

African Property Group launches real estate marketplace websites in 8 african markets

African Property Group is launching eight new websites in emerging African nations to allow the populations to search for properties, using digital technologies

SYDNEY, NEW SOUTH WALES, AUSTRALIA, January 23, 2017 /EINPresswire.com/ -- African Property Group is launching eight new websites in emerging African nations that will allow the populations to search for properties, using their computers or mobile phones.



The operations were launched in Lesotho (myproperty.co.ls), Malawi (myproperty.mw), Somalia (myproperty.so), Seychelles (myproperty.sc), Zambia (zambianhome.com), Botswana (tswanahome.com), Swaziland (swazihome.com) and Zimbabwe (shonahome.com), covering altogether a market of more than 65 million people, these websites are significant for the developing nations and are the first of their type in those marketplaces.

Unlike the Western world, African nations have extremely low internet usage, with only around 13.5% of the population accessing the internet, so there is a huge opportunity there.

African Property Group can tap into a substantial market in the future by expanding to new countries on the continent. As the nations gain access to the internet, their citizens will be able to search for various types of properties such as houses, apartments, lands, farms and others, where they previously wouldn't have been able to. It is allowing real estate agents, homeowners and tenants a new way to buy, sell and rent their properties faster.

After less than a month of operations, African Property Group is already receiving a great traction with tens of thousands of visitors and likes on its social networks. The company has been privately seed funded by investors in Australia and is based in Sydney. They hire operators in each market they operate in and have a strategic team of 5 people in Sydney.

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