

New data centre to provide information on low-income and affordable land and housing market in South Africa

The ABSA house price index (September 2010) estimates that the average nominal value of a home in the small houses (80m²-140m²) segment of the market is about R837,100. Yet over 70% of South Africans are only able to afford houses of less than R500,000. While most of South Africa's population live in such houses, very little is known about this market segment.

The Affordable Land and Housing Data Centre (al+hdc) is an initiative focused on the lower segment of South Africa's property market. Drawing deeds data from the South African deeds registry and survey data from StatsSA and other sources, the al+hdc provides information on all suburbs in South Africa where the average property price is less than R500 000. The al+hdc's purpose is to provide accurate and up to date information on the low-income and affordable land and housing market in South Africa. Providing data at the suburb level, the al+hdc provides insight into the purchase price, the type of buyer and seller and level of mortgage finance in this segment of the market. Consolidated analysis includes trends, levels of churn in different areas and the average value of properties. Further, the latest research on this segment of the market can be accessed from the website.

The al+hdc is intended for use by policy makers and regulators, researchers, students and professionals to increase understanding of this segment of the market and enable constructive policy choices; by private sector practitioners to enhance product and service development for this market; as well as by households themselves so that they can better access the market and maximise the performance of their assets.

The al+hdc is a joint venture between FinMark Trust and Urban LandMark, with support from Lightstone Property Services and Eighty 20. The official launch of the initiative takes place on Thursday 4 November 2010 at the FNB Conference and Learning Centre in Grayston Drive, Sandton, Johannesburg.