



17 BUITENKANT STREET, CAPE TOWN.

WWW.LILLYMAY.CO.ZA



AN EXCLUSIVE INVESTMENT OPPORTUNITY

A Prime Investment in Cape Town's Booming
Short-Term Rental Market.



DESIGNED FOR SHORT-TERM STAYS & CITY LIVING

- ◆ 17 BUITENKANT STREET, CAPE TOWN.
- ◆ PASSIVELY MANAGED APARTHOTEL.
- ◆ DESIGNED BY: RENOWNED BRUCE WILSON ARCHITECTS.
- ◆ INTERIORS BY: MAISON & MARBLE.

An iconic address on Buitenkant Street, designed for those who appreciate lifestyle and long-term value. **Positioned within the Urban Development Zone (UDZ)** and qualifying for the Section 13sex Tax Incentive, Lilly May **offers investors powerful tax benefits** alongside modern living with timeless elegance - a seamless fusion of culture, creativity, and connection in the heart of Cape Town.

With Cape Town's Airbnb market boasting an annualised occupancy rate of 71%, **short-term rentals in this location consistently deliver impressive performance.** And with construction set to begin at the end of 2025, your investment starts working for you sooner, delivering faster returns.



STUDIO APARTMENTS
DOMINATE CAPE
TOWN'S RENTAL
MARKET.



HIGH OCCUPANCY
& STRONG NET
YIELDS ENSURE
STEADY RETURNS.



UDZ INVESTMENT
UP TO 30% UDZ TAX
DEDUCTION OVER
11 YEARS



DESIGNED FOR EFFORTLESS HIGH RETURNS

- ◆ 54 STUDIO APARTMENTS
- ◆ 6 ONE-BEDROOM UNITS

The market has spoken, and Lilly May has delivered. Studio apartments continue to dominate Cape Town's short-term rental market - offering the **best net yields and consistent occupancy rates.**

These studios cater to short-term guests and long-term tenants alike, with select units well-suited for extended leases.

UNIT TYPE	NUMBER OF UNITS	SIZE RANGE	PRICE (VAT INCL.)
STUDIO APARTMENTS	54	26m ² - 31m ²	R1.749M - R2.349M
ONE-BEDROOM UNITS	6	42m ²	R2.799M - R2.999M

Smart design is paired with **expert short-term leasing and property management**, making ownership stress-free. Plus, optional premium interior furnishing packs eliminate the hassle of setup - so your unit is instantly guest-ready, allowing you to start earning from day one.







A PRIME INVESTMENT OPPORTUNITY IN CAPE TOWN'S THRIVING SHORT-TERM RENTAL MARKET

OUTSTANDING NET YIELDS FOR INVESTORS

◆ 11.66% NET YIELDS ACHIEVABLE.*

Lilly May offers a prime investment opportunity with strong, sustainable returns, designed for maximum profitability.

Short-term rentals in Cape Town's city centre continue to perform exceptionally well, driven by high occupancy rates and consistent demand.

	ONE BED 	STUDIO 1 	STUDIO 2 	STUDIO 3 
RATE PER NIGHT	R1,575	R1,350	R1,400	R1,450
OCCUPANCY	70%	70%	70%	70%
AVG. MONTHLY INCOME	R33,600	R28,800	R29,866	R30,933
ANNUAL REVENUE	R403,200	R345,600	R358,400	R371,200
ANNUAL EXPENSES (Includes rates, levies, management fee & operating costs)	R165,312	R141,696	R146,944	R152,192
ANNUAL NET RENTAL INCOME	R237,888	R203,904	R211,456	R219,008
PURCHASE PRICE (Excluding furniture pack)	R2,799,000	R1,749,000	R2,039,000	R2,299,000
NET YIELD	8.50%	11.66%	10.37%	9.53%
EST. CAPITAL GROWTH	7.50%	7.50%	7.50%	7.50%
TOTAL RETURN	16.00%	19.16%	17.87%	17.03%

*All returns shown are estimates and not guaranteed, subject to market conditions and occupancy rates.

EXCEPTIONAL LIVING & INVESTMENT BENEFITS

- ◆ STYLISH CAFÉ & RETAIL SPACE ON THE GROUND FLOOR.
- ◆ ROOFTOP DECK WITH A POOL, BRAAI, AND CITY
- ◆ PRIME LOCATION - CAPE TOWN, CBD.

BOOMING HOSPITALITY MARKET IN CAPE TOWN

Cape Town's short-term rental market continues to experience steady and consistent revenue growth, reinforcing its position as one of the most lucrative Airbnb investment destinations.



UPWARD TREND IN REVENUE

The data shows a clear increase in average monthly earnings from 2022 to 2025, with February 2025 **reaching R29.8K - an increase of over 12%** compared to 2023 (R26.6K).



SUSTAINED GROWTH

Each year, **revenue trends upward**, even during seasonal dips, indicating strong market resilience and ongoing demand for short-term rentals.



WHY LILLY MAY?

Hotel-style living with investor-grade returns - Lilly May pairs rooftop amenities and onsite retail with professional management to outperform typical short-term rentals.

LILLY MAY'S TAX BENEFITS

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1. THE SECTION 13 SEX TAX BENEFIT

Lilly May presents the **Section 13sex tax incentive that can significantly reduce your taxable income when you add qualifying investment properties to your portfolio**, with savings of R3,685,000 over a 20-year period.



2. THE URBAN DEVELOPMENT ZONE TAX INCENTIVE

The Urban Development Zone (**UDZ**) tax incentive offers a valuable tax-saving opportunity when purchasing property in designated areas like Lilly May. By purchasing an apartment at Lilly May for R1,999,000, **you can claim back 30% of the purchase price over 11 years**, creating significant tax savings. Speak to your tax advisor to explore potential UDZ or 13Sex tax benefits.

HOW IT WORKS:

PURCHASE PRICE	R1,999,000
YEAR 1 DEDUCTION (20%):	R119,940
YEAR 2-11 DEDUCTION (8% ANNUALLY):	R47,976

This brings your total tax deduction to R598,500 over the 11-year period - a valuable benefit for investing in Cape Town's urban heart.



FLOORPLAN LEVEL 1 - 6



ONE BED
UNIT 101 - 601
Area 42m²

STUDIO
UNIT 102 - 602
Area 29m²

STUDIO
UNIT 103 - 603
Area 29m²

STUDIO
UNIT 104 - 604
Area 29m²

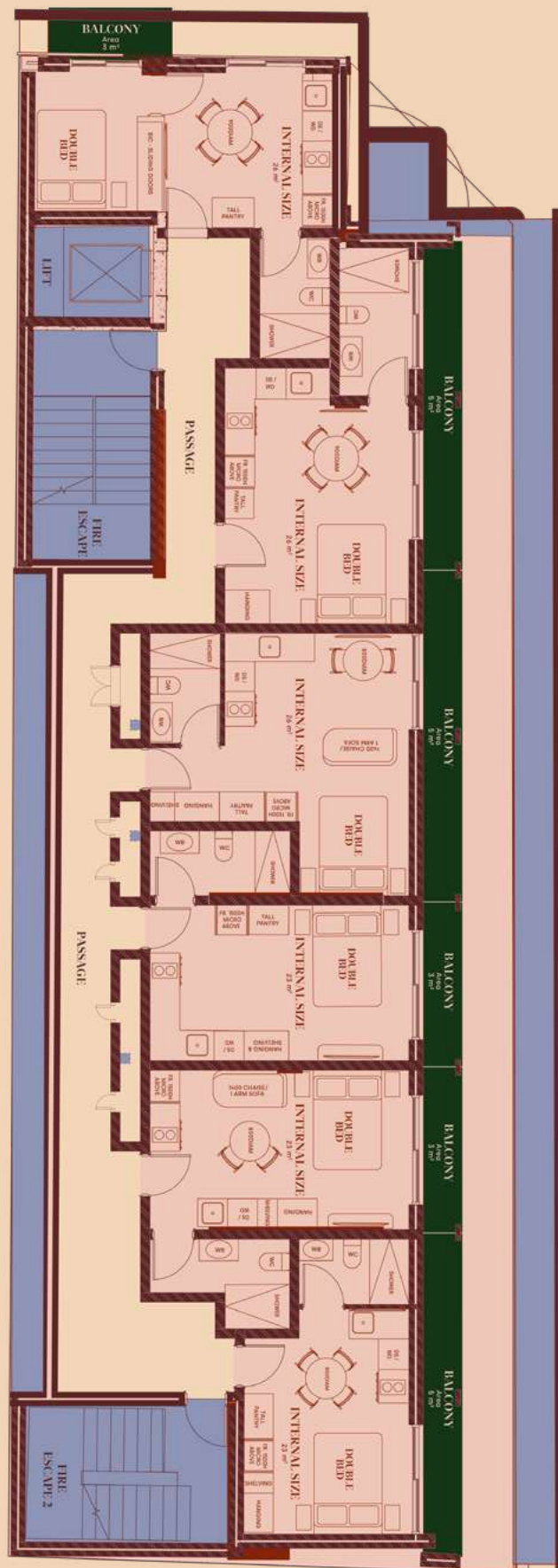
STUDIO
UNIT 105 - 605
Area 29m²

STUDIO
UNIT 106 - 606
Area 37m²

STUDIO
UNIT 107 - 607
Area 26m²

STUDIO
UNIT 108 - 608
Area 26m²

FLOORPLAN LEVEL 7 - 8



STUDIO
UNIT 701 - 801
Area 28m²

STUDIO
UNIT 702 - 802
Area 30m²

STUDIO
UNIT 703 - 803
Area 29m²

STUDIO
UNIT 704 - 804
Area 27m²

STUDIO
UNIT 705 - 805
Area 27m²

STUDIO
UNIT 706 - 806
Area 29m²