



**Renprop (Pty) Ltd**

A Diversified Property Company

**CORPORATE PROFILE**

## MISSION

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

## VISION

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- To be the property company of choice
- To remain a material player in the marketplace
- To adhere to our core values which guide our daily activities. These are:
  - Integrity, dignity and respect
  - Ethical behaviour
  - Financial soundness
  - Cautious consideration
  - Committed loyalty
  - Personal excellence
  - Skilled capability

## DIRECTORS

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### **Chris Reneclé (BCom. Hons.)**

Chris Reneclé, MD of Renprop, completed his B. COMM HONS (Wits and Unisa) in 1990 and undertook his articles at Ernst & Young. In 1992 he joined Renprop as the financial director, and in 1993 was appointed managing director. Under his leadership, the company has transformed from being a traditional real estate agency to one of the largest providers of residential property in South Africa. Chris has also actively diversified the company to offer services in various aspects of property including commercial property broking, property development, development sales, property management, residential rentals, residential sales and gap housing among others. This diversity makes Renprop a one of a kind property services company.

### **Anthony Parlabeau (CA. SA.)**

2005 – Joined Renprop as Financial Director

## DIVISIONAL MANAGERS

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Chris Reneclé	Residential Projects & GAP Housing
Debbie Justus-Ferns	Residential Sales
Chris Reneclé	Commercial Developments & Brokering
John Holding	Property Management

## **MILESTONES**

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### **1983**

Renprop was initially established as a traditional real estate agency and operated as such for a number of years.

### **1999**

In a bid to diversify its operations, Renprop formed its commercial broking division to source development land and market commercial developments.

### **2000**

From 2000, Renprop undertook joint ventures with Vlaming Construction and Devcon (Pty) Ltd to develop both residential and commercial property opportunities.

### **2011**

Renprop started to develop medium and high rise apartment buildings in the Rivonia and Sunninghill precinct.

### **2013**

Renprop's residential resale division was launched. Comprising a team of experienced consultants, this division extends the brand's footprint within the wider Johannesburg real estate market.

### **2014**

Renprop starts to market and develop land it acquired in Rosebank, and launched The Vantage, The Tyrwhitt and The Median apartment blocks

### **2015**

Renprop entered into a joint venture with Octodec on the 180-apartment Manhattan development in Sunninghill, which is operated as a pure rental scheme.

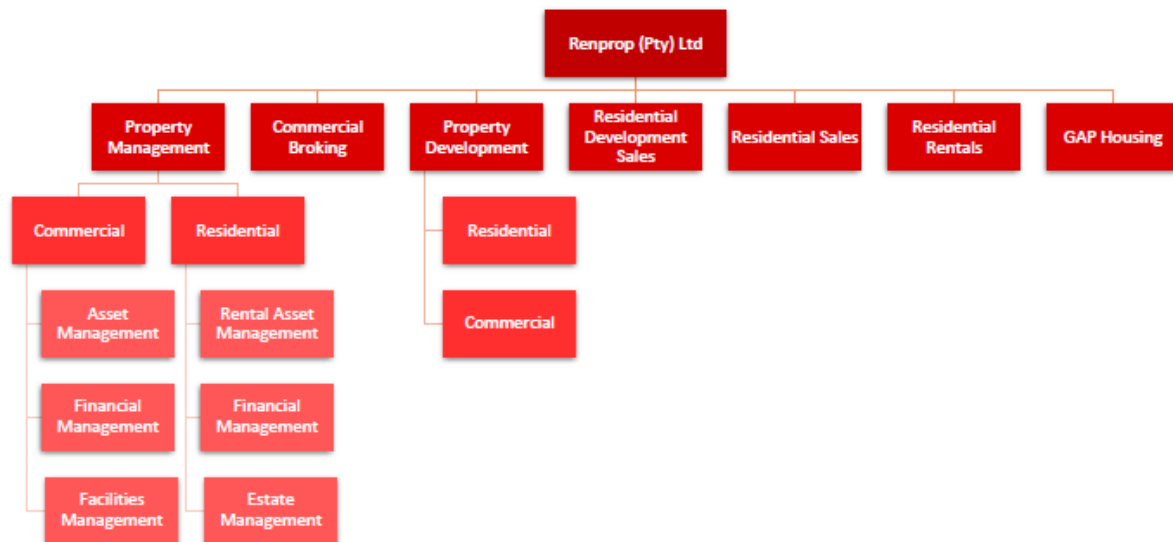
Renprop also entered into a joint venture with Lodestone on The Prism, a 164-unit scheme in Rivonia.

### **2016**

The property management division has grown exponentially and its highly skilled and competent team manage a number of residential rentals, facilities management contracts as well as run the full house of property management services.

## THE COMPANY ORGANOGRAM

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## DIVERSITY IN STRUCTURE

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As one of the largest providers of residential property in South Africa and the only multi-faceted property services company in the country, Renprop operates multiple integrated divisions within the real estate realm.

These include residential and commercial property development projects, residential property sales, residential property rentals, commercial broking, property management in both the residential and commercial arenas, and gap housing.

*Today, Renprop is one of the largest providers of residential property in South Africa, having been involved in the development of over 100 projects comprising some 9 000 units, valued at over R7 billion.*

## **PROPERTY DEVELOPMENT**

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Renprop has been one of the most prolific providers of sectional title residential property in the northern suburbs of Johannesburg in recent years. Renprop's developments are ideally located in key business hubs and surrounds, stretching from Rosebank and Sandton to Rivonia, Paulshof, Bryanston and Douglasdale.

Renprop has undertaken a variety of developments from high rise apartment blocks and high density sectional title developments to exclusive townhouse complexes and pure rental schemes. Renprop develops these properties on a joint venture basis with its partners.

Renprop has also undertaken a number of successful gap housing projects around the country. As demand continues to outstrip supply in the entry-level housing segment of the property market, pent-up demand for these kinds of homes across the country continues to rise. It is for this reason that Renprop has made gap housing one of its strategic focus areas.

## **RESIDENTIAL DEVELOPMENT SALES**

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Renprop's Residential Development Sales division is responsible for the marketing and sales of the new sectional title lifestyle developments that are developed by Renprop in conjunction with its joint venture partners. In addition, this division also undertakes the marketing of residential developments for other developers.

As sectional title sales specialists, Renprop's Residential Development Sales division can seamlessly handle full product / project marketing development, sales and re-sales, product launches including advertising, promotion and PR, as well as full sales administration.

## **RESIDENTIAL SALES**

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Renprop Residential Sales provides a fully integrated approach to the resale property market. As market leaders in the property arena, the highly committed professional sales team offers sellers cutting-edge advantages, superior service and a wealth of trusted property knowledge.

One of the many added-value services Renprop Residential Sales offers its clients is assisting buyers with the facilitation of bond finance, and acting as a professional liaison between the seller, buyer, conveyancing attorneys and other necessary parties until transfer takes place.

## **RESIDENTIAL RENTALS**

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Renprop's Residential Rentals division offers a holistic solution from administration and marketing functions to rental sourcing; professionally assessed and qualified leases, collection of deposits and rental fees, creditor payment, maintenance and litigation, among others.

The integrated, end-to-end rental management service offering includes:

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

Renprop manages in excess of 1 300 rental units.

## **COMMERCIAL/INDUSTRIAL BROKING:**

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Renprop's Commercial Broking division provides a wide spectrum of broking services designed to maximise the value of any commercial real estate asset. Renprop Commercial Broking offers a property consulting and advisory service ranging from the smallest lease to the largest development.

Renprop Commercial has grown over the years and now operates within 10 high-density, prime areas in Gauteng. Aside from its own development division, Renprop has good relationships with blue chip property funds and therefore has access to a wide range of commercial, retail and industrial stock. This division also specialises in sourcing premises within South Africa on behalf of international clients.

Renprop's Commercial Broking division offers a service, which includes:

- Lease renewals & lease re-negotiations
- Rental valuations
- Lease audits & re-structuring
- Portfolio rationalisations
- Property acquisitions
- Relocations

- Location analysis

Highlights of 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, location 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.

## **PROPERTY MANAGEMENT:**

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Renprop's specialised property management division manages both commercial and residential developments and performs 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 10 000 units, in excess of 100 sectional title complexes, and 32 commercial parks.

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

- Budget to actual reporting
- Full General Ledgers
- Rent –roll
- Disbursement Statement (Income and Expenditure)
- Trial Balance

- Balance Sheet
- Bank Reconciliation
- Arrears Report
- Contractor Reports
- Administration System
- Dedicated Bank Account
- No Global Trust Account
- Dedicated Bookkeeper and Portfolio Manager for day-to-day administration, using the Nicor Property Administration System.

## **GAP HOUSING - Urban Housing**

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This division of Renprop is a specialised marketer and administrator of new home sales in the lower end of the residential property market throughout South Africa.

Urban Housing has sold in excess of 2 300 nationally, in the past 6 years, in this specific residential sector.

Urban Housing is dedicated to making homeownership more accessible for entry-level to mid-income earners, as defined by the Financial Services Charter.

Urban Housing offers a complete home ownership solution, packaged from start to finish. This entails the sourcing and rezoning of suitable land for development, building the infrastructure and installing the basic services. Through active marketing, Urban Housing sources potential clients, organising and arranging their finance from pre-qualification through to final approval, culminating in construction of the houses.

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

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## **BENEFITS OF DEALING WITH RENPROP**

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To date, Renprop has developed more than 9 000 residential units in excess of R7-billion and more than 89,000m<sup>2</sup> of commercial and industrial property to the value of R 1.2billion.

### **THE COMPANY**

- Divisionalised diversity with integrated management
- Multi-faceted property services
- Specialised skills
- Committed to provide consistent high levels of personalised 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

### **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**

- Personalised
- 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 AND INSTITUTES**

- Members of the South African Property Owners Association (SAPOA)
- Members of the National Association of Managing Agents (NAMA)
- Messrs Renecke and Parlabean are members of the South African Institute of Chartered Accountants (SAICA)
- Estate Agency Affairs Board (EAAB)



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