

# 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

**Revenue Model:** 5% sourcing fee (minimum R30,000) per property transaction

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