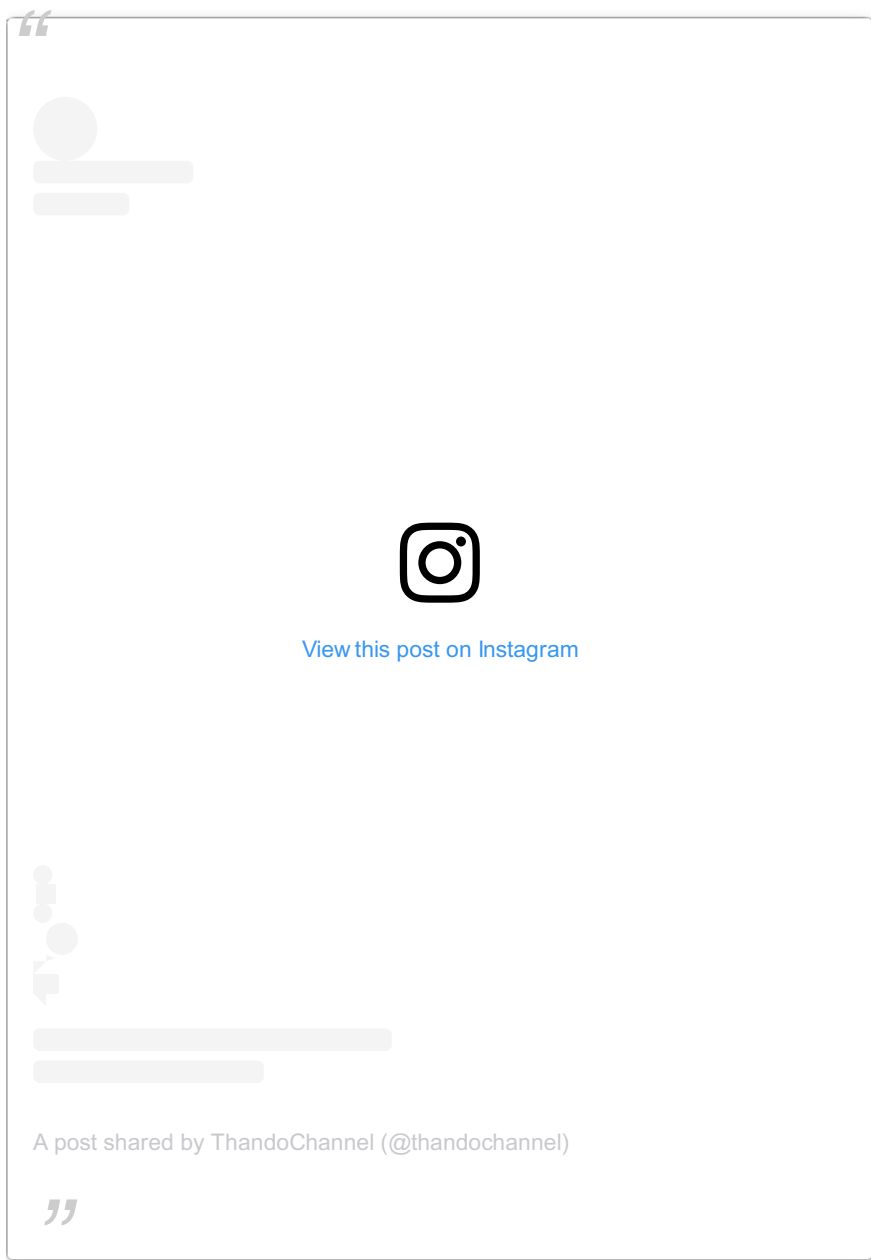


Unpacking the growing trend of women investing in property

In a recent Instagram Live session led by PR and communications specialist Tshego Kekana on The Thando Channel, the topic of women's growing participation in the property market was addressed. Kekana chatted to local property guru and entrepreneur Teboho Mafodi.

The conversation was sparked by the recent growth trend of young and single South African black women who are investing in property. According to a report by FNB, women make up an estimated 10.3% of buyers, while single male buyers count for 7.0%.



Growing trend

According to Mafodi, “The trend of single women becoming majority buyers has existed since 2019 and is continuing to grow. The dominant numbers are between the ages of 31 to 35.” He further indicated that women are mostly investing in sectional title developments with safety being a major contributing factor.

Mafodi advised potential investors to research the history of a property before buying in order to avoid making mistakes and incurring debt through it. Teboho emphasised having a strategy when looking to invest in property. A strategy will inform the type of property you purchase, the area you invest in, and dictate the price range you should be looking at.

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