

This, our 3rd Welgevonden Market Snapshot, deals with residential home sales activity in Welgevonden Estate between 1 January 2009 and 31 May 2012.

Please note that the data below has been modified in order to take out the effect of properties sold in execution (auctions) and family transfers.



It only deals with sales of residential (built-up) properties within Welgevonden Estate. We will be working towards incorporating the data on vacant land in coming publications.

The data for 2011 can be viewed as relatively complete.

Data with regards to 2012 can obviously not be seen as complete or exhaustive, as many transfers are still in the process of going through, and we are not yet half way through the year. We should only be able to provide you with a full picture of 2012 in our publication within a year or so from now. The data for 2012 we used is however as complete as one can expect at this stage, and should give a fairly detailed view of current market trends.

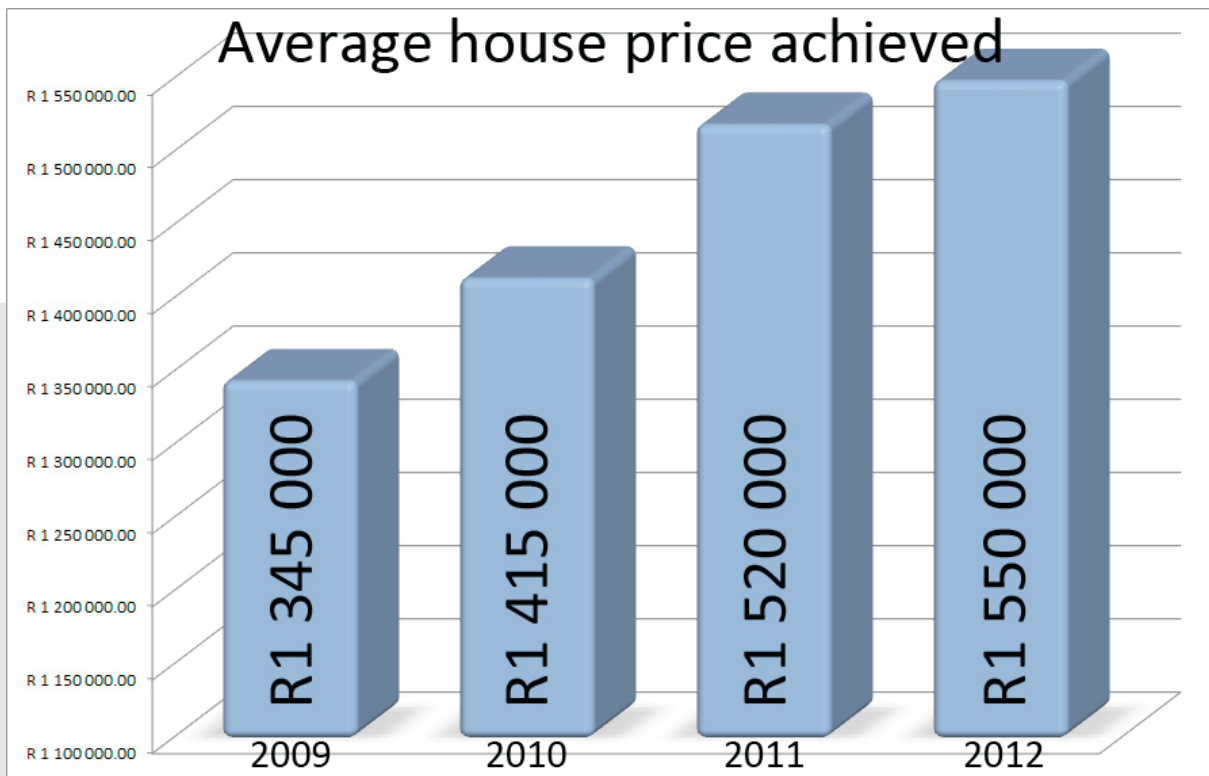
### AVERAGE SALE PRICE ACHIEVED

The average sales price in in 2009 was +/- R1345000. In 2010 Welgevonden Estate experienced nominal growth of 5.16% in terms of the average sales price achieved, and as such in 2010 the average sales price grew to +/- R1415000. In 2011 the average sales price achieved was +/- R1520000, up 7.42% year on year (nominal terms). Currently (data for 2012 up to end of May 2012), the average sales price in Welgevonden Estate is hovering around R1550000 (or up +/- 2% year on year in nominal terms). This data is however slightly skewed by the fact that there has been a decrease of roughly 3m<sup>2</sup> in the average size of homes traded in 2012 versus 2011.



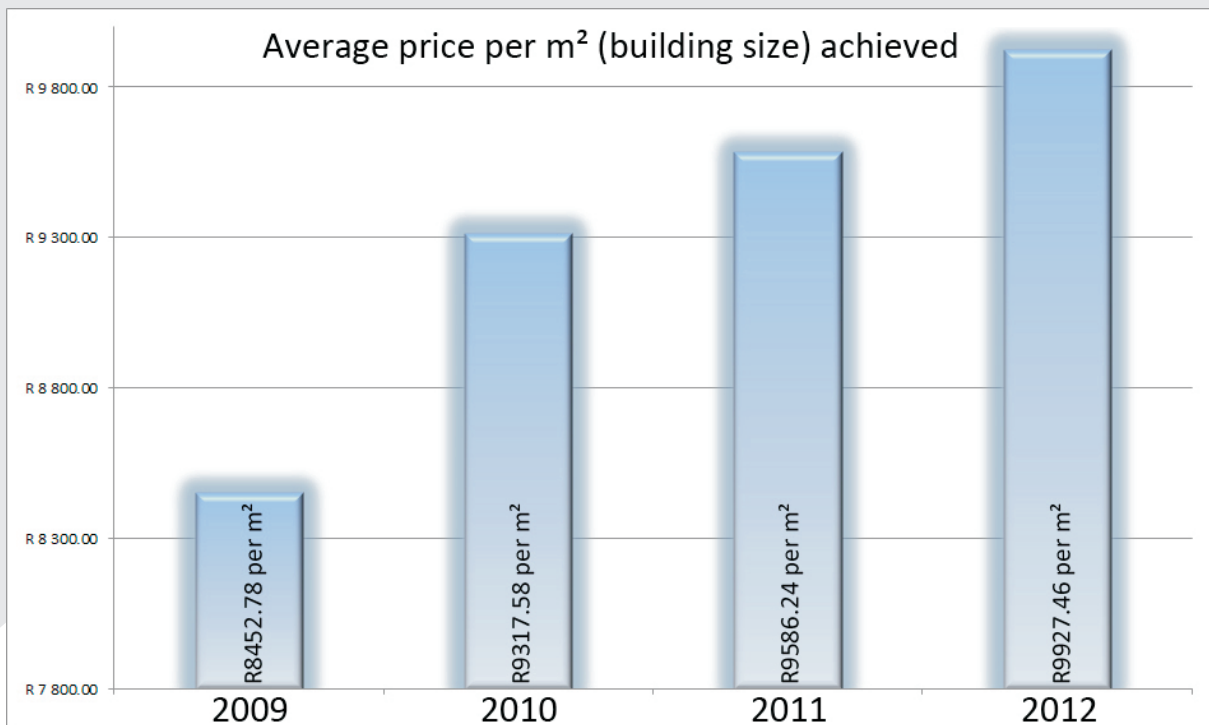
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## AVERAGE PRICE PER m<sup>2</sup> ACHIEVED

As another indicator, we have also studied the average price per m<sup>2</sup> (building size) achieved in Welgevonden over the period in question. The results showed the following average prices achieved per m<sup>2</sup>:



The lowest price achieved per m<sup>2</sup> in 2011 was R6164.38 p/m<sup>2</sup> and the highest price achieved per m<sup>2</sup> in 2011 was R14411.76 p/m<sup>2</sup>. The lowest price achieved per m<sup>2</sup> in 2012 to date was R7828.57 and the highest price achieved per m<sup>2</sup> in 2012 to date was R12857.14. 90% of all transactions took place in the margin of between R8000 and R12000 per m<sup>2</sup>.

## SUMMARY

From the above data, it remains clear that Welgevonden Estate has continued on its positive growth trajectory since our previous market snapshot, albeit at a somewhat slower pace.

Risk factors include the potential impact of the Euro-zone crisis on the South African economy in general, and a slow projected recovery for the South African economy as indicated by a number of economic indicators at present.

We are concluding the report with a summary of the most important data and indicators from our research.

We would like this opportunity to thank our clients for their continued support. Building on an achieved market share of 27.5% of turnover in 2011 (the largest single market share of any estate agency operating in Welgevonden Estate), indications are currently that Meridian Realty are standing on a +/- 37% market share of turnover for 2012. Should you need a **free market valuation**, or would like to discuss your property needs within Welgevonden Estate, please be sure to contact us.



When it comes to property in Welgevonden Estate, we are here to help.

	2009	2010	2011	Jan 2012 to May 2012
Lowest price achieved:	R 950 000.00	R 800 000.00	R 900 000.00	R 1 150 000.00
Highest price achieved:	R 2 000 000.00	R 2 000 000.00	R 2 450 000.00	R 2 400 000.00
Average (+/-) Sales Price Achieved (excluding sales in Execution):	R 1 345 000.00	R 1 415 000.00	R 1 520 000.00	R 1 550 000.00
Nominal Year on Year Growth / (Decline) - Sales Price:		5.20%	7.42%	1.97%
Average House Size of sample data:	159.06 m <sup>2</sup>	151.74 m <sup>2</sup>	158.58 m <sup>2</sup>	156 m <sup>2</sup>
Smallest price achieved per m <sup>2</sup> :	R 6 403.94	R 6 428.57	R 6 164.38	R 7 828.57
Highest price achieved per m <sup>2</sup> :	R 10 775.86	R 14 601.77	R 14 411.76	R 12 857.14
Average price achieved per m <sup>2</sup> :	R 8 452.78	R 9 317.58	R 9 586.24	R 9 927.46
Nominal Year on Year Growth / (Decline) - Average p/m <sup>2</sup> :		10.23%	2.88%	3.56%
Turnover - Rand Value (excluding Sales in Execution):	R 65 881 000.00	R 93 315 600.00	R 91 215 914.00	R 29 425 000.00
Percentage Increase / (Decrease) in turnover (rand value):		41.64%	-2.25%	
Turnover - Units (excluding Sales in Execution):	49	66	60	19
Percentage Increase / (Decrease) in turnover (units):		34.69%	-9.09%	

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