



RENPRO



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A DIVERSIFIED PROPERTY COMPANY

CORPORATE PROFILE



## MISSION

We are what we do for the benefit of our people, our partners and our clients.

## VISION

- To be the property company of choice.
- To remain a material player in the marketplace.
- To adhere to our core values which guide us in our daily activities. These are:
  - Integrity, Dignity and Respect
  - Ethical Behaviour
  - Financial Soundness
  - Cautious Consideration
  - Committed Loyalty
  - Personal Excellence
  - Skilled Capability

## DIRECTORS

Chris Renecke (43) Bcom. Hons.

1992 - Joined Renprop as Financial Director  
1993 - Appointed Managing Director

Anthony Parlabeau (47) CA. SA.

2005 – Joined Renprop as Financial Director

Stephen Louw (44) BA. LLB.

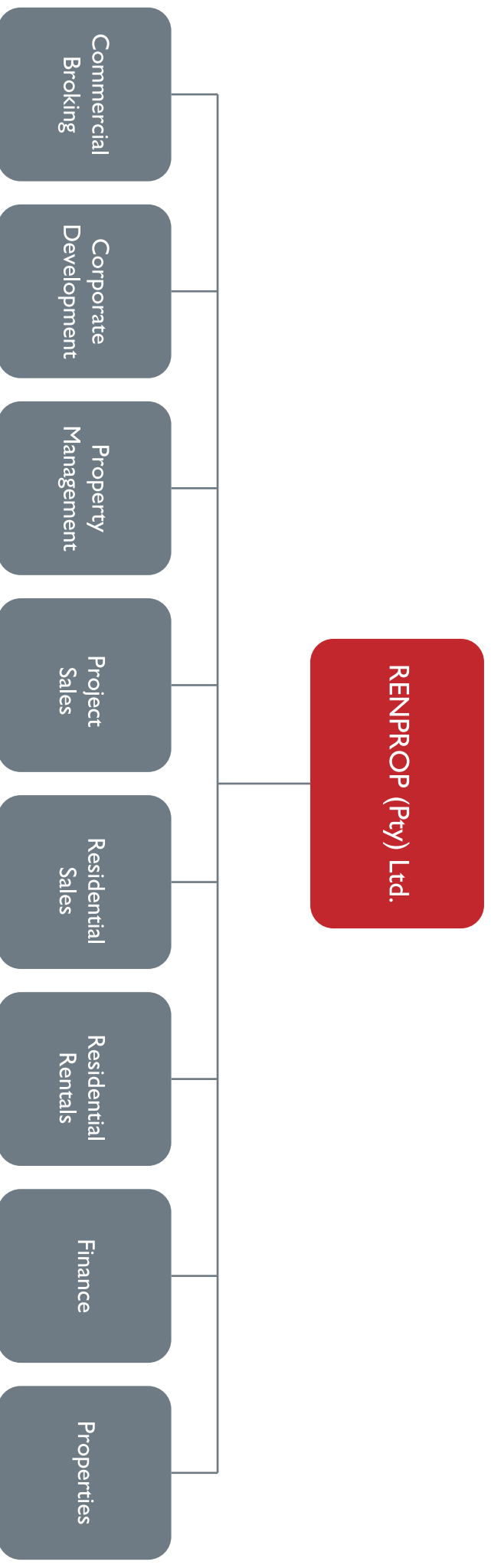
1994 – Joined Renprop. Responsible for residential marketing and sales, resales and rentals.

## MILESTONES

- Renprop was established in 1983 as a traditional Real Estate Agency, under the name of Remax Real Estate.
- Today, Renprop is one of the largest providers of residential property in South Africa, having been involved in the development of over 81 projects comprising some 6, 000 units, valued at over R1, 5 billion.
- In 1994, Renprop formed a strategic, joint venture alliance with Probuild Construction Group to develop multiple residential units. 33 residential projects (2, 700 units) have been completed to date under this arrangement.
- In 1999, to diversify its operations, Renprop extended this alliance with Probuild to include the development of commercial and industrial properties. To date, 15 projects (72, 450m<sup>2</sup>) have been completed.
- 1999 also saw the formation of a commercial broking division to source development land and market commercial developments.
- From the year 2000, Renprop undertook joint ventures with Vlaming Construction and Devcon (Pty) Ltd to develop both residential and commercial property opportunities. So far, 3 major commercial ventures (17, 400m<sup>2</sup>) and 11 residential projects have been developed.
- In 2007, the alliance partnership with Probuild was formalised into Space Developments, and a distinctive trade mark owned by the two companies, came into being.



THE COMPANY ORGANOGRAM





## **DIVERSITY IN STRUCTURE: Renprop operates multiple, integrated divisions**

### **COMMERCIAL BROKING**

- The Renprop team of specialist commercial property brokers provide the widest spectrum of broking services, designed to maximise the value of any real estate asset. They focus on lease, sale, acquisition, disposal and development markets, on behalf of the company, their clients or any potential property investment interest.

#### **Highlights of their services include:**

- General property consultancy and advisory service ranging from the smallest lease to the largest development
- Sourcing of land development opportunities using best practice locational planning and site selection criteria
- Building close relationships with developers, listed funds and private sector investors
- Design, package and implement “investment-grade” packages, assisting clients to invest in or benefit from any real estate interest. Acting as facilitators for key role players, such as developers, investors or syndicates
- Specialist activities include lease structuring, discounting, cessions, renewals and lease negotiations on an individual or portfolio basis. Tenant or landlord negotiations on a “fair rental package basis” are entered into, as well as tenant installation requirements, planned and co-ordinated
- The planning and execution of strategic, marketing techniques to support any commercial activity

### **CORPORATE DEVELOPMENT:**

- This is the development arm of the company.
- All property development whether commercial, industrial or residential done by Renprop itself or in joint venture with any of its alliance partners, resides within this division.

### **PROPERTY MANAGEMENT**

- A specialized property management division managing both commercial and residential developments, performing both administrative and facilities-management functions with a high level of personal service.
- All sectional title portfolio managers have successfully completed the UCT Sectional Title course presented by sectional title specialist company Paddocks.
- Registered with Estate Agency Affairs Board (EAAB) and backed by acknowledged experts in the field. Portfolio managers enjoy regular updates on changes in Sectional Title legislation.
- It is a Proud Member of The National Association of Managing Agents (NAMA).
- Currently the division manages approximately 4, 000 residential units and 20 commercial parks.

#### **In total, it manages 67 Sectional Title Complexes including:**

- 7 Home Owner Associations
- 17 Commercial Sectional Title Complexes
- 43 Residential Sectional Title Complexes
- 13 Complexes appointed as Residential Estate Managers

#### **As part of its service, it provides a full set of accounting records including:**

- |   |                           |
|---|---------------------------|
| - Budget to Actual Reporting                      | - Bank Reconciliation     |
| - Full General Ledgers                            | - Arrears Report          |
| - Rent-roll                                       | - Contractor Reports      |
| - Disbursement Statement (Income and Expenditure) | Administration System     |
| - Trial Balance                                   | - Dedicated Bank Account  |
| - Balance Sheet                                   | - No Global Trust Account |
- Dedicated Bookkeeper and Portfolio Manager for Day-to-Day Administration, using the Nicor Property Administration System



## RESIDENTIAL DIVISION

- Renprop Residential is responsible for the marketing and sales of new, residential, multi-unit lifestyle units, developed not only by Renprop or Space Developments, but also for external developers. It manages resales and provides an integrated end-to-end, one stop rental management service.

### The new residential sales function includes:

- Full Product/Project Marketing development
- Product launches (advertising, promotion and PR)
- Personal Selling / Resales
- Full sales administration

### Residential rental services include:

- Administration and marketing
- Managed rentals
- Rental sourcing
- Rental book
- Continuous advertising
- Professionally assessed and qualified lessees
- Lease signing
- Collection of deposits and rental fees
- Creditor payment
- Statements and reconciliations
- Maintenance
- Litigation

Renprop manage in excess of 400 rental units.

## BENEFITS OF DEALING WITH RENPROP

- The company has developed in excess of 6, 000 residential units in excess of R1, 5 billion over the last 14 years, and more than 89, 000m<sup>2</sup> of commercial and industrial property over the past 9 years.
- Renprop prides itself on its conservative approach to the property industry and its efficient service to its clients.

### THE COMPANY:

- Divisionalised diversity with integrated management
- Multi-faceted property services
- Specialised skills
- Committed to provide consistent high levels of personalized service
- Dedicated to provide customers with a wide range of value-added solutions and opportunities

### THE MANAGEMENT:

- Cautious and conservative approach to managing risk
- Established corporate governance policies
- Careful selection of partners to deliver best value
- Committed to joint venture partners
- Loyalty to service suppliers and professionals
- Learn from others
- Maintain knowledge and market insights
- Consider opinions of directors, partners and advisors

### THE PEOPLE:

- Responsive professionals trained to perform and deliver exceptional management and marketing services
- Regular training to improve skills base
- Personal development and promotion internally driven
- Equipped to engage effectively with external partners, suppliers and clients



#### **SAFETY:**

- A comprehensive approach to the safety, health and welfare of all staff
- Safety systems to ensure compliance with the law, regulations and codes of practice

#### **THE PRODUCT:**

- Superior, best-value, quality product
- Strongly positioned in market place
- Developed to provide consistent income streams and positive growth
- Located in prime residential and commercial areas

#### **SERVICE:**

- Personalized
- Dedicated
- Active response to needs and requests
- Trouble free, transparent administration of the asset

#### **CONTROLS:**

- Substantial investment in systems and structures
- Excellence in systems and procedures
- Integrated process management
- Precise administration of projects
- Detailed administration of property management portfolios

#### **COMPANY MEMBERSHIP OF PROFESSIONAL ASSOCIATIONS/INSTITUTES:**

- Members of the South African Property Owners' Association (SAPOA)
- Sit on the board of the Residential Property Owners' Association (RESPOA)
- Members of the National Association of Managing Agents (NAMA)
- Messrs Renecke and Parlabean are members of the South African Institute of Chartered Accountants (SAICA)

#### **OPPORTUNITIES GOING FORWARD**

- To grow the middle management of the company
- To grow specialised skilled senior management
- To grow divisions side-by-side
- To secure affordable capital funding

#### **CLOSING THOUGHT**

Renprop is passionate, excited and committed to ensuring the successful outcome of every project it undertakes without compromise.

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