

Why Rosebank is Jozi's best property investment

By [Chris Renecke](#)

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Rosebank encompasses the excitement of fast-paced city life and the calm beauty of leafy suburbia, placing it in high demand for both business and residential investment players. All major property developers have ensured a foothold in what is fast becoming Johannesburg's next and most sought-after urban living node.



Rosebank, Johannesburg. Image source: [Facebook](#)

Rosebank is one of the city's oldest, most established suburbs, hitting an all-time peak in development investment of both commercial and residential properties. It's a vibrant blend of business hub and urban living at its finest, fast aligning with new urban global living trends worldwide.

Big corporate names have made Rosebank home, such as Rand Merchant Holdings, Coca-Cola, Sappi, Life Hospital, Total and BP's head office, and the new Radisson Red. Another major player is Anglo. Anglo American, Anglo Coal and Anglo Gold Ashanti are already in the node, with more of the Anglo subsidiaries following soon.

When looking at the area in numbers, in the past three years a remarkable two hundred thousand square metres has been developed, completed, and occupied. A further 7,000m² is under construction which, on completion, will house 14,000 people. These numbers exclude properties completed more than 36 months ago - for example the iconic Standard Bank building, which is approximately 75,000m². This demonstrates the incredible growth of the area, thus making it a sought-after address for both businesses, individuals, and families.



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A key living and business hub

There is so much more to Rosebank than one expects - most appealing is the fact that it offers everything you need in close proximity, including the convenience of major retailers, office space, top hotels, restaurants, coffee shops, art

galleries, and gyms, as well as being a complete package for art enthusiasts, business travellers and foodies. Add the Gautrain, bus routes, taxi ranks, easy access to the highway and other main arterials, as well as top private and government schools, churches, a hospital, and comprehensive offering of medical suites, makes it the most user-friendly location in Jozi, easily competing with Sandton as a key living and business hub. Due to its compact size, visitors, residents, and workers are able to walk the area, enjoying the outdoor atmosphere, en route to their destination.

There are still great investment opportunities available, allowing investors to earn solid predetermined returns on their investment. A further incentive for investment buyers are rental guarantees offered by some developers. Through guaranteed rental returns, the buyer can earn solid predetermined returns on their investments. Generally, this applies to developments that are still to be built, under construction and completed, allowing investors to reap the benefits of rental income from transfer for up to 12 months.

In the words of financial adviser Suze Orman, "Owning a home is a keystone of wealth ... both financial affluence and emotional security."

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