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The Property *Pulse Report*

Explore Key Insights From 2025's Real Estate Polls



Prop Data

GET STARTED



Your *insights* snapshot

We know you're busy. [Click on a section](#) to jump straight to the poll results you care about the most:



2025 Real Estate Trends

From semigration to sustainable living, browse the trends property practitioners said would shape 2025.



Sales Targets

Hitting your targets isn't easy. Find out how practitioners plan to reach sales goals despite economic uncertainty.



Unregistered Practitioners

Their numbers are on the rise. Unpack how practitioners are responding to this growing concern.



Township Property Transactions

Discover how confident practitioners feel handling these high-demand affordable housing areas.



Buyer Expectations

Faced with buyer shock? See how often practitioners need to reset expectations on today's property prices.



Young Talent

Over 10,500 new candidates entered the property industry in 2025. But is enough being done to support them once they're in?



Women Practitioner

Stereotypes

It's not "just a hobby"! Break down the biases still faced by a majority of female practitioners.



Cybersecurity

Are you cyber-ready? Get the lowdown on how prepared practitioners feel for attacks and breaches.



Black Friday Promotions

Uncover practitioner perspectives on whether Black Friday drives results or is just noise.



High-Net-Worth Clients

Dive into the biggest challenges practitioners face and how they navigate the luxury property market.



Unconventional Properties

Following a viral video of an unconventional home, practitioners share how they market properties that are out of the ordinary.



Methodology

See how we put this report together, including the research design and approach, sampling, data collection, and analysis.



2025

BROUGHT BIG MOMENTS, AND YOU WEREN'T SHY ABOUT SHARING

“

After years of uncertainty, South Africa's property market found its rhythm, and what a comeback it was! Rate cuts, easier lending, and rising buyer confidence sparked a revival few saw coming. Home loan applications rebounded, deposits eased for first-time buyers, Gauteng led in volume, and the Western Cape dominated value. By October, the FATF grey list exit gave the market an extra boost. 2025 truly surprised and inspired.

Once again, property professionals were at the heart of it. Between January and November, 1,851 of you took part in our Prop Data polls, sharing real-world insights on the trends, challenges, and opportunities shaping your work.

Your voices bring life to the data, revealing what the market feels like on the ground, not just in the numbers. Thank you for your time, honesty, and engagement, and for encouraging your colleagues to take part too.

We hope this year's Property Pulse Report helps you see where the market stands on key topics — and what's possible next.

Onwards and upwards,

Anne Lütge

Chief Operating Officer of Prop Data





26.1% said the
“affordable housing”
real estate trend would
dominate in 2025.

January:
2025 real estate
trends poll

BACKGROUND

Moving into 2025, there was already a sense of positivity in the air. Dubbed “202thrive”, property practitioners were cautiously optimistic about the property sector’s outlook, encouraged by the signs of improvement that began emerging in late 2024. We asked property practitioners to share their views on the trends expected to shape the market.

KEY FINDINGS

Property practitioners said affordable housing led the way (26.1%), followed by activity in the mid-to-upper market (12.7%), and semigration (11.5%). Buy-to-let properties (9.6%), live-work-play properties (8.9%), and foreign buyers (8.3%) also featured. Co-living and co-working (7%), sustainable living (6.4%), solo buyers (3.8%), and tech innovations (3.8%) rounded off the list.



“The demand for well-priced homes, especially for first-time buyers, grew as more people sought security in property ownership without overextending their finances. Government-backed housing incentives and a developer focus on cost-effective solutions further fuelled this trend.”

David Helena,
Co-Founder of Kingstons Real Estate

FOLLOW THE DATA

- These are the real estate trends to watch in 2025, say property practitioners [read more](#)
- Affordable property pricing trends: what practitioners need to know [read more](#)



57.7%
said they would embrace
digital marketing
to hit their sales targets this year.

February:
Sales targets poll

BACKGROUND

According to [Lightstone's annual sentiment survey](#), property practitioners were optimistic that they could hit their sales targets by both volume and value. To see how they planned to meet this goal, we asked about their go-to sales strategy.

KEY FINDINGS

Embracing digital marketing topped the list (**57.7%**), followed by offering personalised service (**50.8%**) and doubling down on canvassing (**49.2%**). Expanding client referral networks (**47.7%**), sharpening skills through industry events and training (**41.5%**), and using market data to price and sell smarter (**36.9%**) were also popular. Partnering with other practitioners to co-list properties (**30.8%**), hosting more open houses and property showings (**23.1%**), and investing in print marketing (**16.9%**) made up the rest of their playbook.

FOLLOW THE DATA

- Signs point to success as property practitioners look to strong sales this year [read more](#)
- How property practitioners are smashing their sales targets in 2025 [read more](#)
- On a mission for commission? Here's how to make your property sales targets [read more](#)



“Digital marketing offers instant communication channels and scalable opportunities. Real estate agencies need to offer their teams sufficient training and create understandable digital strategies.”

Lynetia Botha
Director of Hatchway Properties

65.8% were extremely concerned about unregistered practitioners in the industry.



March:
Unregistered practitioners poll

BACKGROUND

This year, the Property Practitioners Regulatory Authority (PPRA) [issued an urgent warning](#) to South Africans to avoid using the services of unregistered practitioners. We polled our database to gauge their perception of risk for the industry.

KEY FINDINGS

A clear majority of property practitioners said they were extremely concerned (**65.8%**) about unregistered property practitioners. This was followed by **23.3%** saying they were very concerned. The rest were moderately concerned (**5.8%**), slightly concerned (**0.8%**), or not at all concerned (**4.4%**).



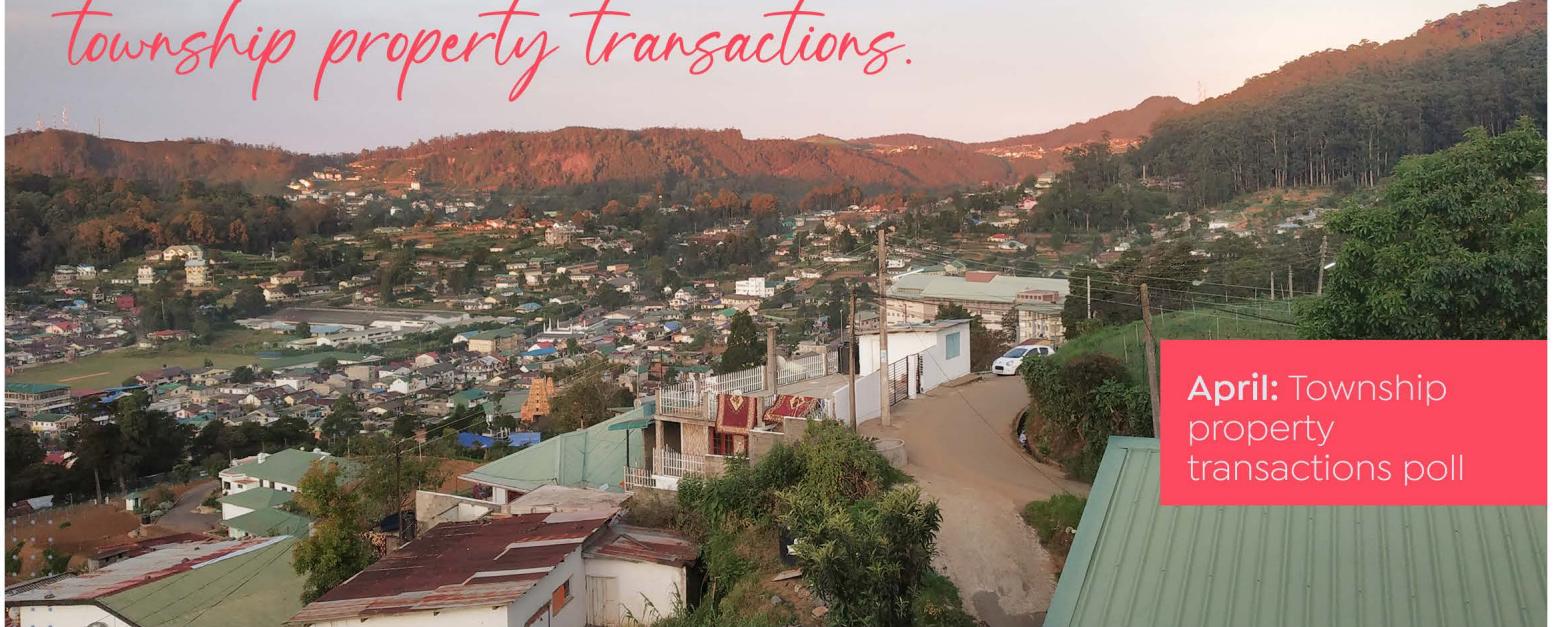
“The presence of unregistered practitioners damages the reputation of the industry, causing distrust among clients who question the professionalism of the practitioners they deal with. This, in turn, makes it harder for registered practitioners to build trust and secure business, as clients become more wary of the entire sector.”

Jay-Jay Eras
Principal of Century 21 Sea Point

FOLLOW THE DATA

- Unregistered property practitioners are on the rise – but there are ways to fight back [read more](#)
- Caught in the act: property practitioners expose unregistered real estate practices [read more](#)
- What the industry says should be done about unregistered property practitioners [read more](#)

24.6% say they don't feel confident handling township property transactions.



April: Township property transactions poll

BACKGROUND

According to [data from Lightstone](#), just over half of all properties in the affordable market (valued up to R750,000) are located within townships. This highlights just how significant this segment has become – not only for buyers but for the real estate professionals who serve them. In response, we polled property practitioners to uncover confidence levels when dealing with this property type.

KEY FINDINGS

Most property practitioners felt assured working with township property transactions, with **28.1%** saying they were completely confident and **18.6%** very confident. Another **14.1%** described themselves as somewhat confident, while **14.6%** felt a little uncertain. About a quarter (**24.6%**) said they were not confident at all, showing that while many feel capable in this space, there's still room for greater support and training.



“For property practitioners, operating in townships has proven to be a great opportunity. We’re seeing first-time buyers who are after an affordable home to put down roots. On the flip side, there are plenty of sellers who have become established and want to move from the township to the suburbs.”

Riefqah Jacobs
Principal of Harcourts Ikhaya

FOLLOW THE DATA

- Crush it in the kasi: your guide to township property transactions [read more](#)
- Take a shot left to success with these township property marketing strategies [read more](#)



44.8% say they often need to correct a buyer's property pricing expectations.

BACKGROUND

When a [South African TikTokker went viral](#) for showing what R1 million really buys – an ordinary home with cracked walls and chipped paint instead of a mansion – it struck a chord. Many property practitioners know about unrealistic buyer expectations all too well, so we ran a poll to see what it looks like on the ground.

KEY FINDINGS

44.8% said they often need to correct perceptions, while **41.3%** said it happened almost every time. When it comes to what shapes these expectations, location **(65.1%)** and property condition **(64.5%)** were cited as the biggest factors, followed by finishes and amenities **(48.8%)**, and size and layout **(47.7%)**.

FOLLOW THE DATA

- Property prices aren't the problem, expectations are, say practitioners [read more](#)
- How to handle a property pricing pushback in the real estate market [read more](#)
- How can property practitioners make the most of CMA reports? [read more](#)
- Location tops the list for buyer price perceptions, say practitioners [read more](#)
- Lost a client through a property pricing disagreement? Here's what to do [read more](#)



"If the property is still listed at an unrealistic price, you should go through a comprehensive marketing strategy, at the end of which you should take the results to the seller. These can include the number of views, enquiries, and average click-throughs."

Trish Kennedy
Owner and Principal of Zest Property Group



58.7% say the real estate industry isn't doing enough
to nurture young talent.

BACKGROUND

More young professionals are stepping into the property sector, bringing fresh ideas, digital skills, and new ways of working. In a month that celebrates youth, we asked practitioners if the industry is doing enough to support these emerging talents and help them build successful careers.

KEY FINDINGS

58.7% of property practitioners said the property sector is falling short. They also believe the biggest challenges for newcomers are financial instability early in their careers (**54.8%**), followed by a lack of mentorship (**19.2%**) and competition from more experienced practitioners (**14.4%**). Regulatory hurdles (**7.7%**) and work-life balance (**3.8%**) were less of a concern.



"Real estate is still largely relationship-driven and individualistic, with success traditionally built through established networks over time. As a result, many businesses and older practitioners haven't created the systems or mindset needed to meaningfully support younger, fresh faces in the industry."

Kyle Vernes

Head of Developments of Revo Property

FOLLOW THE DATA

- Young property practitioners want in. The real estate industry needs to open the door [read more](#)
- How can the real estate industry nurture young property practitioners? [read more](#)
- Inside the experience of a young property practitioner [read more](#)



BACKGROUND

More women are making their mark in real estate, as administrators, practitioners, managers, principals, team leaders, and industry experts. Yet despite this progress, outdated stereotypes still show up in day-to-day work. Ahead of Women's Month, we asked property practitioners to share which biases they think women continue to face in the industry.

KEY FINDINGS

Around a quarter of respondents (**26.9%**) said the industry treats women in real estate as engaging in a part-time job or "hobby". Others pointed to perceptions that women aren't as business-savvy or capable as men (**20%**) or that their success comes down to appearance rather than expertise (**20%**). Additional biases included struggles balancing career and family commitments (**13.8%**), being seen as too emotional to handle pressure (**10%**), and being suited only to admin or support roles (**4.6%**).



"Male clients often underestimated me, once even asking to speak to 'someone with more authority'. I stayed professional, presented the data, and closed the deal. Experiences like that proved that expertise speaks louder than stereotypes."

Magda Stoffberg

Owner and Principal of REALGLEN Properties

FOLLOW THE DATA

- Strong, skilled, but stereotyped: women in real estate speak out [read more](#)
- How can women in real estate rise above stereotypes in the industry? [read more](#)



49.6% say
identity theft
is the cybercrime that worries
them the most.

August:
Cybersecurity poll

BACKGROUND

South Africa **ranks as the top target** for cybercrime in Africa, according to ESET's bi-annual Threat Report, and the real estate industry is feeling the impact. With access to sensitive client data, financial information, and multiple digital platforms, property practitioners have become a prime focus for cybercriminals looking to exploit weak security measures.

KEY FINDINGS

Almost half of property practitioners (**49.6%**) said identity theft worries them the most, followed by malware (**13%**), social engineering like phishing (**11.3%**), and ransomware (**9.6%**). Despite these risks, most feel only somewhat prepared to handle cyber threats, with **60.9%** saying they get the basics done but could do more.

FOLLOW THE DATA

- Cybercrime puts South Africa's real estate industry at risk [read more](#)
- These are the cybercrimes keeping property practitioners on edge [read more](#)
- Less than 1 in 5 property practitioners are ready as cybercrime soars [read more](#)
- Real estate businesses should be on high alert for the holiday-season cybercrime surge [read more](#)
- How Prop Data is using KnowBe4's cybersecurity training to protect your data [read more](#)



"The onboarding of new practitioners into any real estate business should include checking all their devices, securing their access to company systems, and enforcing multi-factor authentication as a standard."

Anton Jansen van Vuuren

Chief Operations Officer of Harcourts South Africa



67.4% say *Black Friday* promotions are not effective in real estate.

September: Black Friday promotions poll

BACKGROUND

South Africans love a good deal, and 2024's Black Friday saw record shopping activity across multiple major banks locally. Over time, the real estate industry has joined the buzz too – offering promotions, incentives, and special campaigns. We polled practitioners to find out if these actually deliver results or are just hype.

KEY FINDINGS

Most property practitioners remain sceptical: **67.4%** don't think promotions are effective. Among the few who would run one, the favoured approaches are tied between exclusive property listings and referral bonuses (**both 50%**). The biggest challenge? Convincing clients that the deal is truly genuine value, reported by **28.3%** of respondents.



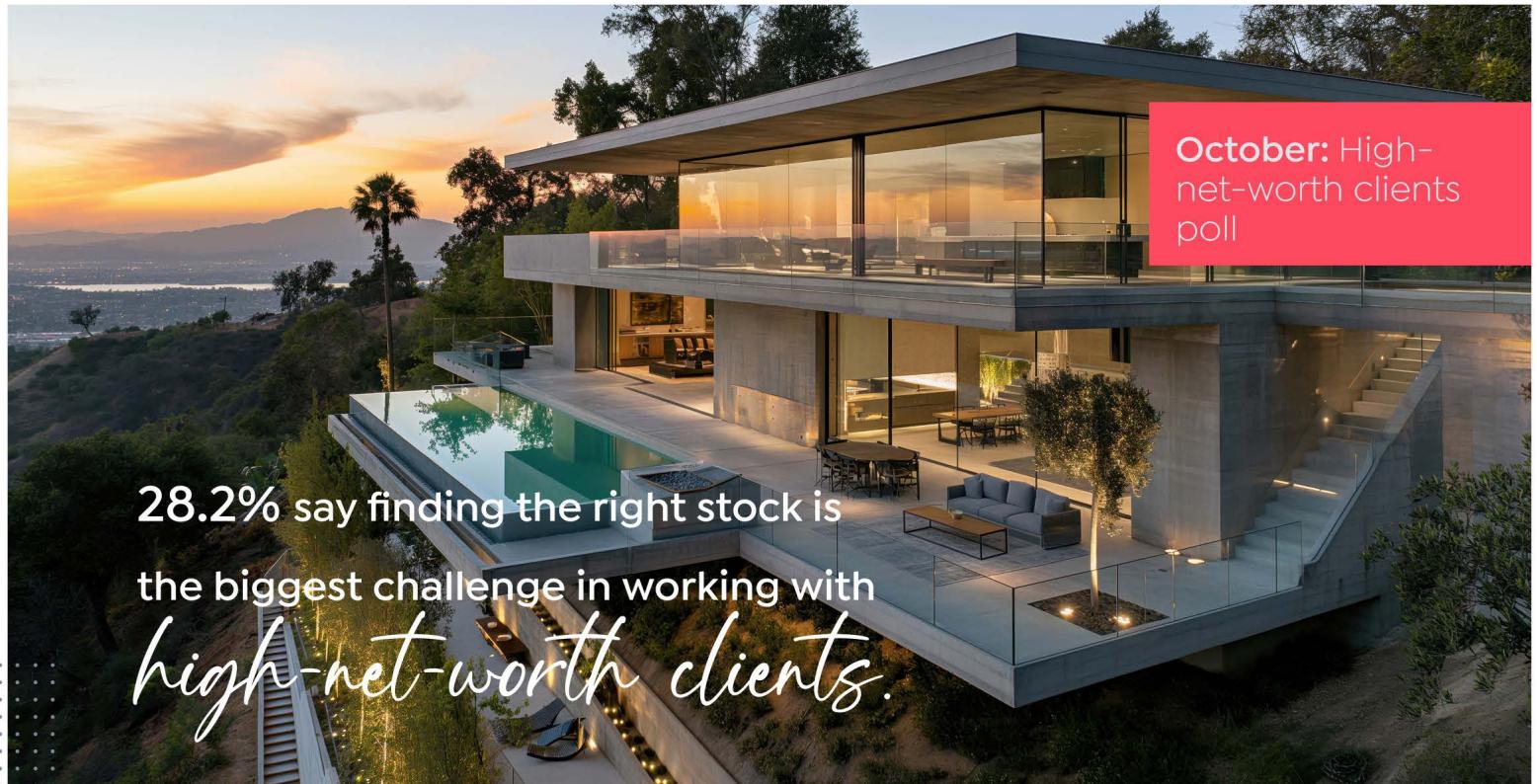
"In real estate, it's difficult to drastically reduce prices, especially in the distressed sales sector, so the 'massive deal' perception doesn't really translate. Buyers are also more cautious and less impulsive when it comes to property, which can make the Black Friday approach less compelling."

Lesley Saunders

Head of Marketing of Broll Auctions and Sales

FOLLOW THE DATA

- What local property practitioners really think about Black Friday promotions [read more](#)
- Your guide to a winning Black Friday real estate campaign [read more](#)
- Sneaky Black Friday sales tactics could harm your real estate business [read more](#)
- Using Black Friday psychology to boost real estate sales [read more](#)
- Avoid these Black Friday mistakes and ensure your real estate business succeeds [read more](#)



28.2% say finding the right stock is the biggest challenge in working with high-net-worth clients.

BACKGROUND

South Africa is home to 34% of Africa's millionaires, making it the continent's largest wealth market, according to the latest [Africa Wealth Report](#) from Henley and Partners. With more high-net-worth clients comes greater opportunity in property sales and rentals.

KEY FINDINGS

Property practitioners feel fairly confident working with high-net-worth clients, with **48.2%** saying they're confident and **30%** being very confident. Their biggest hurdles are finding the right properties (**28.2%**) and managing high client expectations (**24.5%**). Slower decision cycles (**11.8%**), standing out from competitors (**11.8%**), and understanding lifestyle priorities (**8.2%**) also pose significant challenges.



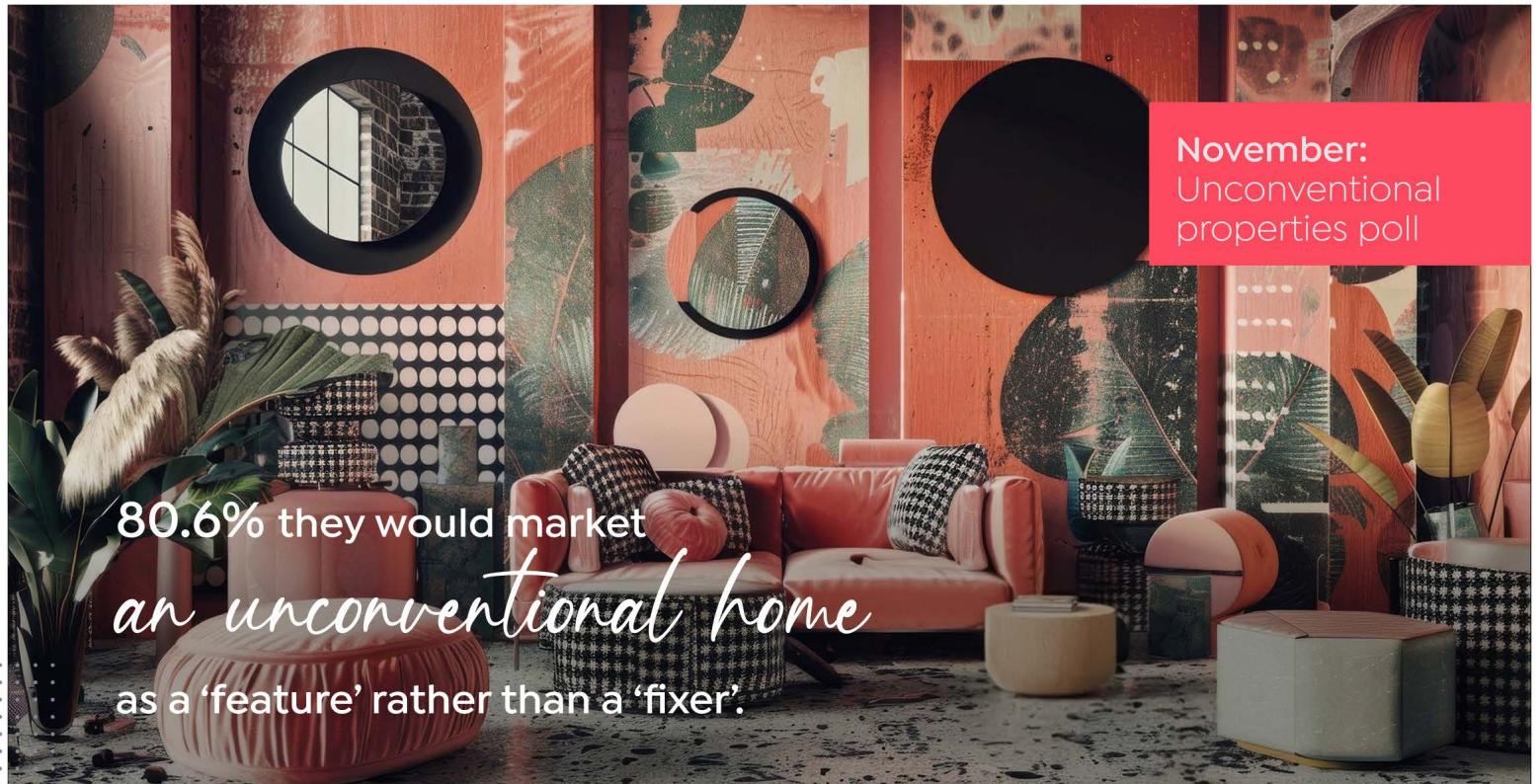
“Nurture relationships with owners of high-value homes, even if they are not yet ready to sell. Offer market insights, valuations, or updates so that when they do consider selling, you are the first call. Data is important, but in the luxury market, access and trust unlock the stock.”

Tim Greeff

CEO of Greeff Christie's International Real Estate

FOLLOW THE DATA

- Inside the minds of high-net-worth real estate clients [read more](#)
- How to confidently win and keep high-net-worth real estate clients [read more](#)
- Handling high-net-worth real estate client challenges without losing your cool [read more](#)



November:
Unconventional
properties poll

BACKGROUND

In October 2025, a [Bryanston apartment went viral](#) for its bold, all-pink design. Dubbed the home Barbie would buy, the TikTok walkthrough racked up over 75,000 likes, highlighting the fascination and attention that unconventional properties can attract. Whether it's unusual décor, quirky layouts, or unexpected features, these homes can generate significant interest for better or worse.

KEY FINDINGS

Unconventional homes are clearly a part of the property landscape: **67.6%** of practitioners said they've sold or let one at some point. When it comes to marketing them, **80.6%** said they preferred to spotlight their quirks as a 'feature' rather than a 'fixer-upper'. Popular strategies include embracing the home's aesthetics (**37.2%**), leaving it mostly as-is because there's a buyer for every style (**33%**), or suggesting small tweaks without overhauling it (**17%**). Even so, **60.6%** of practitioners admit that these unique features can influence how long a property stays on the market, making each sale a challenge in its own right.

FOLLOW THE DATA

- This unconventional Barbie apartment blew up online: what practitioners can learn [read more](#)
- Odd but an opportunity: marketing unconventional properties [read more](#)



"Since the COVID-19 lockdown, people are craving more expressive, personalised spaces that break from the ordinary. Presenting a home in an equally engaging way taps into that need for something that stands out."

Jonathan Brockman

Principal and Owner of Homes of Distinction

Methodology

How We Put This Report Together



RESEARCH DESIGN AND APPROACH:

Prop Data used a mixed-methods approach for our polls, which let us collect both quantitative and qualitative insights. To respect our respondents' privacy, we've only shared the results from the quantitative data in this report.



SAMPLING:

We focused on a real estate audience, primarily based in South Africa. This aimed to capture perspectives from a broad cross-section of the industry, including principals, practitioners, candidates, administrators, and real estate marketing professionals.



DATA COLLECTION:

The polls ran monthly from January 2025 to November 2025. Participants were property practitioners contacted through Prop Data's internal database. They received a Typeform poll through our monthly newsletter, followed by a reminder email. We also shared the poll organically twice each month across our social media channels: Facebook, LinkedIn, X, and Google Business Profile. On Facebook, posts promoting the polls were boosted to show to our followers and lookalike audiences (these share similar traits, interests, and behaviours with our current followers).



DATA ANALYSIS:

Across all polls, there were 22+ questions and a total of 1,851 responses received. We used Typeform's built-in reporting analytics to make sense of the data.



ETHICAL CONSIDERATIONS:

Everyone we reached out to had opted into our email database or chosen to follow our social media pages. For lookalike audience ads, consent was covered by Facebook's terms of service. All emails included an opt-out option in line with POPIA regulations, and participation was completely voluntary.



LIMITATIONS:

Because we used a convenience sampling approach, we followed up with interviews with property experts to provide more context and depth. Insights from these have been shared in the Standpoint blog posts included in this report.



[View The Full Results From Every Poll In This Report](#)

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BE PART OF THE

Conversation



Thank you for reading the Property Pulse Report.

If you'd like to share your opinion in our future polls and stay updated on the latest industry trends, please sign up for our monthly newsletter.

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