



LIGHTSTONE'S 2018 YEAR IN REVIEW

~ Perfect as some festive season conversation thought starters or DIY Trivial Pursuit ~

As 2018 draws to a close, and people head to their planned holiday spots with friends and families, Lightstone share some interesting conversation thought starters and 'Did You Knows' based on an incredibly busy year full of statistical discoveries. Here are our Top 8:

1. MILLENNIALS: THE HARDEST HIT GENERATION AS FIRST TIME HOME OWNERS

Millennials - defined as individuals born between 1977 and 1994, are likely to spend 3.04 times more on their first-time home than the generation before them.

2. WOMEN ARE ACQUIRING THEIR SHARE OF THE PROPERTY AND AUTO MARKET

Lightstone investigate how female ownership in the automotive and property market is on the increase.

3. FUEL INCREASES AND CONSUMER BEHAVIOUR

Consumers have been hit hard by two very sharp fuel increases in the last two months and according to economists, South Africans should prepare to dish out an exorbitant R17. 90 by the end of 2018 and up to R20 at the end of 2019. Lightstone and Tracker investigate the impact of fuel increases and the general economy on consumers.

4. CABRIOLETS IN SA: THE TOP DOWN CARE-FREE THRILL RIDE

Lightstone data from 2014 to date identifies 30 different cabriolet models are currently being sold in South Africa with more than 50% of them shared by BMW and Mercedes, followed by the Audi A3 with 7% of the sales, the Fiat 500 with 6,9% and the Porsche Boxster with 5,5% of the sales.

5. SECTIONAL TITLE BUYING PERFORMANCE BETWEEN 2013 AND 2018 REVEAL BUYER PRIOROTIES

Increased security, affordability and the communal lifestyle are all alluring aspects when potential buyers consider sectional title properties - known as townhouses, flats or apartments, and duet houses.

Although estate purchases have remained consistent, freehold property purchases have slowly decreased since 2013 and sectional title property purchases have increased of up to five percent.

6. FOREIGNERS CONTINUE THEIR PURSUIT FOR SOUTH AFRICAN PROPERTY

Foreign ownership in the local property market has experienced an encouraging upsurge over the last several years. In 2017, Lightstone, the trusted provider of comprehensive data and analytics for the property market, released a foreign investment report which indicated the increased appetite within this buying market.

7. WHEN IT COMES TO BUYING TYRES IT PAYS TO SHOP AROUND

Tyres are safety critical and while price is always important it should never be the only consideration – the most affordable option available and a tyre quoted may seem cheaper on paper but may only last 30 000 km but a slightly more expensive option may last significantly longer.

8. HOW MUCH IS ENOUGH?

There are many considerations that need to be made before a decision is taken to purchase within a certain price bracket. Potential property owners are not just reviewing the amount required for the deposit but also the amount of money prospective buyers need to earn to afford the principal, interest, taxes, and insurance payments on a median-priced home.

2018 TOP 8

#1

Millennials: The hardest hit generation as first time home owners

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#2

Women are acquiring their share of the property and auto market

Lightstone investigate how female ownership in the automotive and property market is on the increase.



#3

Fuel increases and consumer behaviour

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#4

Cabriolets in SA: The top down carefree thrill ride

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#5

Sectional title buying performance between 2013 & 2018 reveal buyer priorities

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#6

Foreigners continue their pursuit for South African property

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#7

When it comes to buying tyres it pays to shop around

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