

# New franchise owner expands Jawitz Properties' presence

Jawitz Properties has announced the expansion of its services into the south east suburbs of Cape Town.



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The areas covered include suburbs east of the M5 such as Rondebosch East, Crawford, Kenwyn, Ottery, and beyond as far down as Muizenberg.

Heading up the expansion is Elton Abrahams, new to Jawitz Properties as franchise owner of this territory. Abrahams has a background in FMCG working for Parmalat South Africa, British American Tobacco South Africa and Brandhouse.

"I find property an exciting field and have bought and sold properties since 2001 as part of my investment portfolio. I am thoroughly enjoying exploring the untapped potential of the south east suburbs - an area where Jawitz Properties has not had a footprint before," Abrahams says.

## Growth potential

"The area has huge growth potential where properties cater to a range of buyers, from those looking for something more affordable to the more affluent, combined with a high turnover of sales," adds Francois Venter, director of Jawitz Properties.

Rondebosch East boasts close proximity to excellent schools such as Rondebosch Boys with an average property price of

R1.9-R3.5m, while properties in Ottery can be priced anywhere from R750,000 up to R1.2m. Crawford and Kenwyn see average prices around R1.4m. "The price range is considerable," Abrahams adds.

Those looking to buy are price sensitive and just like in any other suburb, if homes are priced correctly, in accordance with their location, accommodation and condition, they sell very quickly.

"In addition, these areas allow for renovations and older properties can be picked up for under R1m without the worry of overcapitalising. The area is re-modernising, and it's an exciting time to buy," Abrahams concludes.

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