in - so that we all contribute to SA being recognized as a really great host nation.

The most immediate benefit of the World Cup, of course, will be the injection of billions of rands of soccer tourist money into the economy next winter. The organisers expect around 450 000 overseas visitors to arrive for the tournament and their total spend is expected to easily top R7bn - and that's in addition to the billions that have already been spent on stadia and the upgrading of our transport and basic services infrastructure.

Longer term, the major effect is expected to be a permanent increase in tourism as a result of the global exposure SA will receive during the tournament. The Soccer World Cup is definitely the most-watched sporting event in the world, as evidenced by the fact that the 2006 event in Germany attracted a cumulative 5,9bn TV viewers in 54 countries, compared to the 4,7bn people who watched all or part of the Beijing Olympics last year.

As a result of that exposure, Berlin's tourism figures have since doubled - and it definitely does not have the attractions of our nine host cities, especially those on the coast, which are going to be on TV screens all over the world for a whole month next year

And an increase in tourism will of course mean job creation - at an estimated rate of one permanent job for every 12 tourists - which will come on top of the 400 000 new jobs already created in the run-up to the tournament, and profoundly change the lives of many ordinary South Africans for the better.

Which, of course, this is where the real and growing benefits of the Soccer World Cup will lie for our property market - for a long time after the soccer tourists have gone home.

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If you are buying a home in an established estate or cluster development, it is important to bear in mind that the future value of your property will depend not only on its individual location and condition, but also on how well the development as a whole is managed by the homeowners' association (HOA)...

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Don't let energy vampires suck you dry

Your modern TV with remote control may well be using more electricity during the 18 hours a day that it's turned off than it does while you or the kids are watching it.

That's because the "off" button on many electronic items doesn't really mean "off" these days; instead, it means "standby" - and go right on guzzling expensive electricity while waiting for someone to press the "on" button again...

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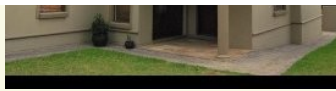
Selection of most viewed Properties for October 2009



Bryanston - R 2,000,000

Constantia - R 30,000,000





Durbanville - R 7,000,000



Kyalami Hills - R 1,040,000



Constantia - R 14,995,000



Simons Town - R 35,000,000



Florida Hills - R 1,200,000



Bergvliet - R 2,100,000



Bryanston - R 5,500,000



Eversdal - R 1,855,000



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