

Interviewed and written by Glenda Williams

READ TIME: 11min

Listen 

Quoin Technologies: Pioneering Proptech

Quoin's innovative software solutions in the commercial real estate tech space are proving to be a game-changer. But building success in the software business came with strategic pivots.

When Quoin Technologies co-founders **Karen Miller** and **Wayne van der Vent** launched their first proptech product in 2014, they were ahead of their time. The market was not yet ready to embrace the digital space and adopt their pioneering commercial real estate technology. Although never the strategy, Quoin became a brokerage by default, utilising their software and operating under the Quoin Online brand.

"We always wanted to operate in the software space but the market was not quite ready for us. So we needed to operate in the broker space in order to prove how technology would create efficiencies in marketing and sales," Miller tells **Asset**.

Much has changed in the last ten years. Adoption of its pioneering software has accelerated post-Covid, the company has rebranded to Quoin Technologies, and it has launched two innovative products, **Brokerzone** and **Ownerzone**.

brokerzone™ **ownerzone**™



Quoin Technologies' co-founders
Wayne van der Vent and **Karen Miller**

Find space... all in one place.

Nowadays, Quoin Technologies is a fully-fledged software business, the first Proudly South African proptech company to provide industry-wide solutions for the commercial real estate ecosystem.

Today, Quoin Technologies is a fully-fledged software business, the first Proudly South African proptech company to provide industry-wide solutions for the commercial real estate ecosystem. Quoin Technologies develops their own software in-house, charging a monthly licence fee to their clients.

“We are digitising the way [commercial real estate] business is done and making it more efficient,” explains Van Der Vent. “Our differentiator is that we are property

people developing technology, unlike other players who might try to shoehorn a problem into an existing system or one that has been licensed from abroad.”

Still, the path to operating as a software business was somewhat less direct than envisaged.

Brokers by default

“We thought there must be a better way of doing things,” Van Der Vent tells Asset,

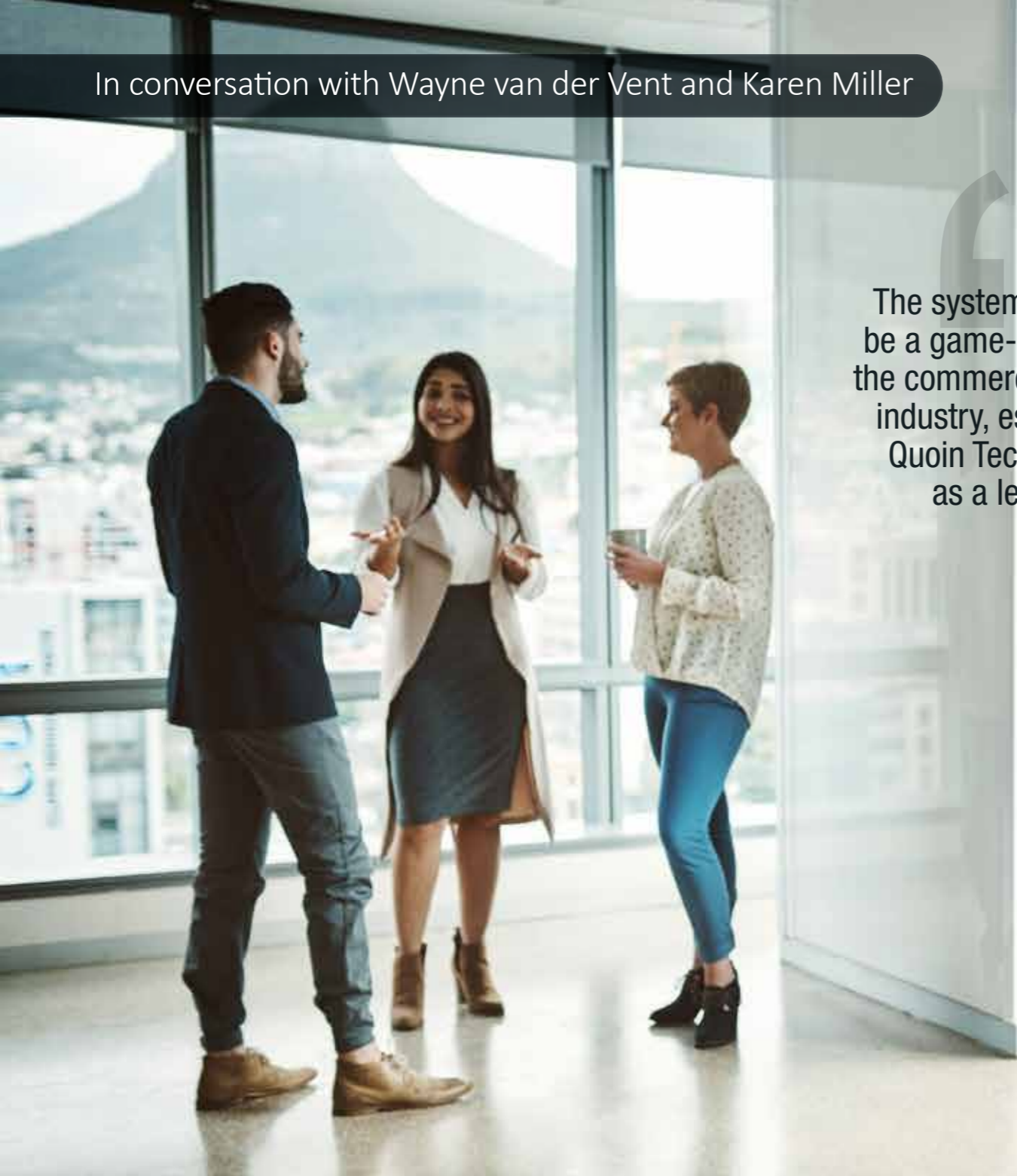
referring to the laborious and inefficient manual processing and availability of information in the commercial property transactional space some fifteen years ago.

Back then information on commercial properties for transactional purposes was shoddy, particularly as it pertained to valuation and vacancies/listings information, he says. “In the drilling down of data we realised that we weren’t getting the information we required to make informed decisions.”

“A lot of the information wasn’t available,” adds Miller. “You’d have to sift through that piecemeal when you did your due diligence. It was neither a speedy nor straightforward exercise.”

Quoin came about off the back of that problem, the founders bringing the richness of their property expertise to deliver solutions.

Ironically, their platform was based on a car sales platform, which their tech team built.



The system proved to be a game-changer for the commercial property industry, establishing Quoin Technologies as a leader...



“The bones were sufficient to work for property,” says Van Der Vent. “There’s a similar selling process and method of acquiring detailed information. Based off that we developed the sales software.”

But landlords were slow to embrace Quoin’s proptech product launched in 2014. What piqued their interest was how the system could assist in property sales. It was that shift in interest that obliged the company to pivot to a brokerage,

utilising their technology internally to manage and sell property portfolios.

“While we wanted to develop a platform for brokers, it was never our strategy to be a broker in this space. We became brokers by default,” reveals Van Der Vent.

Still, the shift in interest also helped refine the system’s capabilities. Features like online marketing, signing of NDAs, broker and buyer introductions,

due diligence data rooms and digital agreements were improved, culminating in a more robust and effective platform. The system proved to be a game-changer for the commercial property industry, establishing Quoin Online as a leader known for its successful sales processes.

The pivot from broker to proptech pioneer

For the last ten years, with its sales platform and large base of brokers who participated by introducing buyers, the company traded as Quoin Online.

Quoin Technologies offers real-time information and tools that empower owners, brokers, buyers, sellers and tenants to make informed decisions.

List space...
all in one place.

But accelerating adoption by landlords of Quoin's white-label sites for rentals as well as sales, saw the founders making another strategic pivot.

Says Van Der Vent: "We wanted to shift away from the perception of being brokers. However, we are proud that we had a brokerage in the past because it is out of those learnings that we are able to develop our current offerings."

"We made the decision to remove ourselves from the brokerage space

and rebranded our business to Quoin Technologies," says Miller. Quoin Technologies is now only a software business, its clients commercial property owners and brokers.

The path to Quoin's software business came, in large part, through the adoption of technology post-Covid. That created the opportunity to expand offerings and focus on the rental market. Off the back of this came the development of new proptech products specifically tailored for owners and brokers.

"The vision was always to build white-label software (software that a company can use and brand as its own). In other words, client-branded software that clients could use to dispose of properties on a private treaty bidding, auction-type sales, and now rental, software platform," Miller tells Asset.

Quoin Technologies offers real-time information and tools that empower owners, brokers, buyers, sellers and tenants to make informed decisions. The company's software platform allows clients to integrate their vacancies from their Property

Management Systems, market these to tenants and brokers, and conclude an automated offer, application and signature, with just a few clicks. The system improves transparency and compliance and includes FICA and TPN credit checks as well as FICA compliance that landlords and brokers are now subject to.

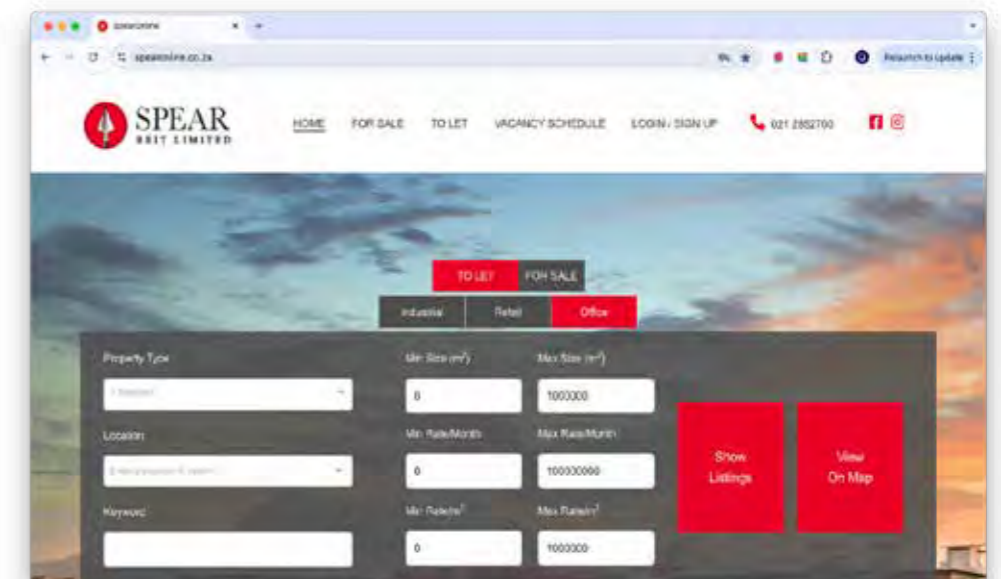
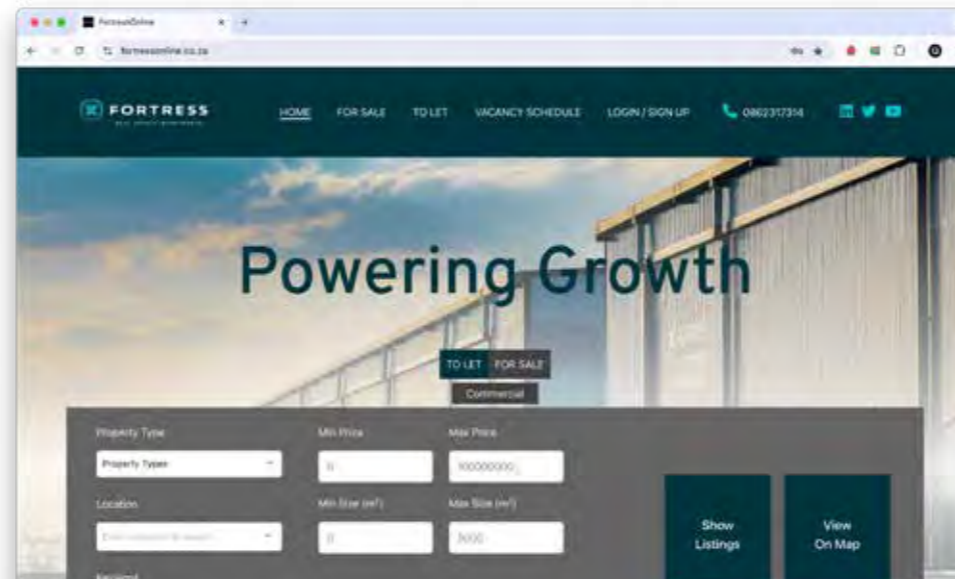
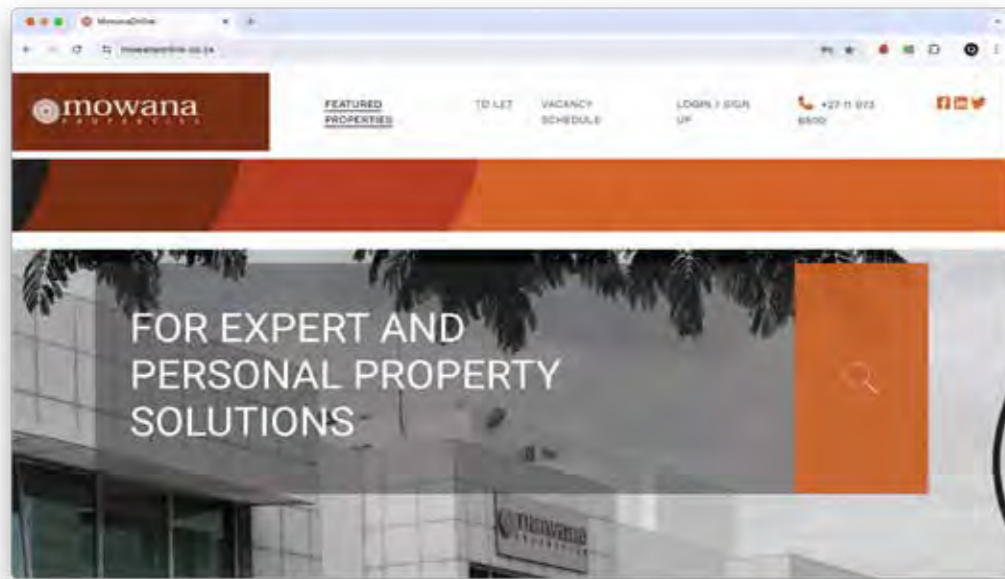
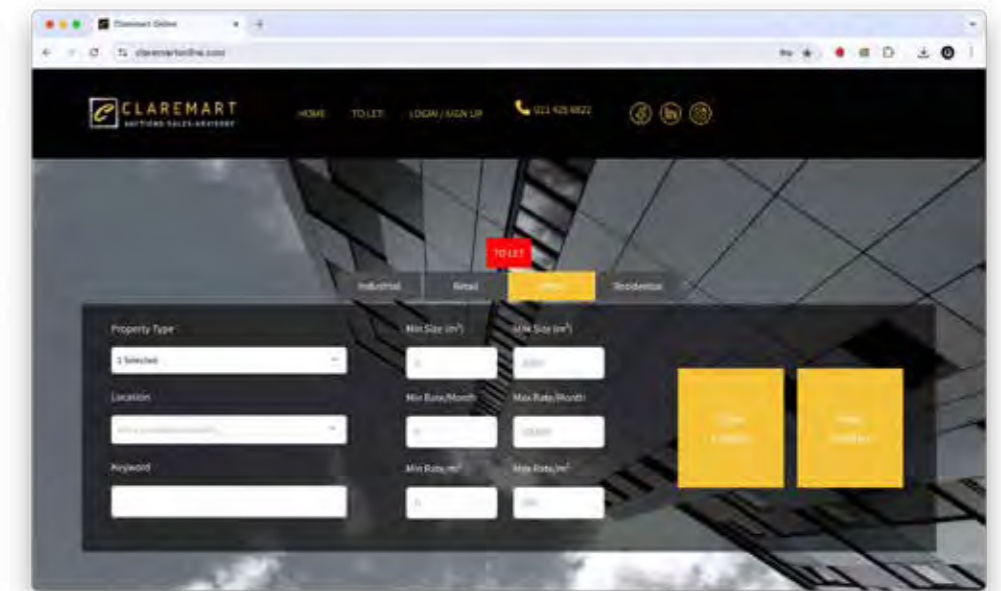
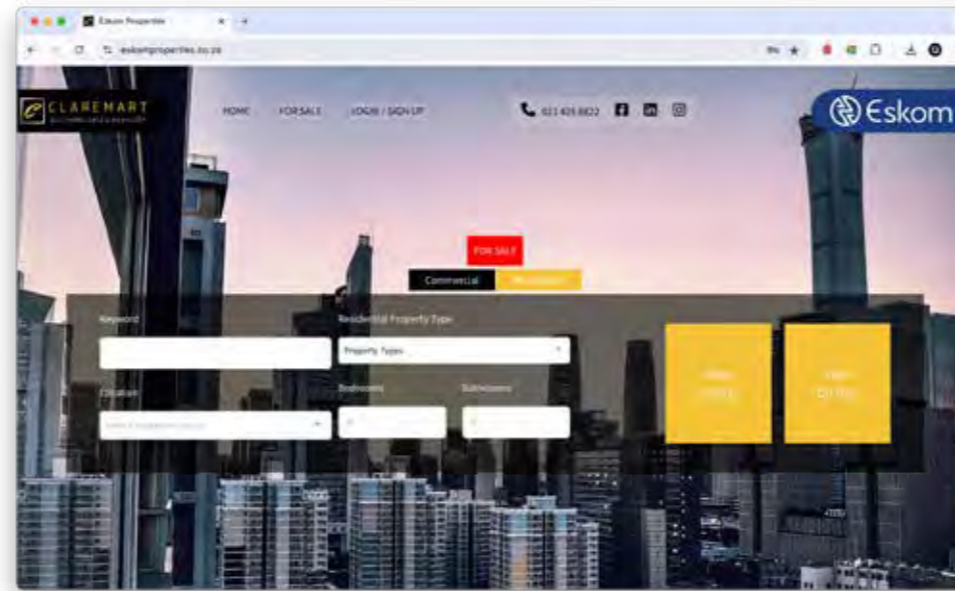
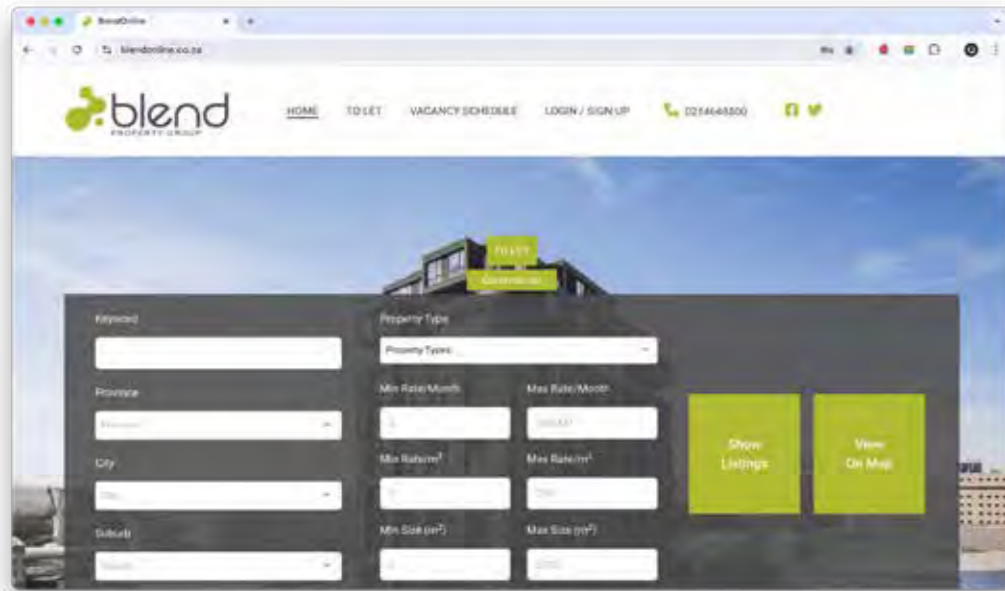
Importantly, the FICA process is now a verification process rather than the historical collection process, thus weeding out false information.

Up until then, transactions were a lengthy manual process. And not just for large property funds. "A lot of property transactions in South Africa are conducted by private individuals," explains Van Der Vent.

"We solved for a particular problem in the beginning. By solving that we came across other problems and kept solving those. But the one thing that has stayed the same is that we only develop software in the commercial transactional space, focusing on leasing and sales by building on our three core pillars of integrating, marketing and transacting," adds Miller.

Quoin are pioneers in the space. Every day the company releases new features and advancements based on the feedback they get from owners and brokers.

Their crafted solutions are making a difference to a wide variety of property companies including listed real estate entities like Growthpoint Properties, Emira Property Fund, Spear REIT and Fortress Real Estate Investments who are using Quoin Technologies' white-labelled software, as well as small funds and commercial properties held privately, for which Quoin's latest innovation, Ownerzone is primarily crafted.



Expanding the system: Brokerzone and Ownerzone

Quoin has continued to expand its offering, developing innovative solutions by focusing on the needs of brokers and property owners.

Quoin’s Brokerzone and Ownerzone ecosystem provides a fully integrated approach that optimises marketing, leasing and relationship-building across the commercial property sector with features like automated offer and application processes and real-time multi-

channel marketing. “Together, they create a powerful, integrated ecosystem for real estate success,” states Miller.

Having created one uber listing schedule aggregated from all the different landlords in one platform, and recognising that brokers too required this real-time data, the founders developed Brokerzone.

Brokerzone enhances market visibility and tenant reach and connects owners with brokers. “Launched last year in September 2024, Brokerzone is a product that allows brokers access to the full

market in South Africa. And brokers can search that for free,” says Miller. “Brokers who want more features than just a search facility, pay for that,” adds Van Der Vent.

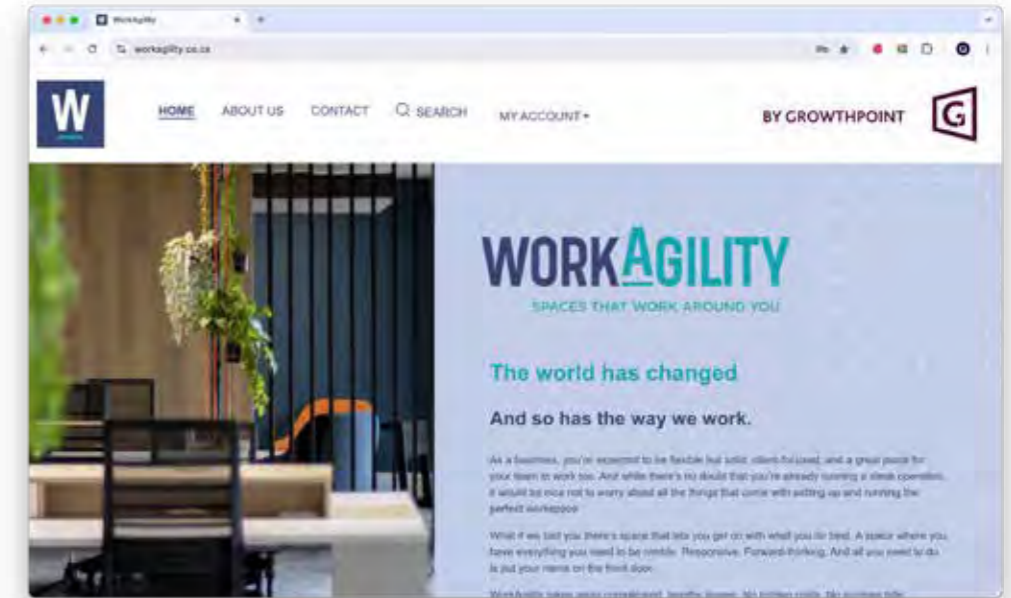
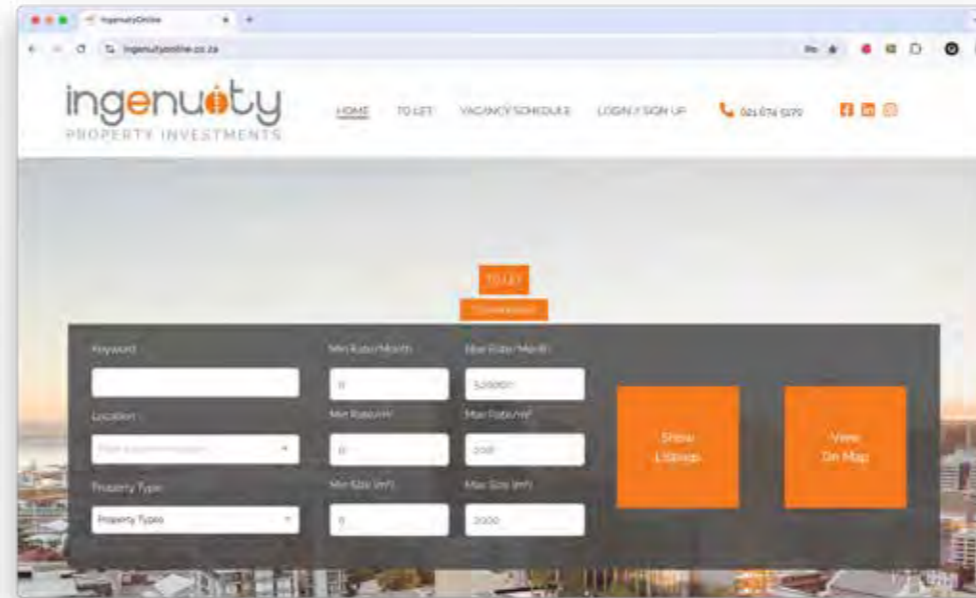
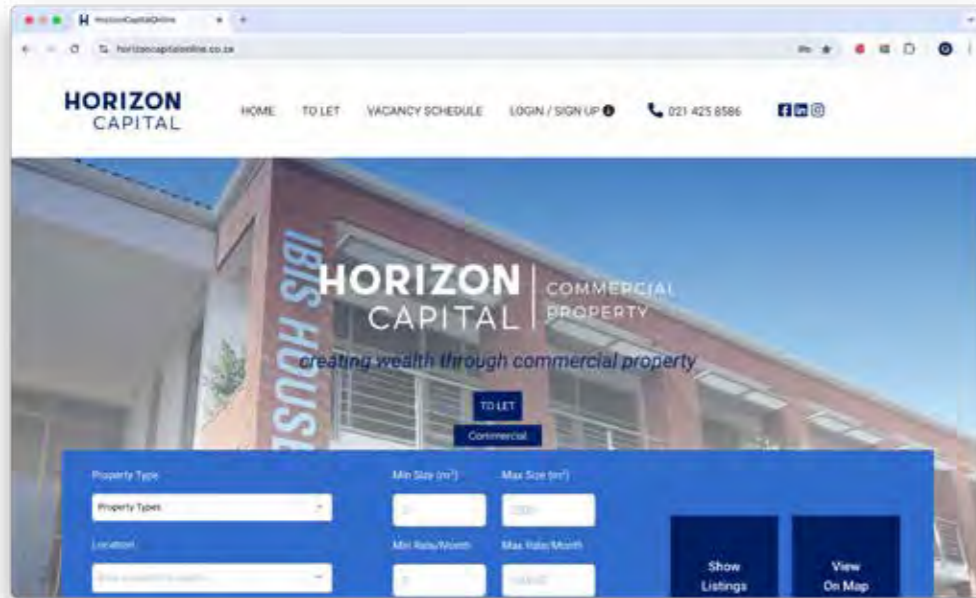
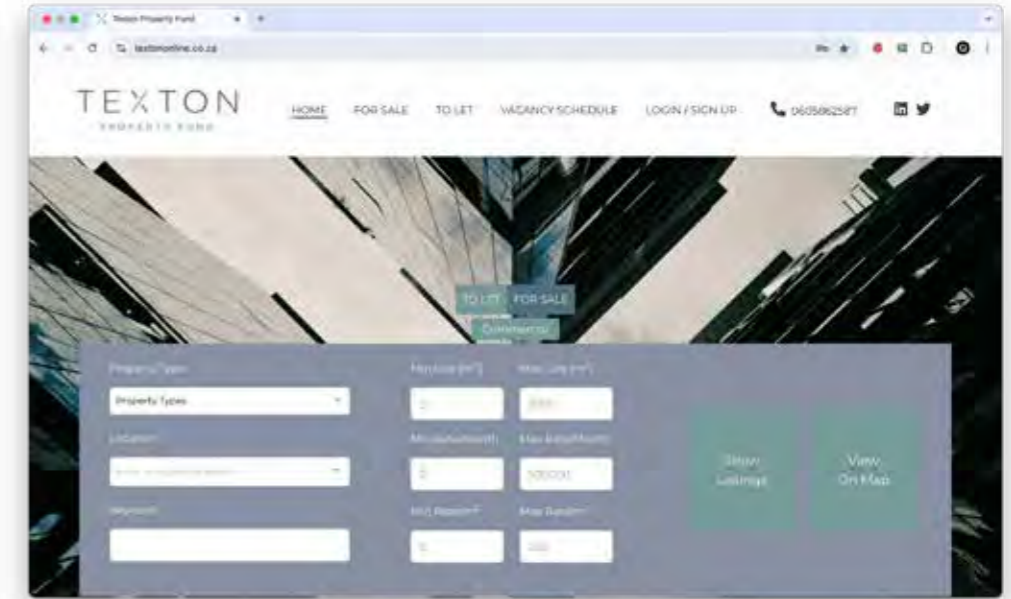
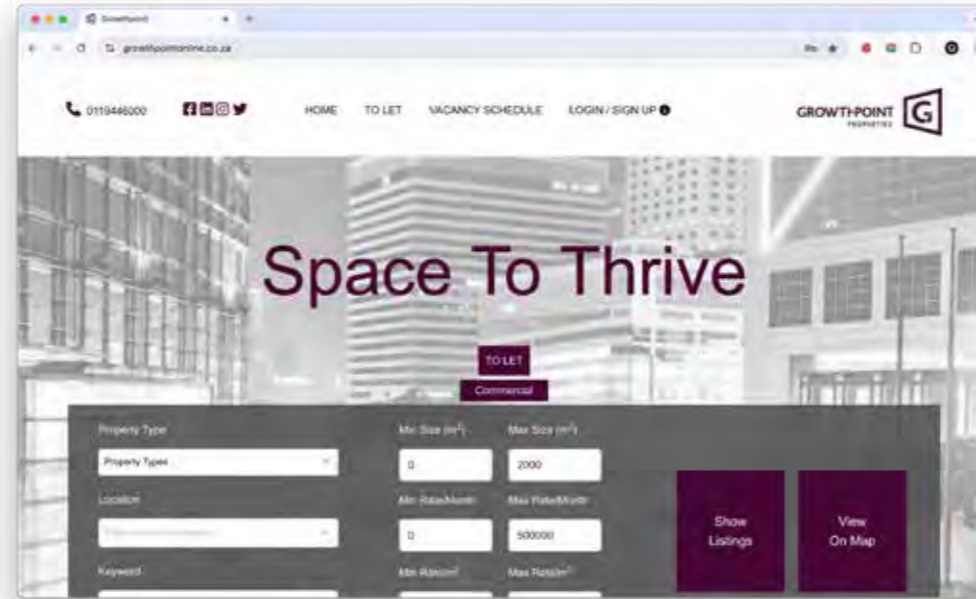
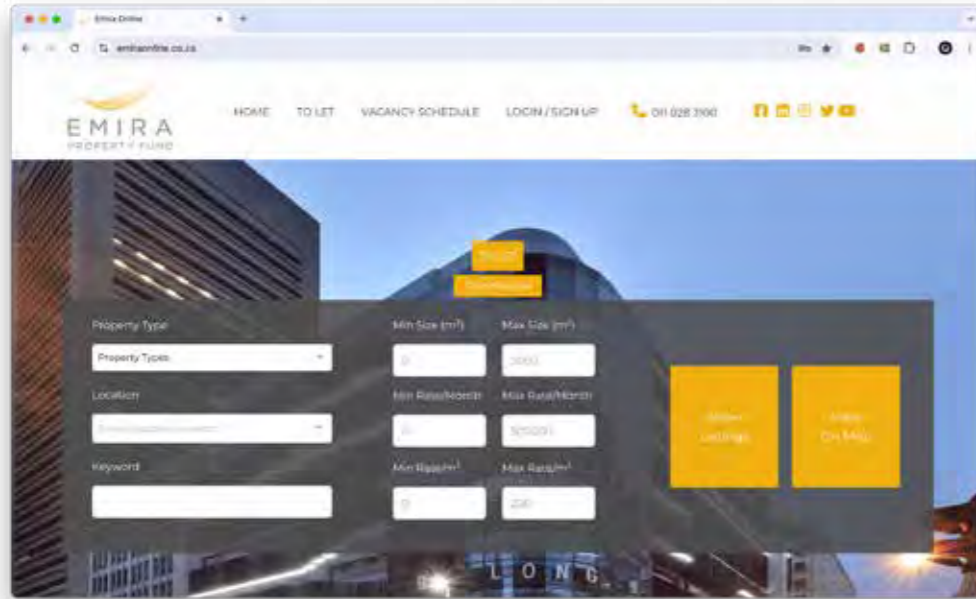
“We aren’t selling the access point. We’re selling [our platform] to owners, and in order for owners to use us, we needed them to realise that the bulk of brokers would access it. Our goal is to have 3,000 commercial brokers accessing our site, making it a valuable platform for property owners,” he says.

“We get the eyeballs on that search and that provides us with the stats to get

landlords on board and incentivise them to ensure their stock is updated daily. That then displays the true market,” explains Miller.

Then there’s BrokerzonePro, a paid-for-product crafted for large commercial property agencies where Quoin provides real-time data feeds of vacancies, and branded websites to display these.

Launching hot on the heels of Brokerzone is the official launch of Ownerzone, a landlord-centred



platform designed to streamline property marketing and leasing.

“Ownerzone allows landlords to manage each phase from integrating vacancies, marketing these, to lead to lease. It is geared toward listed and private owners of all sizes where they can choose from a white-labelled site or a listing platform with branded system-generated vacancy schedules, both displayed on Brokerzone in real-time,” says Miller.

The Ownerzone brand allows landlords to market properties across multiple channels in real time and finalise leases online, significantly streamlining and speeding up the leasing process.

Although only officially launching in February, the Ownerzone software functionality has been around for some time. WorkAgility, a short-term serviced and furnished workspace brand owned by Growthpoint, was first to adopt the automated offer and signature application in the commercial space.

More recently, Emira has fully digitised its offer and application process across all office, industrial and retail spaces.

Fortress was first to provide Ownerzone with a live feed of vacancies from their internal system, Fortech, followed by Growthpoint. Ownerzone's MRI integration allows instant onboarding of new owners who use their property management system.

Quoin Technologies currently accesses about 350 landlords and the platform

currently markets about 7,200 active vacant listings.

The launch of Quoin's pioneering products speaks to Quoin's commitment to user-based solutions, transparency and efficiency in the commercial property sphere.

And there's more to come from Quoin. Soon to hit the market are vacancy and rental trends. 