

NEWS RELEASE

FOR IMMEDIATE RELEASE

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IEANSA Rejects Public Misrepresentation by NPPC

The independent Estate Agency Network of South Africa (IEANSA) categorically rejects the latest public misrepresentation by NPPC CEO, Joseph Sakoneka alleging that IEANSA does not support the current PPRA Board.

Speaking on eNCA, Joseph Sakoneka said: “We have engaged the ministry, and we have seen our colleague from IEANSA calling for ministerial intervention. We don’t believe as NPPC that the Minister still needs to intervene on this matter because she has appointed a competent board that can tackle issues such as this.”

On the contrary, IEANSA was the first organization to raise these concerns of resultant instability in the industry at the time when news of PPRA CEO suspension was announced by the Board and not the NPPC as illustrated by our erstwhile media statement. Instead, it was the NPPC who were the first to ‘celebrate’ this announcement of the ensuing instability at the PPRA.

Sakoneka further went on to say: “Yes, we are aware that no CEO has finished their term at the PPRA or the former EAAB, But there are reasons for that.” What else does Mr Sakoneka know....?

This misrepresentation of facts by NPPC CEO are unfounded and deliberately intended to mislead members of the public and to damage IEANSA’s reputation.

IEANSA wishes to place on record that, as an organization, we fully support both the current PPRA Board and the Honourable Minister of Human Settlements in both their efforts to directly support small real estate agencies to grow so that they too can contribute to the transformation of the industry in South Africa. This follows the official launch of the PPA in February 2022 by the Minister thus ushering in a new era and expanded real estate industry in South Africa.

We have no reason to doubt that majority of South Africans would agree with IEANSA that we have, by far, one of the most untransformed real estate industries in the world and the call by IEANSA for the Minister’s intervention is indeed critical given the history of leadership instability at the PPRA.

Over and above this call, The Independent Real Estate Agency Network of South Africa has long asked for common-sense industry solutions designed to help independent real estate agencies to develop and grow their business in a sustainable way.



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These solutions include, among others, directly supporting black principals as the nuclear of small to medium business growth and transformation, particularly in the following key areas:

- Business Mentorship and entrepreneurship skills development
- PropTech and Strategic Marketing
- Access to markets and fair competition
- Targeted funding and non-financial business support

As IEANSA, we believe that these are the keys to unlocking genuine transformation given that the big real estate agencies and listed property companies are known historically to collude with each other in order to frustrate any transformation attempts by government.

IEANSA is committed to ethical, responsible and principled real estate engagement with all stakeholders in the industry.

Issue by IEANSA Communications on behalf of the Association.

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