





INTERNATIONAL
PROPERTY
AWARDS
DEVELOPMENT

BEST INTERNATIONAL
LEISURE
DEVELOPMENT

Val de Vie Evergreen
by VAL de VIE

2020-2021



INTERNATIONAL
PROPERTY
AWARDS

Best Multiple Unit Development in South Africa 2013
Best Single Unit Development in Africa 2014
Safe Home Award in South Africa 2015
Best Residential Property in Africa 2016, 2017



AFRICAN
PROPERTY
AWARDS
DEVELOPMENT



BEST RESIDENTIAL
DEVELOPMENT
SOUTH AFRICA
Val de Vie Estate
by Val de Vie Estate

2020-2021

RANKED
TOP RESIDENTIAL
ESTATE IN SOUTH
AFRICA 2015 - 2019
BY NEW WORLD
WEALTH

RANKED
TOP 5
RETIREMENT
VILLAGES IN SOUTH
AFRICA FOR 2019
BY NEW WORLD
WEALTH





The Yard Wellness Centre, Val de Vie Properties Office



The Val de Vie Evergreen Lifestyle Centre, Val de Vie Properties Office



The Berg River Gate, Val de Vie Properties Office

About VAL DE VIE PROPERTIES

Since its establishment in 2014, Val de Vie Properties has been dedicated to upholding the same standards of excellence that have long been synonymous with Val de Vie Estate.

**TO DATE, OUR TEAM
HAS SOLD OVER 70% OF
PROPERTIES ON THE ESTATE.**

As the official on-site sales and rental agency, Val de Vie Properties has grown in tandem with the Estate, playing a pivotal role in the successful launch of developments and resales.

Our team comprises of highly skilled sales and rental agents who are not only proficient in their profession but also proudly call Val de Vie Estate their home. This unique aspect allows them an unparalleled understanding of the Val de Vie Estate product, surpassing that of other agencies. By being an integral part of the community, they are deeply attuned to the specific needs of potential buyers and renters, ensuring they find the perfect property to suit their lifestyles.

Furthermore, Val de Vie Properties remains unwavered in our commitment to the ongoing value adding of the Estate. This dedication translates into a tangible benefit for property owners, as they can expect a steady return on their investment long after the initial purchase.

**VAL DE VIE PROPERTIES
IS THE OFFICIAL PROPERTY
AGENCY FOR THE
VAL DE VIE DEVELOPMENT
COMPANY.**

To provide support to our clients, **Val de Vie Properties** has strategically positioned three offices within the Estate, ensuring accessibility and convenience for residents and visitors alike.

These offices are located at The Yard Wellness Centre, The Val de Vie Evergreen Lifestyle Centre and The Berg River Gate. Additionally, we have expanded our reach beyond the Estate, with an office in the United Kingdom.

OUR *distinctive* OFFERING

Val de Vie Estate is a place like no other. Our residents indulge in quality time, form great friendships, make unforgettable memories and become more connected to each other and the world around them – all while investing in their well-being.

As a world leader in luxury wellness estates, we take pride in presenting countless ways to enjoy an active and diverse lifestyle that caters for the entire family. With 42km of mountain bike routes and 21km of walking and running trails, residents are free to explore the 1,000-hectare Estate to their heart's content.

Central to this unique lifestyle is a sense of complete peace of mind, instilling residents with confidence in their safety and security. Right from the inception of the Estate, architects and engineers made security a foundational pillar, meticulously planning every aspect of day-to-day life to ensure unobtrusive yet highly effective security measures are in place.





OUR *vision*

At Val de Vie Properties, our vision is to set the benchmark as the foremost luxury property agency on Val de Vie Estate, dedicated to fulfilling our clients' requests for safe, country-style living.

OUR COMMITMENT TO EXCELLENCE GOES HAND-IN-HAND WITH A SET OF CORE PRINCIPLES:

- Cultivating lasting and meaningful client relationships
- Achieving maximum capital growth
- Revolutionising the property sales industry
- Operating with integrity and compliance
- Contributing to the Paarl-Franschhoek community by supporting the Val de Vie Foundation
- Showcasing the Paarl-Franschhoek valley as the preeminent region in South Africa for safe family living

AS A TEAM WE ARE COMMITTED TO:

- Act in your best interests
- Respect your time
- Provide authentic and personalised service
- Maintain open communication
- Offer comprehensive information about the Paarl-Franschhoek Valley
- Provide effective finance solutions
- Embrace technology to enhance our services
- Cultivate long-term relationships
- Promote the greater Paarl-Franschhoek valley
- Drive above-average capital growth
- Deliver excellent results through our experienced in-house marketing team

WE KNOW *Val de Vie Estate* BEST



OUR *Marketing* PLAN

Our marketing efforts are spearheaded by a highly skilled in-house team, under the leadership of Marketing & Brand Director, Ryk Neethling.

This talented team is dedicated to ensuring your property receives the utmost attention and exposure, employing a comprehensive approach. **We have the exclusive opportunity to showcase selected properties to the esteemed residents of Val de Vie Estate via various reputable platforms.** Additionally, we feature properties in strategic online campaigns, international property magazines and national publications.

When entrusted with the marketing of your property for either sale or rental, we follow a meticulous process that includes:

- **PROFESSIONAL PROPERTY PHOTOGRAPHY:** Our in-house content team captures the essence of your property through professional pictures and drone shots that highlight the key features and charm.
- **EYE-CATCHING BROCHURE CREATION:** Our team creates a brochure that showcases your property in its best light.
- **EXTENSIVE ONLINE EXPOSURE:** Your property will be listed as available on over eight local and international property websites, broadening its reach to a global audience of prospective buyers and tenants.
- **INTERACTIVE SALES MAP:** Your property's details will be integrated into our online Interactive Sales Map, linked to Val de Vie Estate's website, making it easily accessible to potential clients.
- **TAILORED MARKETING COLLATERAL:** Depending on your property's unique buyer profile, we design bespoke email marketing and printed marketing collateral, customised to target the most relevant audience.
- **STRATEGIC SOCIAL MEDIA PROMOTION:** Through our active presence on social media channels, such as Facebook and Instagram, we utilise targeted posts to generate leads and create meaningful engagement. Many successful sales have resulted from these efforts.
- **PERSONALISED CLIENT COMMUNICATION:** We employ individual messages to our existing client database, ensuring that your property receives direct attention from potential buyers or tenants within our network.
- **AI-DRIVEN META AND GOOGLE ADS:** To maximise online exposure and visibility, we use sophisticated AI-driven Meta and Google Ads, reaching potential clients actively searching for properties like yours.
- **BI-WEEKLY PROPERTY NEWSLETTER:** Our comprehensive property newsletter, published bi-weekly, keeps your property in the spotlight and in front of potential buyers and tenants.
- **ANNUAL CAPE LUXURY PROPERTIES ROADSHOW IN GAUTENG:** A prominent event that presents your property to a high-profile audience, increasing its chances of finding the perfect buyer.

Why CHOOSE US

We go above and beyond to ensure your real estate journey is smooth and successful. Choosing us means gaining access to a comprehensive range of services and a high-profile network.

WHAT MAKES US STAND OUT:

- **We know Val de Vie Estate best**
- Val de Vie Properties is the official property agency for the Val de Vie Development company
- Over 100 years of combined lifestyle experience amongst our agents who proudly call Val de Vie Estate their home
- Three on-site sales offices strategically positioned across the Estate
- Highly skilled in-house marketing team
- Long-standing relationship with the top surrounding schools
- Home preparation expertise
- Reputable professional suppliers (moving, home services, architects, interior designers, builders etc.)
- Inspections (electrical, gas and beetle certificate)
- Insurance solutions
- Energy efficiency expertise (solar and lithium battery back-ups)
- Rental services

2021

213 properties sold reaching a sales value of over R1 000 000 000.

2022

217 properties sold, at a total sales value of R1 152 000 000, with an average of 99.61% of the asking price achieved.

AS A TEAM WE ARE COMMITTED TO:

- Act in your best interests
- Respect your time
- Provide authentic and personalised service
- Maintain open communication
- Offer comprehensive information about the Paarl-Franschhoek Valley
- Provide effective finance solutions
- Embrace technology to enhance our services
- Cultivate long-term relationships
- Drive above-average capital growth
- Deliver excellent results through our experienced in-house marketing team





In-house BOND ORIGINATOR

Val de Vie Property Finance can help you secure the necessary financing for your dream home.

With our in-house bond origination services, we streamline the process of obtaining a home loan, providing you with expert guidance and support throughout.

Our longstanding partnerships with all major banks enable us to facilitate home loans on your behalf, regardless of whether you are buying, building, or planning improvements to your existing property. Whether your financing needs are straightforward or involve more complex lending scenarios, we have the expertise to tailor solutions that best suit your requirements. As independent home loan brokers, we prioritise the utmost discretion, confidentiality, and professionalism in every interaction.



THE *Cinema* ROOM

Let our Estate fly-over video transport you to an immersive experience of Val de Vie Estate.

Step into Val de Vie Properties' private cinema room to learn more about developments, world-class facilities and the unparalleled lifestyle on offer. As a valued client of Val de Vie Properties, this glimpse into life on the Estate is tailored exclusively for you.



BOOK YOUR SPOT
TO EXPERIENCE





A *dedicated* RENTALS TEAM

Offering short and long-term property rentals, our dedicated rentals team is committed to providing exceptional service and ensuring the best interests of both landlords and tenants throughout every step of the rental process.

Our thorough approach begins with **carefully verifying all rental applications**. As part of our promise to safeguard the interests of our landlords, we offer a **complimentary four-month long-term income protection plan**, providing an added layer of security.

For tenants, we collect a two-month deposit, which is then invested in an independent trust on behalf of the landlord, **ensuring transparency and trust in the rental transaction**. To ensure transparency, all incoming and outgoing inspections are conducted by an independent company, providing an unbiased assessment of the property's condition.

A **user-friendly property maintenance system streamlines the fault reporting process**, ensuring prompt resolution of any maintenance issues that may arise during the tenancy.

In addition, we offer a **comprehensive property management programme** and find managed leases have become increasingly attractive to both landlords and tenants due to their ability to streamline property management and enhance the rental experience. For landlords, these leases often mean reduced stress and improved property oversight, as professional management teams **handle maintenance, tenant relations, and compliance issues**. This allows landlords to maximise their investment while minimising the time and effort required for day-to-day operations.

For tenants, managed leases offer a more **reliable and responsive living experience**. With dedicated management teams, tenants can expect timely maintenance, clear communication, and a more professional approach to leasing. This fosters a sense of stability and satisfaction, making it easier for tenants to feel at home. Ultimately, managed leases create a win-win situation, ensuring both parties benefit from a well-maintained property and a smoother rental process.



INTERNATIONAL *exposure*

Mayfair International Realty brings together top luxury real estate brokers and agents across the world.

As the first South African property company to join this exclusive network, Val de Vie Properties showcases properties for sale on Mayfair International Realty's website, granting selected listings international exposure. Potential buyers looking for properties can visit Mayfair International Realty's London office, located at Cashel House, 15 Thayer Street, London, W1U 3JT.



MAYFAIR
International Realty

AN INTERNATIONAL ASSOCIATE OF
MAYFAIR INTERNATIONAL REALTY.

MEET THE TEAM



RENIER SWART
GROUP SALES DIRECTOR



RYK NEETHLING
MARKETING & BRAND
DIRECTOR



LEVOUY VAN DER MERWE
OPERATIONS MANAGER



MARINIQUE VILJOEN
PROPERTY SPECIALIST



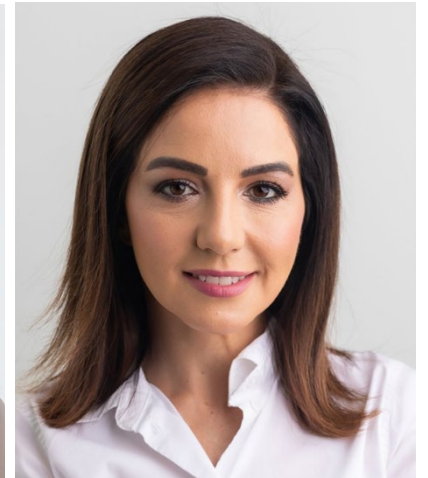
STANLEY BARNES
PROPERTY SPECIALIST



SIGRID TOMLINSON
PROPERTY SPECIALIST



LIZ SMITHERS
PROPERTY SPECIALIST



WENDY ROVITO
PROPERTY SPECIALIST

MEET THE TEAM



HENRIETTE HOLTZHAUSEN
PROPERTY SPECIALIST



KAYLA DIAB
PROPERTY SPECIALIST



ADRI-ANN OOSTHUIZEN
PROPERTY SPECIALIST



ESMÉ WILDMAN
PROPERTY SPECIALIST



ADRI VAN WYK
PROPERTY SPECIALIST



BREDINE VORSTER
PROPERTY SPECIALIST



ROAN DALZELL
INTERN PROPERTY
SPECIALIST



MARIZANNE RISCHBIETER
RENTAL AGENT



CHANTELLE MARAIS
RENTAL AGENT



ASHLEY SMITHERS
RENTAL AGENT



CONSTRUCTION

VAL DE VIE *construction*

Val de Vie Construction prides itself on upholding a standard of absolute luxury with superior quality and finishes, flexibility, complete transparency and consistent client communication.

OUR APPROACH IS GROUNDED IN CORE PRINCIPLES THAT SET US APART:

- Flexibility and transparency with solutions tailored to our clients' preferences
- Trusted partnerships with renowned consultants such as SAOTA and Stefan Antoni
- Quality control and client communication
- Evolving to meet market demands in a changing real estate landscape



VAL DE VIE *construction directors*

SAREL ROSSOUW

Financial Director

Val de Vie Group of Companies

A qualified CA (SA), Sarel joined Val de Vie Estate in 2008. In his role as Chief Financial Officer of all the companies within the group, he is able to take care of the full financial cycle.

RENIER SWART

Sales Director

Val de Vie Group of Companies

Renier successfully completed several large commercial property developments, prior to joining Val de Vie Estate. His Valentia Manor House, won the prestigious award for Best Residential Property in Africa in 2016/17.

KOBUS ROSSOUW

Operations Officer

Val de Vie Construction

With a National Diploma in Architecture, Kobus has over 20 years of experience in both design and construction. Over the course of his career, Kobus has been involved in property planning, design, development and construction. Since joining the Val de Vie Estate in 2011, he has played an instrumental role in both preserving and improving the quality of the Estate's expansion.



PARTNER *with* MINITZERS

Conveniently located on Val de Vie Estate at A2, Polo Village Offices, Minitzers specialises in property law and conveyancing and can assist whether you are purchasing or selling a property.

For further information contact Stefan van Niekerk.

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