



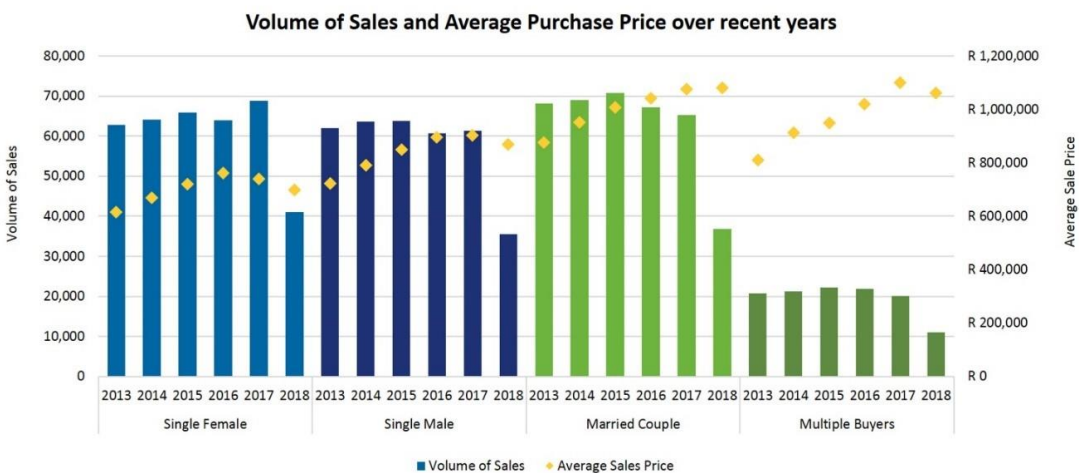
Women acquire their share of the Property and Auto Market

Lightstone investigates the buying trends of Women in Property and Auto

It was not so long ago that women did not have equal rights, nor were they allowed any ownership of property or other entities. Luckily, the picture is much different and today women are empowered and celebrated. [Lightstone](#), the trusted provider of comprehensive data and analytics for the property and automotive market, investigates women ownership in the automotive and property market.

Women and Property

Cindy Bezuidenhout, Lead Analyst at Lightstone Property explains that the data clearly shows that female buyers have been steadily increasing since 2016, noticeably overtaking the male and married couple markets. According to Bezuidenhout this trend could be indicative of female buyers becoming more economically empowered.



Graph indicates increased purchasing behaviour with single female buyers

In a view of the volume of sales by buyer type in the four main provinces since 2013, single female

owners largely dominate in Gauteng and then by a smaller margin in the Eastern Cape. Married couples outweigh other buyer types in the Western Cape and KwaZulu Natal followed consecutively by single female and male buyers. “As reported by Lightstone earlier this year, Gauteng lead the property sales market in terms of volume, and it is very encouraging to see the female market owning this space,” says Bezuidenhout.

All four of the main provinces (Gauteng, Western Cape, KwaZulu Natal and Eastern Cape), have experienced natural growth in property prices over the last five years. The Western Cape has seen a steady climb in average sale price in the last five years. “What is interesting about average sale price amongst female buyers is that it has experienced growth in Gauteng and Western Cape but the picture is a bit more sporadic for the Eastern Cape and KwaZulu Natal where average volume of sales and the average sale price dropped in 2017,” says Bezuidenhout. Although single females lead in terms of volume ownership across South Africa, it is evident that single females fall into the lowest average sales price and according to Bezuidenhout, one could deduct that the gap between male and female average sale price is attributed to the income inequality between the two groups.

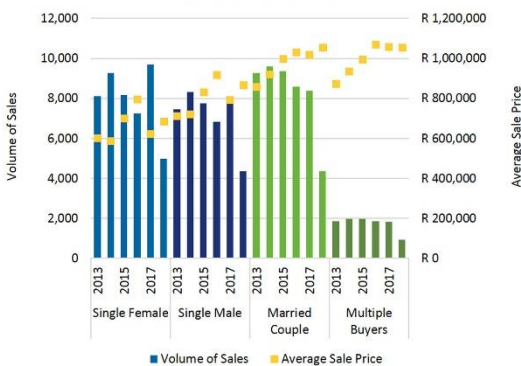
Volume of Sales and Average Sale Price by Buyer Type: Gauteng



Volume of Sales and Average Sale Price by Buyer Type: Western Cape



Volume Sales and Average Sale Price by Buyer Type: KwaZulu Natal



Volume Sales and Average Sale Price by Buyer Type: Eastern Cape

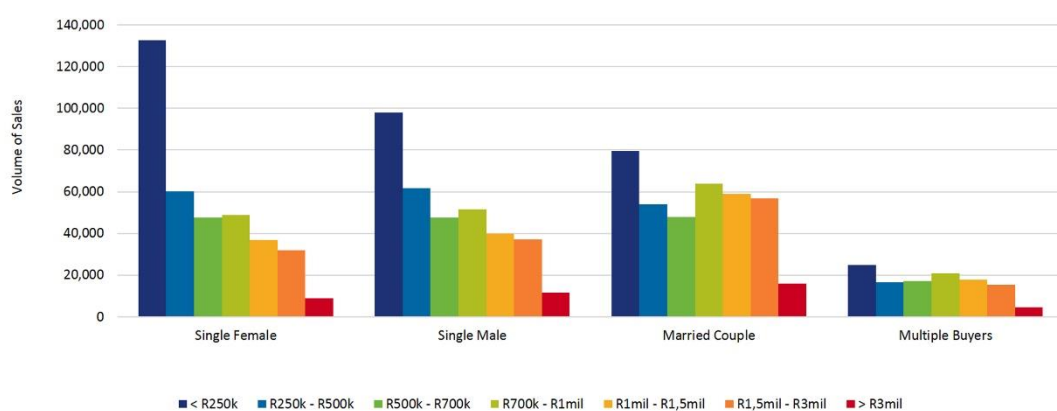


Above graphs show the average property price and total volume of sales between 2013 to 2018 in four provinces

Across South Africa married couples purchase properties with the highest value. Male and female buyers pay less with the gap between single female and males increasing over the last three years.

In a further reference to single females buying patterns, Lightstone looks at sales by buyers in different value bands since 2013. Over 130 000 female buyers purchase in the R 250 000 and under values band. This quantity is 20% higher than males in the same values band. This value band is also the most popular across all purchasing types. “In a comparison between single males and female purchases over the last five years, males have very similar frequency of purchases across the value bands from R250 000 and upwards, but slightly exceed the volume of single female purchases in the above R700 000 value bands. It is heartening to see that females are becoming more active in these higher value property sales”

Volume of Sales by Buyer Type and Value Band (since 2013)



Values bands for different property buyer types since 2013

Women and Cars

In a Lightstone Consumer study some key differences between the purchasing habits of males and females were uncovered. It was found that women were more likely to ask for advice from family and friends and would come to a final decision at the dealership whereas men complete their research before entering the showroom floor. In addition, the survey showed that 60% to 80% of women are likely to take up offers of insurance, service plans and extended warranties, whereas 50% and 70% of men are open to upselling.

Lightstone analysed vehicle purchases over the last six months in South Africa, and results show that **women purchase 48% of the vehicle market**. The vehicle brand with the largest percentage of women buyers is Fiat with 68% of buyers being female, Hyundai comes in second selling 63% of their vehicles to women. Thirdly, of the total Mazda purchases, 62.6% are female and 59% of Kia are female buyers.

Women also feature in the luxury vehicle segment with 15% of Ferrari buyers being woman and 6% buyers of Porsche. Brands that appear to be more popular with women than men include Fiat, GWM,

Hyundai, Kia and Mazda. The most popular vehicle types are the Mazda 3, Mazda CX-2, Ford EcoSport, VW Polo and Polo Vivo.

As transformation and the conversation of women in leadership take exponential strides within government and the private sector, women will become more economically empowered and the view of female ownership will continue to show more growth in all key metrics in the next several years.



The best house price valuation model

With over 12 years of experience our Automated Valuation Model, using a repeat sales methodology, is used by most banks in the home loan origination and approval process. The valuation model is regularly reviewed and approved by credit and rating agencies. Lightstone ensures our estate agent clients have the best tools available to accurately understand market price ranges and offer insightful valuation information to home buyers and sellers.

If you ever need to get hold of us, here are our contact details:

