

Understanding the Business Model

What InvestRand actually is — based on evidence

Key Finding: InvestRand is a property sourcing marketplace, not a fractional investment platform.

Source: investrand.co.za — "With investRand, you get full ownership of your property—no fractional investments, no hidden costs."

This Distinction Matters

Aspect	Fractional Platform (e.g, EasyProperties)	InvestRand (Actual Model)
Ownership	Fractional shares in SPV	Full property ownership
Minimum investment	As low as R1	Full property deposit/bond
Revenue model	Management fees on pooled funds	5% sourcing fee per transaction
Regulatory framework	FSP license, Cisca registration	Potentially PPRA, possibly FAIS

Stated Business Metrics

(Source: Disrupt Africa, 26 March 2024)

1,000+ Users	60% Repeat customers	R1M+ First year revenue	33 Median customer age	~50% First-time investors	Profitable Since inception, bootstrapped
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Revenue Model: 5% sourcing fee (minimum R30,000) per property transaction

Example: R2,000,000 property → R100,000 sourcing fee to InvestRand