

Middle-income Group

The Unilever Institute at the University of Cape Town recently found that the black middle-income group has increased to more than four million South Africans.

“Stimulation of the growth of the middle-income group during the past 20 years is one of positive aspects which government supported,” says Charles Robertson, CEO of Visual International Holdings (VIT). “A strong middle-income group adds great value to our economy and society. This is by far the fastest growing population group in our country. And this burgeoning group requires accommodation.”

VIT develops mixed-use suburbs and builds quality housing for the middle market on suitable land near jobs and infrastructure in strategic high-growth nodes. Its homes and apartments range in price from R400 000 to R700 000.

“We have found the middle-income market is currently not well catered for. There is a big demand for good quality residences and communities which include schools, shops and recreation,” notes Charles. “By listing on the JSE, Visual will continue to pursue some of the many opportunities in this market segment.”

Visual International, Charles Robertson
Tel: 021 919 8954