



JAWITZ PROPERTIES EXPANDS TO BRAKPAN

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Jawitz Properties has recently opened a franchise in Brakpan on the East Rand. The value of property in the entire East Rand is calculated to be over R10-billion and the company has earmarked Brakpan as being the next growth area.

Franchisees Cindy Kruger and her partner CJ Vogel, who have been operating in the area for six years, agree that the market is very active. "We have witnessed a gradual change in perceptions of the far East Rand. Previously Brakpan, which is a mere 10 minute drive from Benoni and Boksburg, was regarded as a second cousin to the more popular towns. No longer. Today's buyers and investors are finding excellent return on their investment and are snapping up properties particularly in the middle priced bracket," says Kruger.

On average, a two bedroom townhouse in the upper middle priced bracket, fetches R400 000 and a three bedroom house is R900 000. In the lower income areas a similar house would go for R600 000, but would need a fair amount of renovation.

Kruger and Vogel decided to invest in a Jawitz franchise because they saw the need to take their business to a higher level and foresaw a change in people's attitude towards the smaller

independent operations. "Clients want the reassurance that they are dealing with a well known national brand and reputable well established company. We feel confident that we can now offer a more efficient service and provide more exposure for properties. Most importantly, we looked for a company that would give us training and support and with whom we could identify regarding their culture and ethics," says Vogel.

Franchise director, Damon Jawitz says that expansion into Brakpan is in line with the company's expansion strategy - to open outlets within a specific radius of Joburg and Pretoria and to appoint franchisees who know the area and who have a successful track record.

Jawitz Properties already has franchises in Gauteng, Midrand, Pretoria and North West Province.

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