

# Property24.com's new *Property Values* service aims to empower consumers

Property24.com's newly launched *Property Values* feature aims to empower both property buyers and sellers with its comprehensive street-by-street listing of latest property purchase prices, as well as property valuation reports with sales history and suburb trends.

Using one of SA's leading online property portals, consumers are now able to access comprehensive property sale information as registered in the South African Deeds Office. The easy-to-use online tool is designed to empower users to assess relevant sales trends across all areas of South Africa and make more informed property decisions.

This new feature provides consumers with the number of registered sales in a designated area on a year-by-year basis, up-to-date average listing prices, property sales trends and points of interest relevant to the area in question.

## Take a good look at your neighbourhood

*Property Values* is fully integrated with Google Maps and Street View technology, offering users the additional benefit of complete visual overviews of specific streets and neighbourhoods.

Over and above this, site users are able to view the most recent sold price and year of specifically identified properties, something which general manager JP Farinha believes will help both buyers and sellers to make decisions that are more informed.

"The aim of this new feature is to empower our consumers, many of whom are not aware that this information is actually available to them," says Farinha. "By providing comprehensive sales information for the vast majority of properties across the country, we are giving both buyers and sellers the ability to be fully informed when it comes to assessing real-time market value."

## Giving you the edge

Farinha adds that data provided on the Property24.com portal is public information, which is supplied by the South African Deeds Office.

"This data has always been accessible and has been widely used by estate agents in the past," says Farinha. "But the beauty of the Internet is that we are now able to make it available and easily accessible to the broader public."

Sold prices and area information is now freely available on the Property24.com portal while potential buyers and sellers looking to further investigate a specific property can purchase a full valuation report through the site for just R69.99.

The *Property Values* service is currently available via the Property24.com website ([www.property24.com/property-values](http://www.property24.com/property-values)), and is expected to be rolled out to the company's mobile platform in the coming months.

## **About Property24.com**

Property24.com is a real estate search engine with one of the largest online databases of South African property. With over 12 000 active estate agents adding their properties to the portal, we are able to provide a neutral and comprehensive view of the SA property market at any time, making it simple for property buyers to find their dream home or investment online. For the past 10 years, Property24.com has also been a reliable source of up-to-date property market news, information and advice for homebuyers, sellers and investors.

For more, visit: <https://www.bizcommunity.com>