

4TH ANNUAL



AFRICA
PROPTech
FORUM
VIRTUAL
SUMMIT

AFRICA'S NUMBER ONE REAL ESTATE TECHNOLOGY EVENT

07 SEPTEMBER 2021

UNLOCKING AFRICA'S
NEW ERA
WITH PROPTech



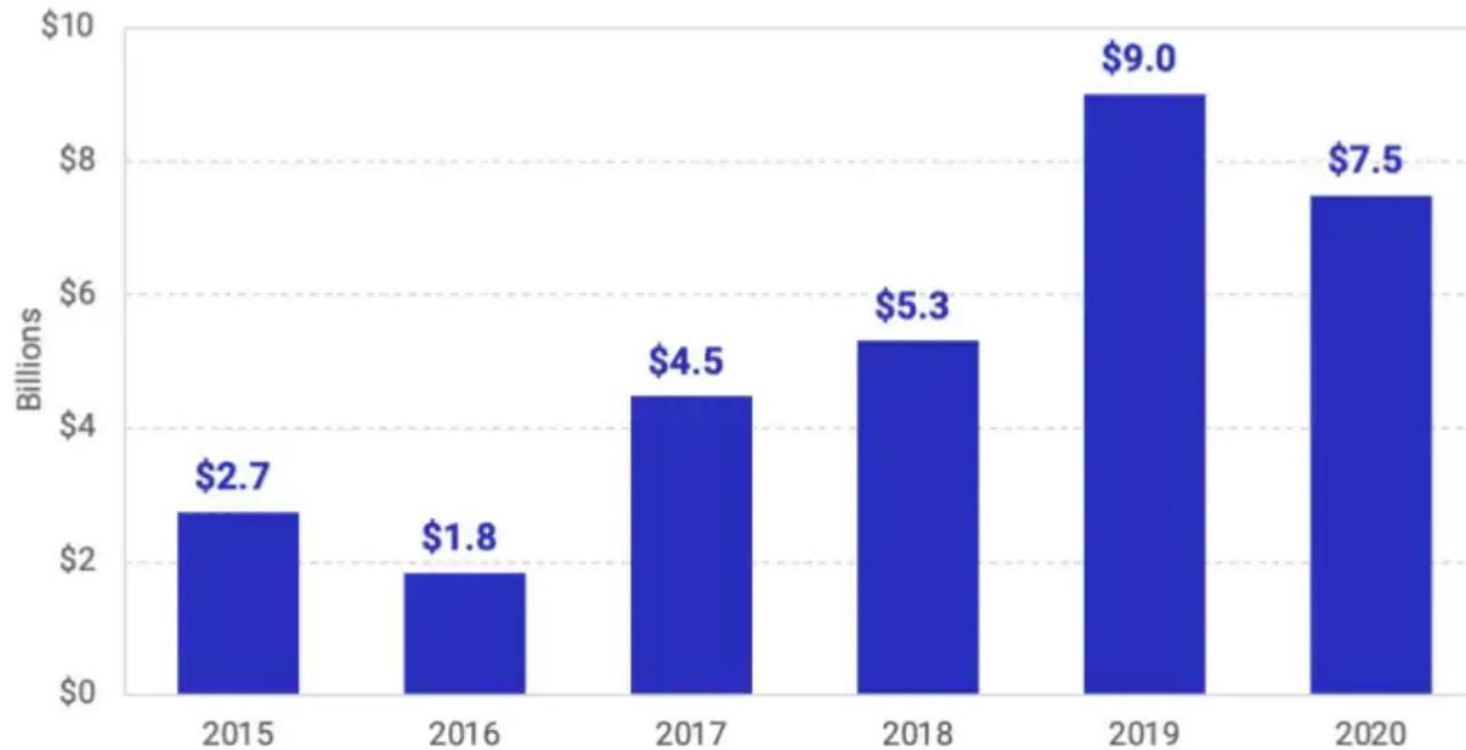
Session 04:

THE ROLE OF TECH AND INNOVATION FOR TODAY'S TOP BROKERS AND AGENCIES

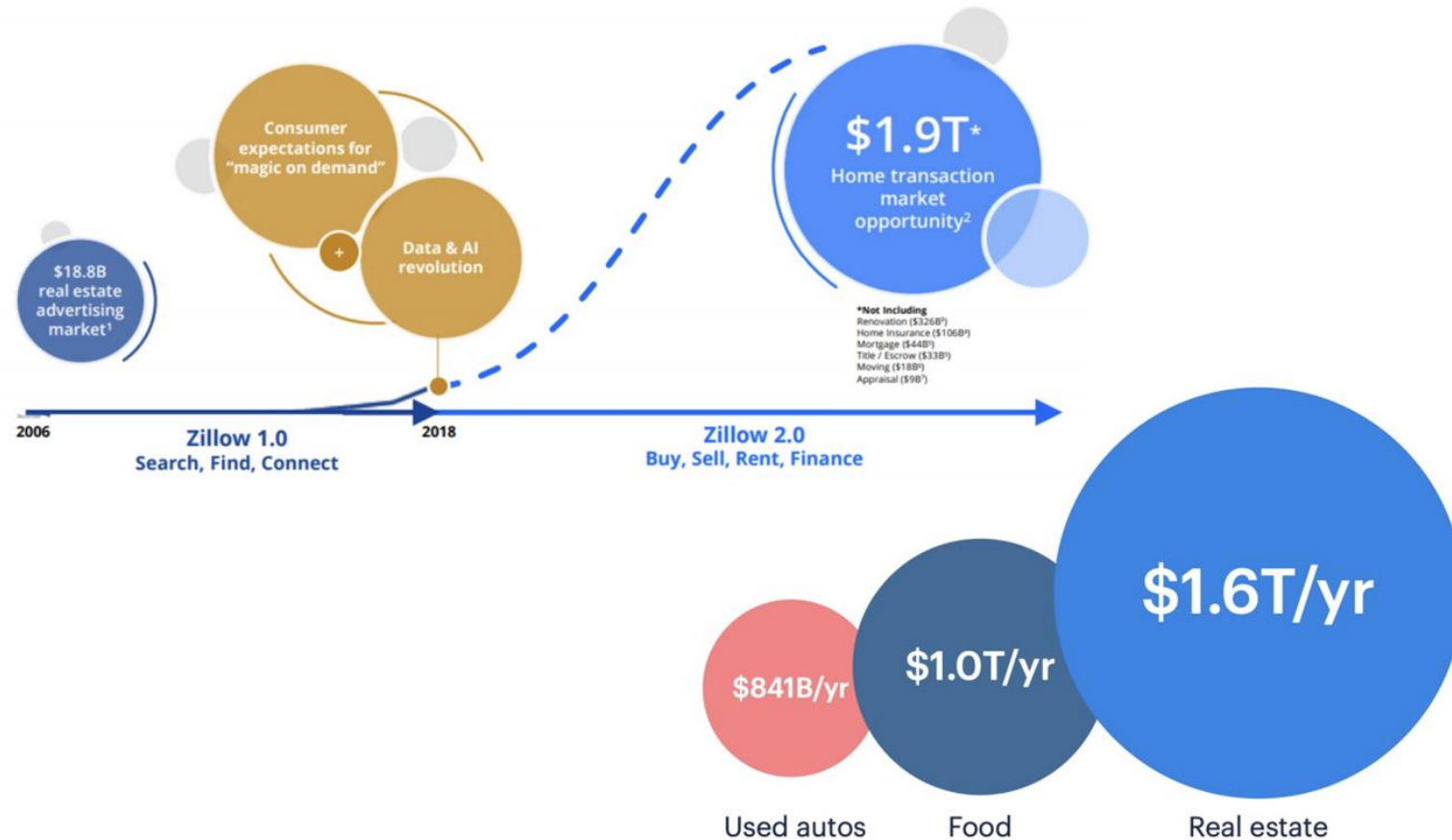
Presented by: Gil Sperling
Co-CEO, Flow

Real Estate disruption driven by unprecedented amount of capital

U.S. Real Estate Tech VC Investment



The market opportunity is massive, real estate hasn't changed in decades



Source: Opendoor and Zillow investor presentations, 2020.



EARLY-STAGE REAL ESTATE TECH MARKET MAP

Companies receiving early-stage financing (seed or Series A) since 2015

COMMERCIAL

O-2-O SERVICES



LISTING/SEARCH SERVICES



INVESTMENT/CROWD FINANCING



MORTGAGE AND LENDING



PROPERTY MANAGEMENT AND LEASING



MARKETING/VIZ



EVENTS AND ALTERNATIVE OFFICE



DATA, VALUATION, AND ANALYTICS



RESIDENTIAL

LISTING/SEARCH SERVICES



INVESTMENT/CROWD FINANCING



MARKETPLACES AND LIQUIDITY



MORTGAGE AND LENDING



PROPERTY MANAGEMENT



CORPORATE AND SHARED HOUSING



AGENT MATCHING



LEASING AND RENTING



MARKETING/VIZ



TECH-ENABLED BROKERAGE



TITLE AND CLOSING



DATA, VALUATION, AND ANALYTICS

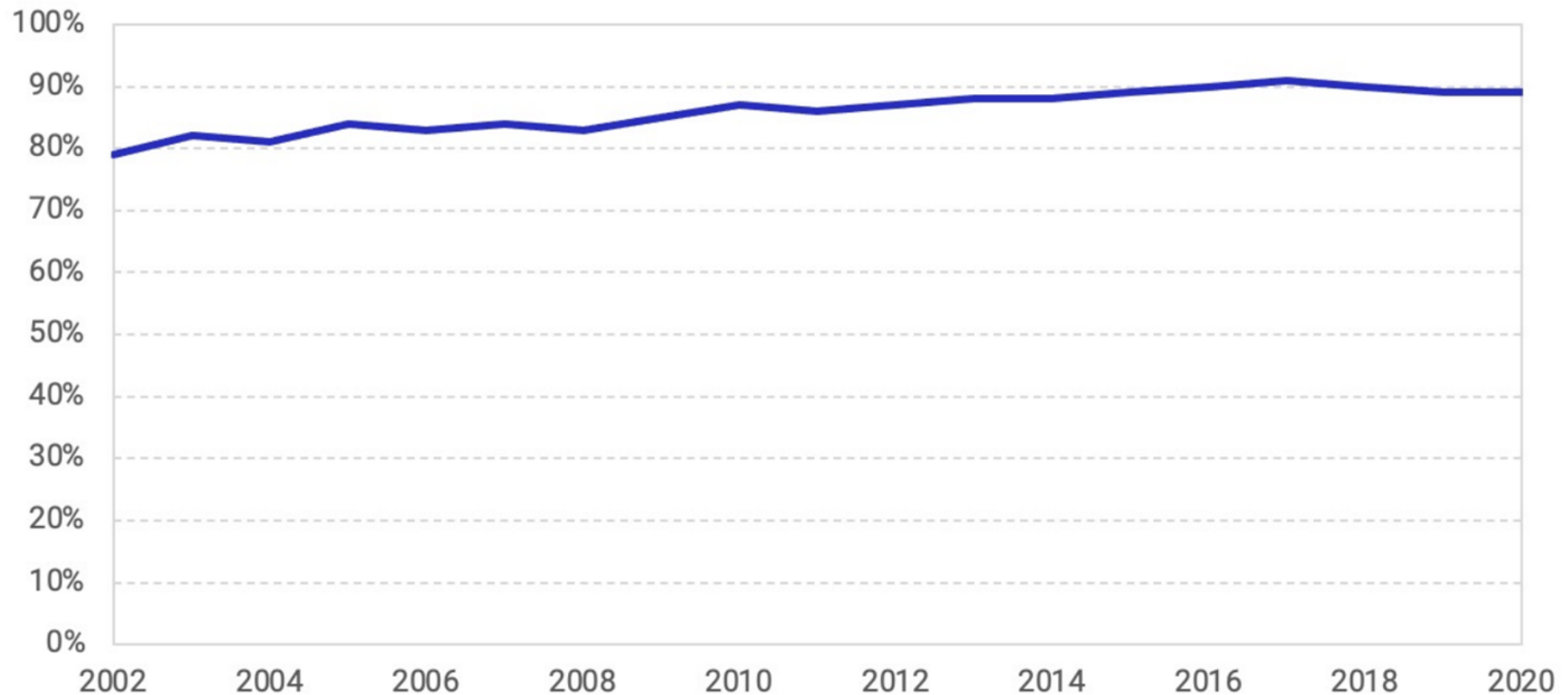


AGENT SERVICES

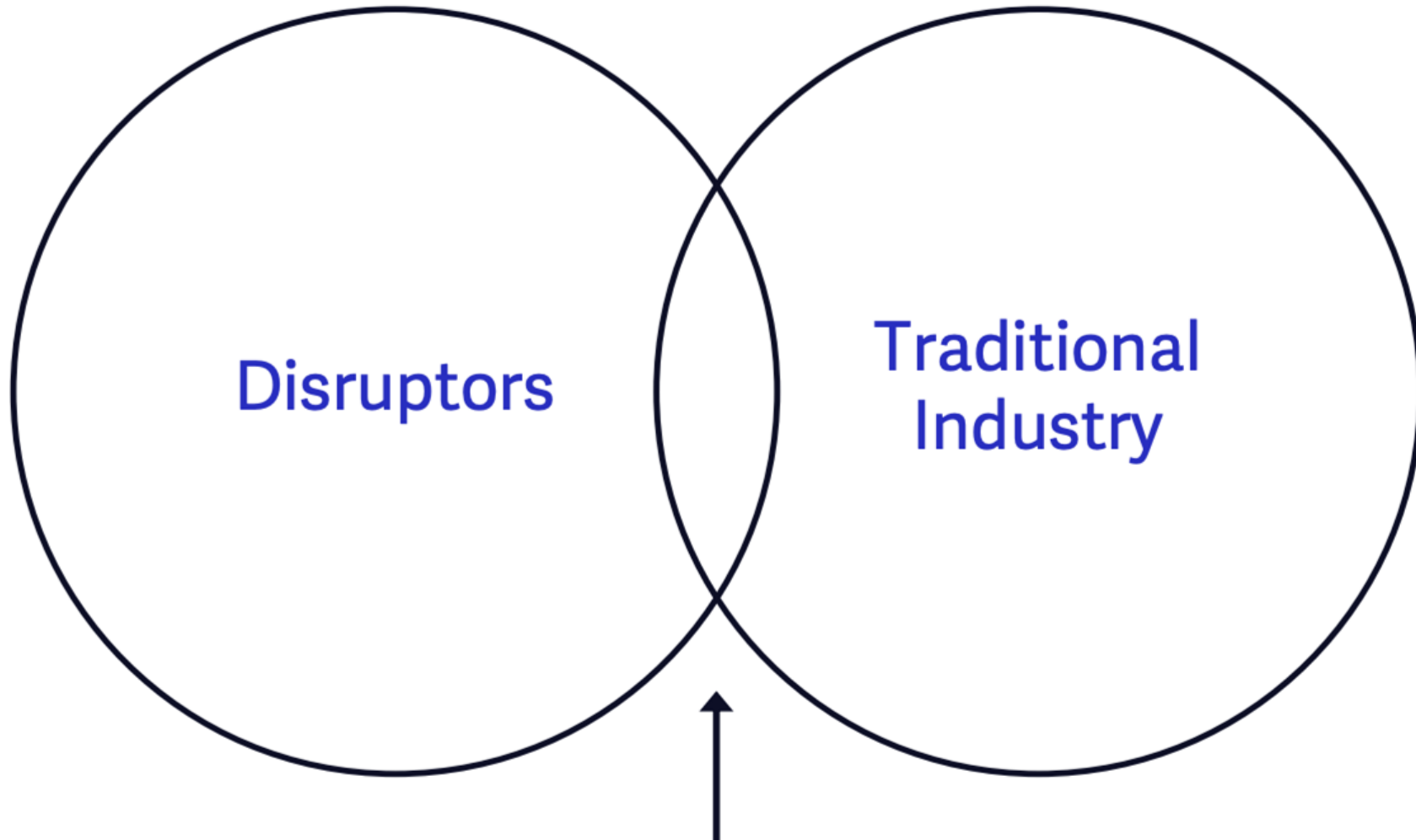


The Role of agents and brokers

Homes Sold Using an Agent in the U.S.



Smart agents are embracing technology and new models



Buyer and tenant experience of finding homes is changing

Reach your target audience where they are



4 Hours
Spent on their
phones every day



23 million
on Facebook &
Instagram



8.3 million
& **30k+** companies on
LinkedIn



70%
Come back daily

Your target market - this is where they spend their time.

Buyer and tenant experience of finding homes is changing

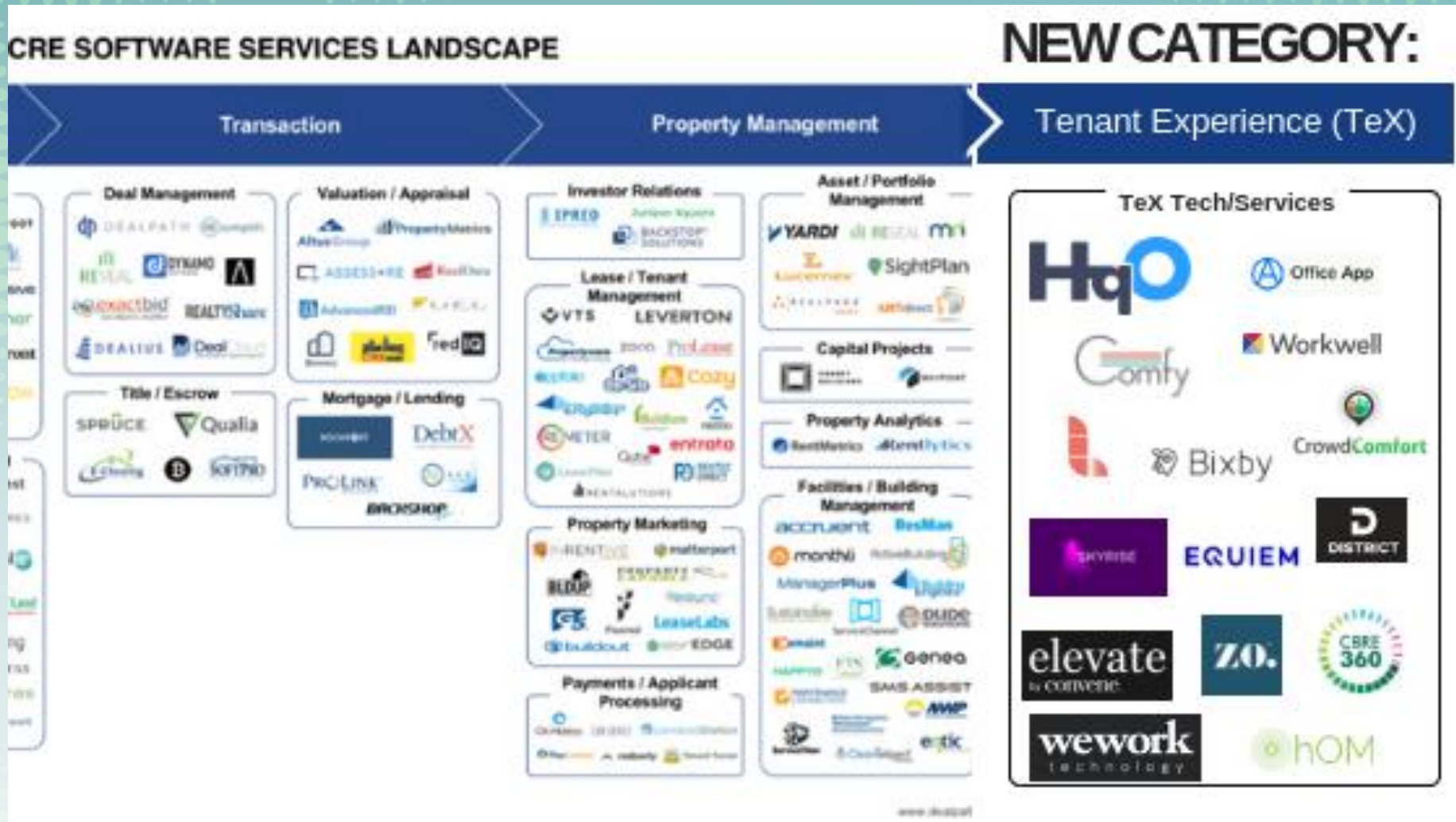
79%

of homebuyers use online resources, including mobile, at some point in their search.

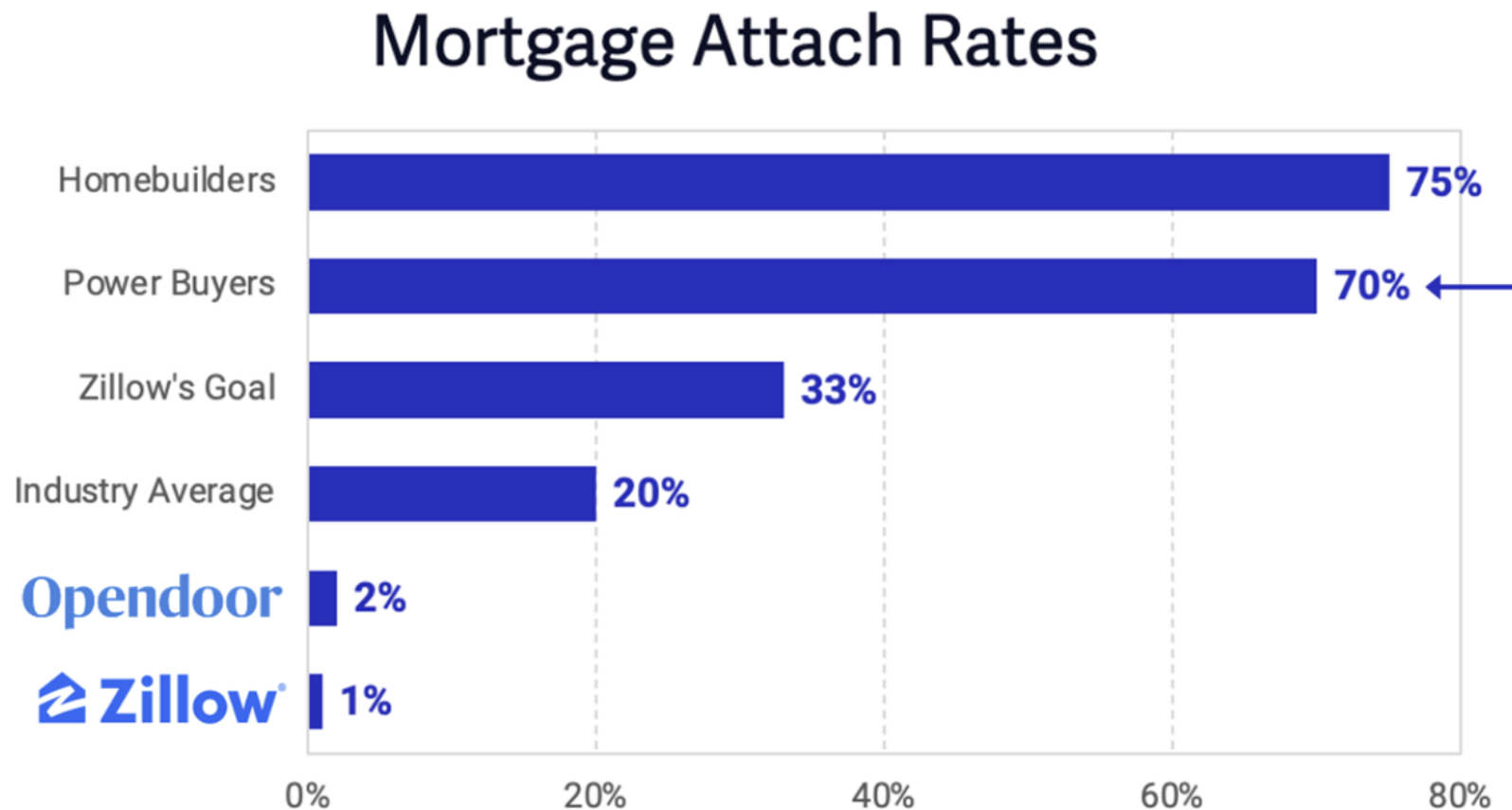
33%

of millennials spend nearly 14 hours a week on social media during their housing search

Leasing experience and Landlord/Agent relationships are becoming more engaging



Financial services relating to the property transaction are shifting in place



Session 04

THE ROLE OF TECH AND INNOVATION FOR TODAY'S TOP BROKERS AND AGENCIES

Speakers Bios

John Jack – CEO, Galetti Corporate Real Estate



John is the Chief Operating Officer for Galetti and has been with the company since 2010. He brings an in-depth knowledge of the South African property market.

John gained significant experience during the global crisis in restructuring and portfolio rationalisation for our clients in the private sector. John's property knowledge is extensive having consulted to global clients on development proposals and existing office and industrial leases and sales.

Gerhard Kotze – Managing Director, RealNet Holdings



Gerhard Kotzé has been in the real estate industry for more than 28 years. He has travelled widely and consulted with real estate experts in Europe, Asia and the US, and this exposure to best practice internationally has given him a good understanding of how important it is to identify new technologies and he prides himself on being an early adopter.

Industry Experience:

2003 – 2012:	Chief Executive Officer – ERA Real Estate (South Africa)
2012 – 2016:	National Business Development Manager – Chas Everitt International Property Group
2016 – date:	Managing Director – RealNet Properties

Jarrood Lewin – Divisional Director: Technology, Cushman and Wakefield | BROLL



Jarrood is the Divisional Director: Technology as well as Account Director at Cushman & Wakefield | Broll, with experience in large multi-national portfolio management, strategy management and transaction management.

He leans specially on Technology and PropTech influences to being key drivers of his strategic outlook. He identifies with innovative solution making and cutting-edge industry thought-leadership.

Franc Gray – Head of Strategy, BetterLife Group



Franc is a member of the BetterLife Group Executive Team and is responsible for overseeing all aspects of BetterLife's strategy, innovation programs and investments.

Franc has over 14 years of experience leading innovation teams and new business ventures across various service industries, including private equity, banking, insurance, technology, and ICT, with assignments in several geographies across SADC, the UK, Europe, and the US. Franc graduated from WITS in Johannesburg and has read management at Harvard Business School in the US and Data and Analytics at Cambridge University in the UK.



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Session 04: **THE ROLE OF TECH AND INNOVATION FOR TODAY'S TOP BROKERS AND AGENCIES**

Panel Discussion