

Revenue Model

Commission Structure

5%

of property value

OR

R30k

minimum per deal

Breakeven: R600k property value

R1M = R50k commission | R2M = R100k commission

What The Numbers Tell Us

40-67

Transactions/year

4-7%

Conversion rate

~1,000 users but only 40-67 transactions

93-96% haven't transacted yet

KEY INSIGHT

Strong unit economics: ~50 active customers = R2M (~R40k per customer)

The challenge is conversion, not retention. 60% come back for more.

Source: Disrupt Africa (March 2024) | Transaction estimates inferred from disclosed revenue