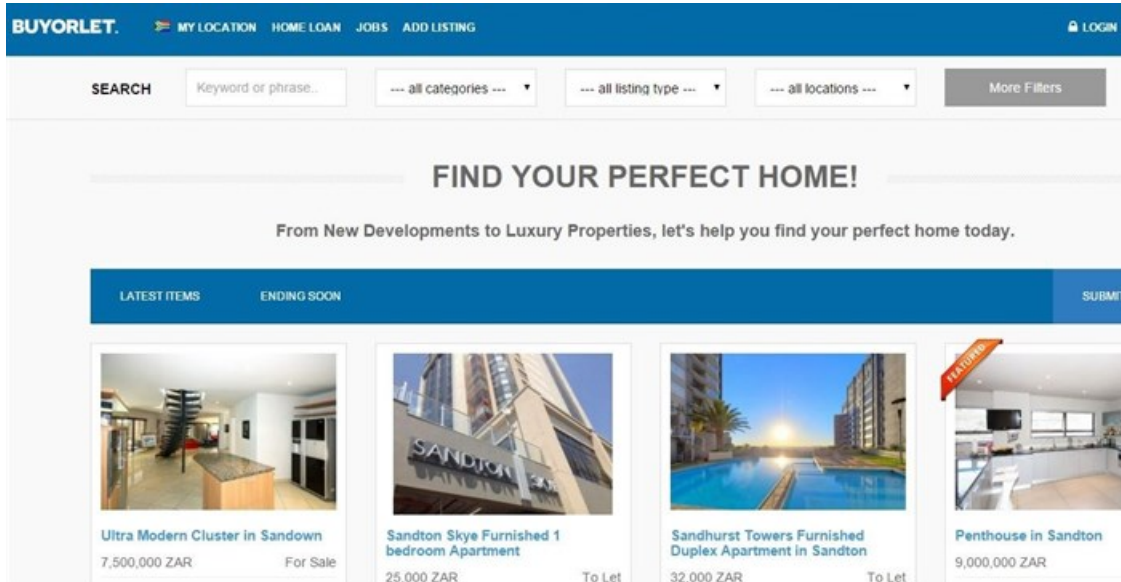


New property listing platform launched

South African technology entrepreneur, Madoda Khuzwayo, has launched a new digital platform - BUYORLET - that aims to revolutionise the global property sector.



Similar in notion to popular on-demand services, BUYORLET will also provide users with the opportunity to request any professional service such as calling for a plumber, builder, decorator, roofing specialist or gardener.

"Our intention is to be a one-stop real estate marketplace connecting property owners with property professional services. We have taken our lessons from building other online community portals, spent considerable time researching what is happening in the international real estate industry, delving into consumer needs, and incorporated all of these into BUYORLET," Khuzwayo says.

Users want value

"Our experience and insights over the years show that users want value, do not want to be inundated with 'in your face' advertising, but do appreciate the choice to absorb information that is readily available and pertinent to them, when they want it or need it. We have designed BUYORLET accordingly," he explains.

Advancing the industry

When asked if BUYORLET will ultimately see the demise of the traditional real estate agent, Khuzwayo affirmed that while his site is geared to disrupting and advancing the industry, it was also an enhancement to existing agents.

“We may be entering a period where we see the rise of the robot, but property still requires the human touch. We are not yet in a time where man fully trusts machines to cater to his every whim, but technology can certainly better the experience, streamline the process and provide a quicker and more satisfactory result for everyone concerned,” concluded Khuzwayo.

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