

## FLEURHOF MOTSE PROJECT

*(Aspiring for a better standard of living)*

### TEASER DOCUMENT FOR THE OBTAINING AN INITIAL EXPRESSION OF INTEREST FROM FUNDING PARTNERS



Project Description: Development of a “mixed-use” residential & commercial development which we have titled **THE FLEURHOF MOTSE PROJECT**, to be located on a 3,12 Hectare portion of strategic land, in Fleurhof X4, Johannesburg, South Africa. Fleurhof is a suburb of Florida and Fleurhof Drive will be the new dual carriageway regional access into Soweto, linking the more affluent neighbourhoods (Florida & Roodepoort) in the north with the previously disadvantaged neighbourhoods (Meadowlands) in the south. The previously disadvantaged communities of South Africa, in many municipalities, aspire to uplift their living standards whilst maintaining their “ties” with the communities in which they were born. This strategically-located site addresses that need in that it brings the standards comparable to Sandton right to the periphery of the local neighbourhood. This model development shall comprise a cluster of 3-storey residential blocks (in 2 separate complexes) with **243** units broken down as follows;

- 31 x 3 bedroomed units (Ground Floor)
- 32 x 2 bedroomed units
- 179 x 1 bedroomed units

The development will also incorporate the following;

- Lakeside (1000 sqm) retail centre
- 24-hr security and perimeter fencing
- Ample green spaces for play and recreation

A separate, self-funding proposal for a holistic **solar solution** shall be prepared and presented at a later juncture.

Project Developers: This project is being developed by **AMARI MANAGED SERVICES**, which is a grouping of Johannesburg-based consultants who shall Fund-Raise, Design, Build & help establish the Management of the development, in conjunction with other local and investors and partners. **CALGRO M3** is a Turnkey Residential Property Developer, developing residential housing opportunities in all market segments, from the lower end through to the mid to high income segments, since 1995.

Financial Summary:

- \* SALES INCOME (Residential) : **R 234,927,000.00**
- \* PROFIT ON SALES (Residential) : **R 34,648,674** (16,58%)
- \* RENTAL INCOME (Retail) : **R 1,250,235/annum** ( 5,42%)
- \* Property Value : **R 29,593,424.00**
- \* Total estimated capital expenditure: **R 232,355,290 (US \$ 11,600,000)**.

*(The QS' estimate and Viability is attached.)*

Land Ownership: Calgro M3 own the fully-serviced land parcels which they are offering to AMARI at a 10% discount. Additional favourable land payment terms have been agreed between the parties. *(Confirmation from Calgro to Amari is available.)*

Development Process:

- \* Financing partner identified and commitment secured by Amari
- \* 10% deposit paid towards land purchase. Balance after 24 months.
- \* Calgro Development Manager to work closely with Amari consultancy team to plan and implement the development.
- \* Calgro Town Planner to assist with all planning and approval processes.
- \* Bigen Africa to provide structural & civil engineering services. They are already working at Fleurhof and are familiar with soil conditions and existing services.
- \* Plan is to submit drawings for approval before December 2023.
- \* Construction planned to commence in March 2024 and end in March 2026.

Sales & Marketing Strategy:

1. **Marketing**

- a. Site Marketing: Signage, banners, pointer boards, show unit branding, plans, unit types.
- b. Online: Property24 and Private Property
- c. Interactive website
- d. Social Media: Facebook and Instagram
- e. Off-site Marketing: local billboards, exhibits on weekends at local shopping/community centres, street pole advertising, flyer handouts
- f. Promotions/ competitions/events to stimulate interest
- g. Tweaking and adjusting of the marketing strategy

2. **Sales and Letting**

- a. We will manage our team of registered agents who will attend to leads, do viewings, conclude agreements and manage each sale/lease to conclusion.
- b. Weekly sales reports

3. **Budget**

- a. The Marketing and Sales budget is usually 1%-2% of the turnover of the project over the term of the project. In this case it will be approximately R2million.

Proposed Project Team:

- \* AMARI MANAGED SERVICES - Project Initiators/ Managers/Developers
- \* CALGRO M3- Development Mangers, Town Planners, Mentors
- \* Ark Design & Development - Architects/ *Design Team Leaders*
- \* Accuracost Consultants - *Quantity Surveyors*
- \* Bigen Africa - *Structural/ Civil Engineers*

\* Rivoningo-

Electrical / Mechanical Engineers

Financiers:

Amari Managed Services shall lead in the identification and securing of both land as well as the financiers for the various stages of this development. Amari shall also lead in identifying qualifying beneficiaries. Whilst a main contractor is yet to be selected, an EPC contractor/funder has already been identified to provide all solar-related designs, funding and installations.

Opportunity:

The opportunity being presented here is for selected entities to participate in the substantive debt and equity funding. This provides a great opportunity for a funder to not only realize a great return on their investment, but to also participate in the upliftment of the living standards of previously-disadvantaged communities.

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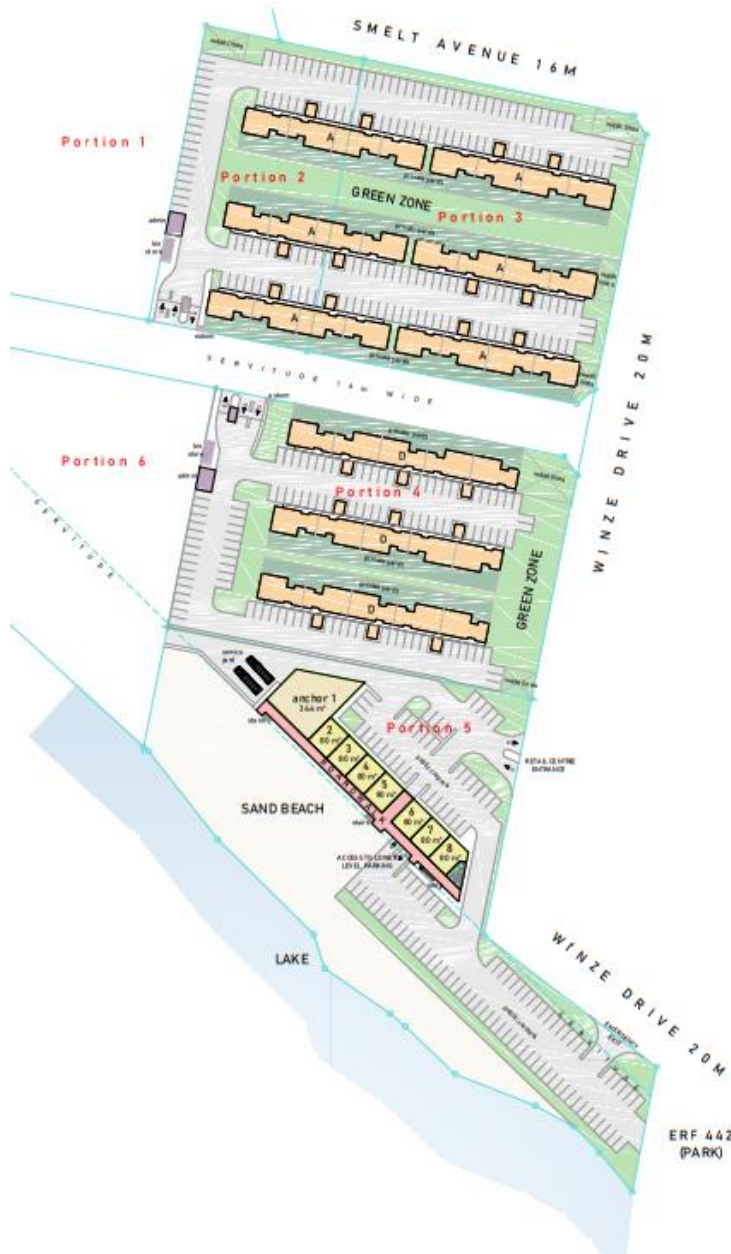
Email: [philnhex@gmail.com](mailto:philnhex@gmail.com)



LOCATION PLAN

THE FLEURHOF MOTSE TEASER



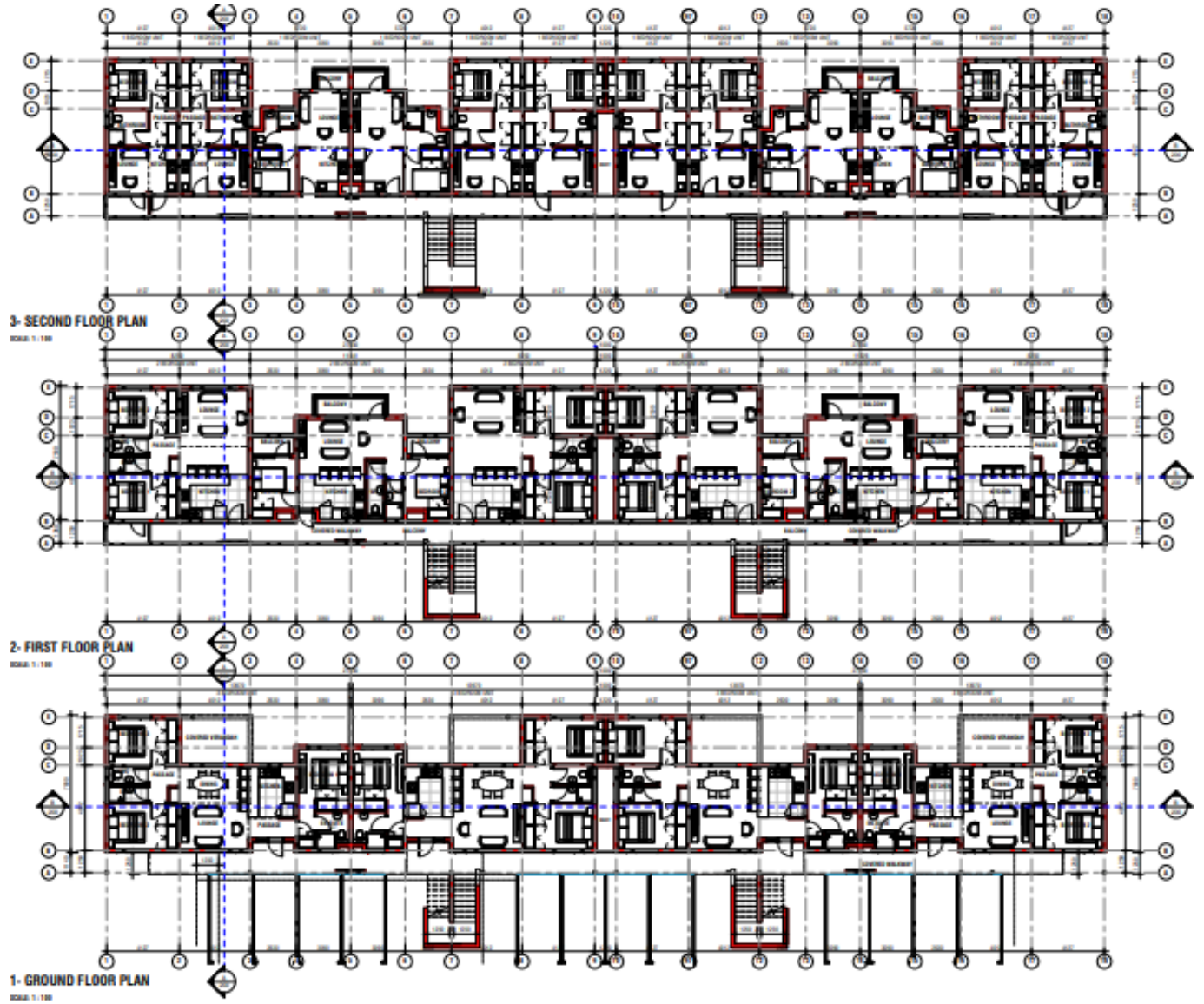


ACCOMMODATION SUMMARY	
3 BED UNITS	31
2 BED UNITS	33
1 BED UNITS	179
<b>TOTAL UNITS PROVIDED</b>	<b>243</b>

SITE PLAN



THE FLEURHOF MOTSE TEASER



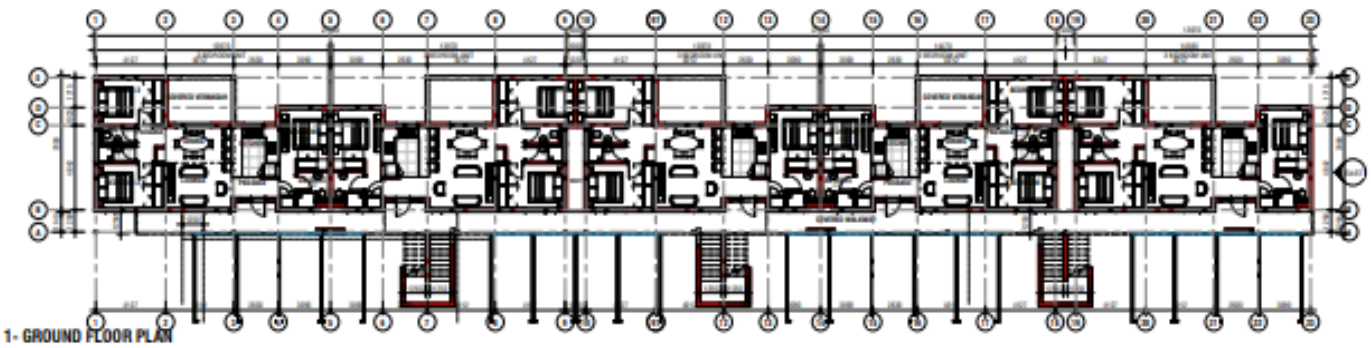
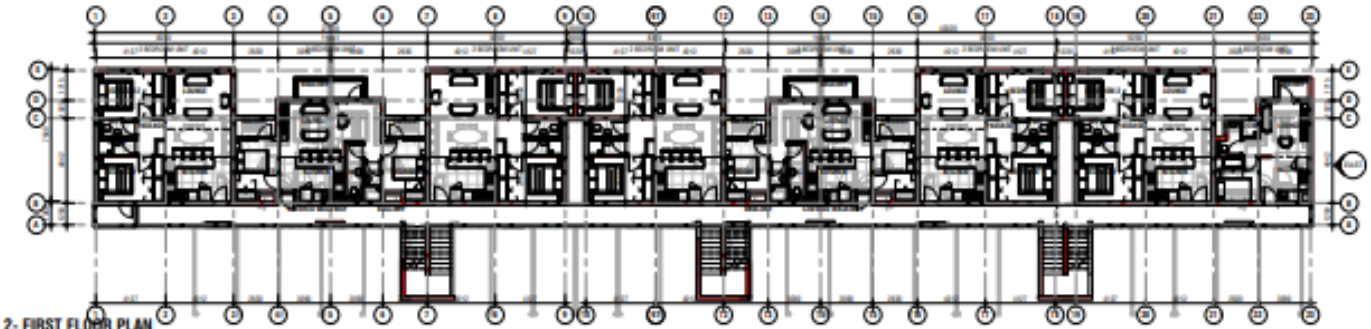
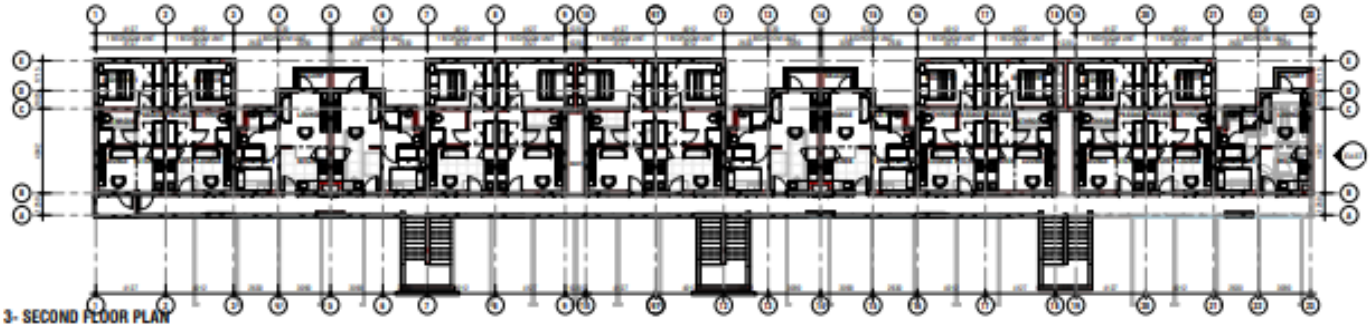
TYPICAL "TYPE A" PLAN



TYPICAL BLOCK 'AXONOMETRIC' VIEWS

*THE FLEURHOF MOTSE TEASER*





TYPICAL "TYPE D" PLAN



Guardhouse



Recreational Facilities



Comfortable & Secure Residential units



Green spaces for kids' activities



Retail Facilities