

Wealth Migrate enters SA property market

Global online real estate investment marketplace Wealth Migrate has announced its entry into the South African property market through its online investment platform.



Artist impression of Zero2One

"This is the first time that both local and global investors can invest in a premium South African destination with our new development in Cape Town," says chief digital officer, Jay Thomson.

Scott Picken, Wealth Migrate founder and CEO says, "This is an extremely exciting development for South Africa. Billions of dollars have been invested in real estate through the new use of technology in the USA, UK and other leading markets in the last three years. Now these same benefits and opportunities are finally available to South African's in their own market. Being born in Durban, I am so excited to finally be able to bring these benefits of technology to my fellow countrymen. When technology disrupts an industry it does three things. It cuts out the middlemen, reduces costs and increases trust, transparency and accessibility. Think Uber, AirBnB, or Apple with music etc. Now technology is doing the same thing to real estate investing."

Zero-2-One

For its South African launch, Wealth Migrate looked to Cape Town's City Bowl. Cape Town is often cited as one of the most popular cities in the world and the City Bowl is Cape Town's blue chip property sector. Zero-2-One has been earmarked as the first property on the new SA platform. Comprising 42 stories, the building will stand at over 148m tall and be used as a multi-use retail and residential lifestyle space. Construction is scheduled to commence later this year and will be completed in 2020.

Wealth Migrate is moving with market trends to facilitate a lower barrier to entry, now offering a minimum investment from R1,000 for South Africans. "Previously the best opportunities were only available to the 1% and thanks to technology disruptions, we're excited to be able to assist HNWI's, institutions and a new market who want to invest in the same opportunities as the ultra-wealthy," says Denise Hardman, GM for South Africa.

"Most people would love to play global monopoly and invest in the best opportunities in South Africa and First World markets. Well now they can. We have made it a reality," she concludes.

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