



# COMPANY PROFILE



## OUR MISSION

We strive to provide our clients with high-quality, aspirational real estate developments. —

## Overview

Introduction

Real Estate Investment

Our Approach

Key Factors Driving Real Estate Growth

Our Team

Organizational Framework

## Our Capabilities

Research and Site Selection

Effective Project Oversight

Ensuring Quality and Assurance

Procurement Management

Project Funding

Franchising Opportunities

Consultancy Services



# Overview

- Introduction
- Why Invest in Real Estate
- Our Strategy
- Growth Drivers in Real Estate
- Our Team
- Our Organisation Structure

A modern, multi-story building with a glass balcony and a large outdoor deck with a hot tub and potted plants. The building has a clean, minimalist design with large windows and a balcony with a glass railing. The outdoor deck is made of wood and features a hot tub, several potted plants, and a set of stairs leading to a lower level. The overall scene is bright and sunny, suggesting a high-quality, modern living environment.

## OUR VISION

Our vision is to revolutionize the real estate industry by creating innovative, sustainable communities that enrich lives and inspire lasting connections.

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# MEDAI PROPERTIES

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Medai Properties stands as a beacon of innovation and excellence in the realm of construction, with its headquarters rooted in the vibrant landscape of South Africa.

At Since its inception in 2017, Medai Properties has embarked on a remarkable journey, shaping skylines and redefining urban spaces with its visionary approach to real estate development and interior decoration.

## COMMITMENT TO EXCELLENCE

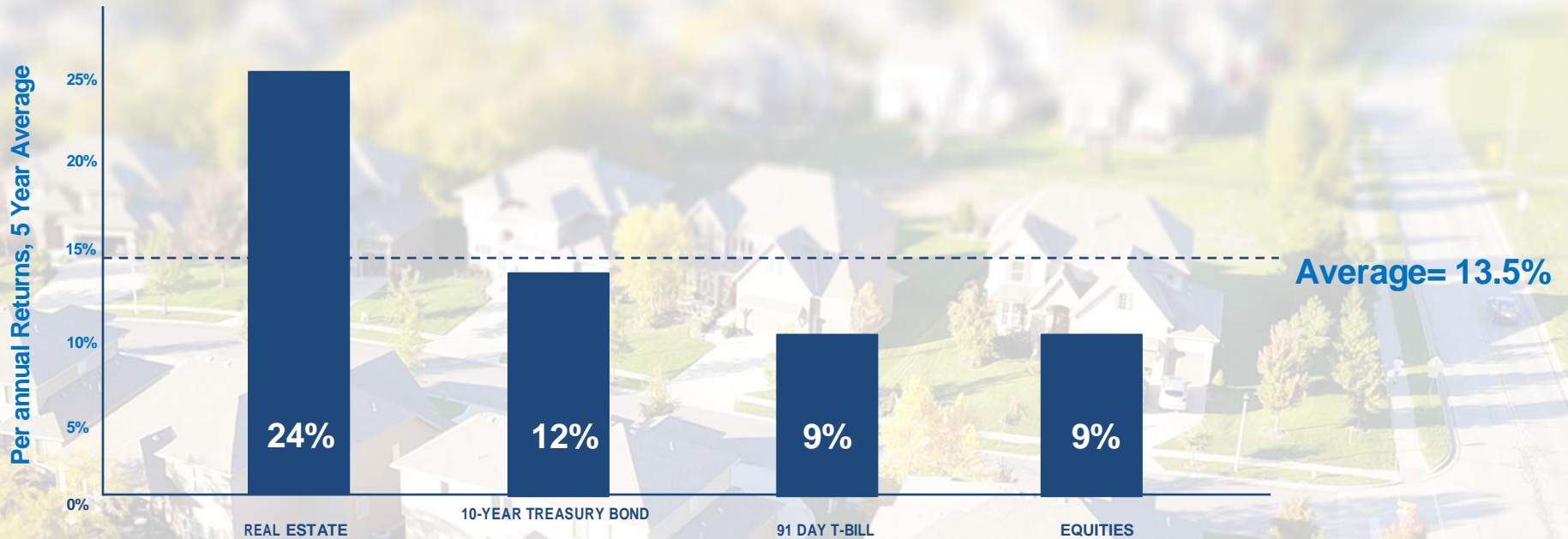
Excellence is not merely a goal at Medai Properties; it is our guiding principle, our reason is uncompromising and unwavering.

## EMBRACING INNOVATION

Innovation lies at the core of everything we do at Medai Properties. We are constantly pushing the boundaries of what is possible to revolutionize the way we build and inhabit spaces.



# REAL ESTATE INVESTMENT



Real estate investment offers tangible assets with potential for appreciation, generates income through rentals, diversifies portfolios, provides tax advantages, serves as an inflation hedge, offers control and flexibility, enables leverage, and acts as a hedge against economic uncertainty.

It presents a multifaceted opportunity: it offers tangible assets for potential growth, generates steady income, diversifies portfolios, provides tax advantages, safeguards against inflation, allows for control and flexibility, offers leverage potential, and acts as a stable investment during economic fluctuations.

# OUR STRATEGY

Strategy:	Fix 'n Flip	Appreciation	Cash Flow
Description:	Buy a property, renovate it, and sell it for a profit, usually within 60 to 90 days.	Buy a higher-priced property in an area with population growth and wait for supply/ demand forces to raise its value, usually five to 10 years.	Buy a lower-priced property in metros where the rents are high relative to the purchase price to get maximum cash flow from day one.
Requirements to succeed:	Network of wholesalers, hard money lenders, general contractors. Time commitment. Market must be near where you live.	High down payment, ability to identify growing metros, and patience.	Lower down payment and ability to identify the right markets.
Downside:	No ongoing passive cash flow.	Must wait for property values to appreciate.	Property prices will be relatively flat.
Risks:	Cost overruns, unreliable contractors.	The expected appreciation may not materialize.	Flat home prices mean you can't sell the property for a few years without losing money.
<b>What it gives you:</b>	<b>"A Job"</b>	<b>"Wealth"</b>	<b>"Freedom"</b>



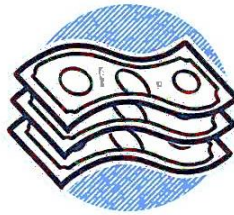
# KEY FACTORS DRIVING REAL ESTATE GROWTH

Several catalysts, including a substantial housing deficit, the burgeoning middle class, and shifting demographic patterns, are driving our thematic investments in real estate.

Below is a list of what we focus on based on the key factors driving the economy:



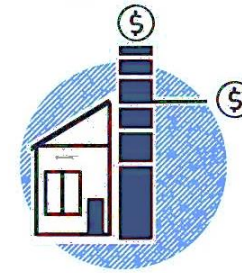
Investment purpose and  
Investment horizon



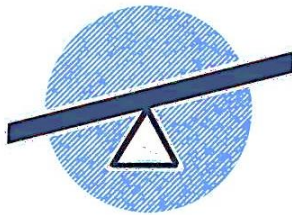
Expected cash flows and  
profit opportunities



New construction vs.  
existing property



Valuation of the property



Leverage



Overall real estate market



Property location




Your credit score

# Our Capabilities

 Research and Site Acquisition


 Project management

 Quality Control

 Procurement

 Franchising

 Consultancy



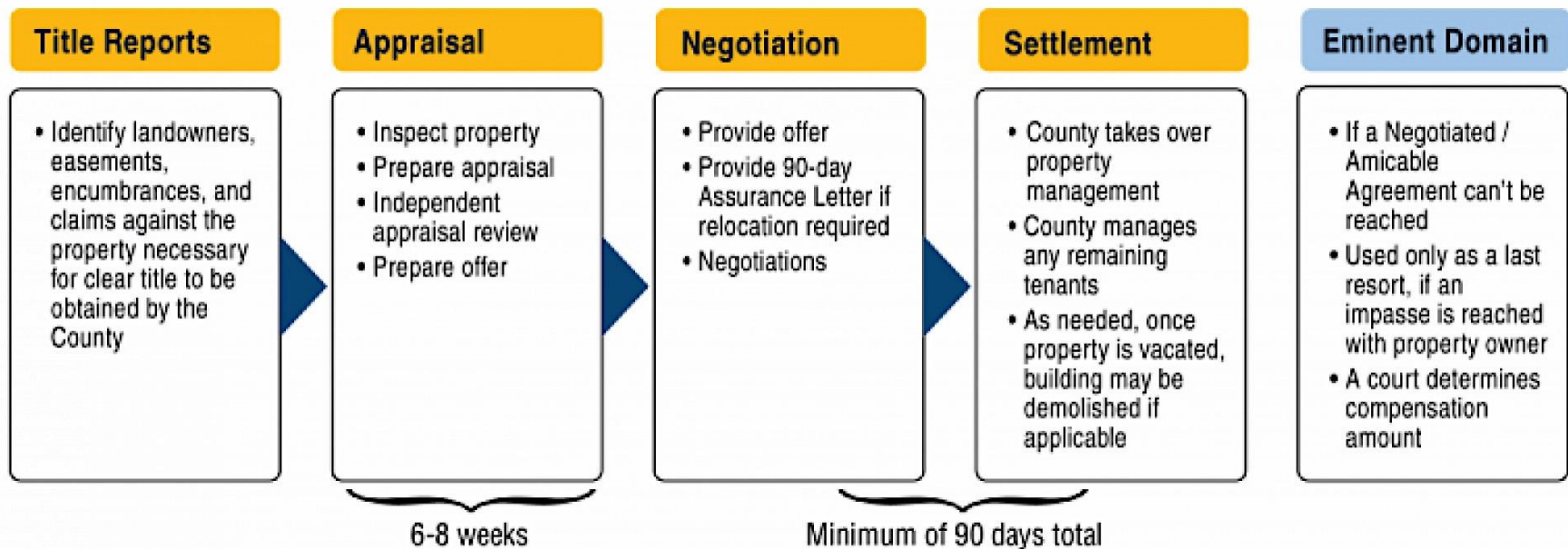
“ Landlords grow rich in their sleep  
without working, risking or economizing

— *John Stewart Mill*

# RESEARCH AND ACQUISITION

At Medai, real estate research extends beyond mere data gathering and analysis; we delve deeper to identify existing gaps, enrich market understanding, and guide concept development. This endeavor demands a comprehensive comprehension of the market, identification of opportunities, and strategic utilization with a primary goal of maximizing potential.

## Steps in the Whole Parcel Acquisition Process





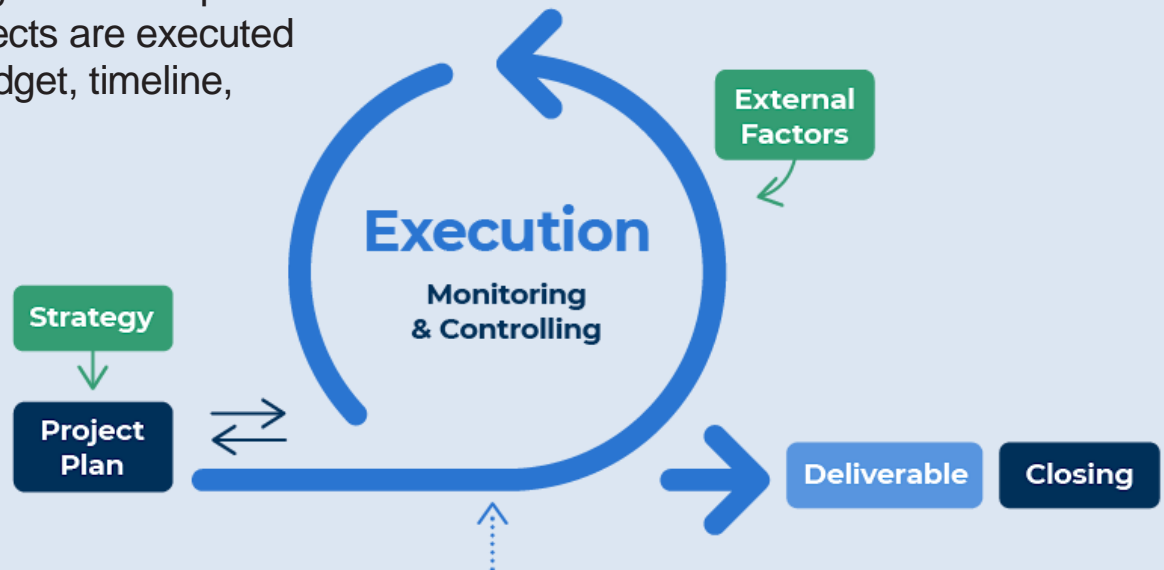
# PROJECT MANAGEMENT

Achieving success in real estate projects necessitates adherence to three fundamental principles: timely completion staying within budget constraints and upholding superior quality standards.

Medai Properties leverages insights gained from past endeavors to guarantee that our projects are executed with precision, meeting targets for budget, timeline, and quality standards consistently.

Our project team is involved in;

- Conceptualization
- Planning
- Execution
- Oversight and Management
- Project Conclusion



# QUALITY CONTROL & ASSURANCE

Quality control and assurance involves overseeing project implementation processes from pre-development to project exit. We aim for the highest quality standards that ensure client's interests and expectations are met.

Through this we aim;

- ✚ To ensure timely project delivery
- ✚ To provide value for money
- ✚ To ensure quality standards
- ✚ To ensure safety
- ✚ To ensure product functionality

## Project Execution Steps and Activities

Procure/Secure Resources  
Stakeholder Reports  
Create Deliverables  
Status Review Meetings  
Change Management

Change Requests  
Risk Management  
Record Lessons Learned  
Ongoing Communication  
Manage Expectations

Relationship Development  
Identify & Document Issues  
Quality Assurance  
Document Performance  
Scope Management

Strategic Alignment  
Run Meetings  
Maintain Project Course  
Team Leadership  
Team Development

# PROJECT PROCUREMENT

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An effective procurement system is key to the success of a project. At Medai Properties this function is core to the delivery of our projects. We go beyond obtaining goods and services from external vendors to realise value for money through strategic sourcing.

How we do it;

- + Cost effectiveness through sourcing goods and services both locally and globally
- + Quality of goods and services
- + Timely delivery
- + Value optimization from supplier relationships reducing risks and managing compliance

# PROJECT FINANCE

Given the capital intensive nature of real estate it is important to be able to couple investors capital with developers.

OUR KEY COMPETENCIES IN PROJECT FINANCE ARE:



## OUR KEY COMPETENCIES

### RISK ANALYSIS



In risk analysis, we carry out sensitivity, scenario and variance analysis and evaluate all factors that might come to play in the development process. We thus ensure that all risks are mitigated and sufficient resources are set apart for development.

### FUND RAISING & DEAL STRUCTURING



We work with Medai Investments, to source for and structure financing for our clients. We avail financing of the requisite magnitude at attractive rates and at our clients' convenience

### INVESTMENT ANALYSIS



Our analysts are well equipped with skills that enable them undertake real estate investment analysis that serves as an evaluation criterion for projects being undertaken.





# PROPERTY & MANAGEMENT

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Medai Properties employs Agency and Facilities Management services to optimize returns and minimize expenses throughout the development process.

## PROPERTY & FACILITIES MANAGEMENT

It involves maintenance planning, asset life cycle analysis and budgeting.

It ensures maintenance, administration and financial planning giving the development and its assets a longer shelf life.

## AGENCY

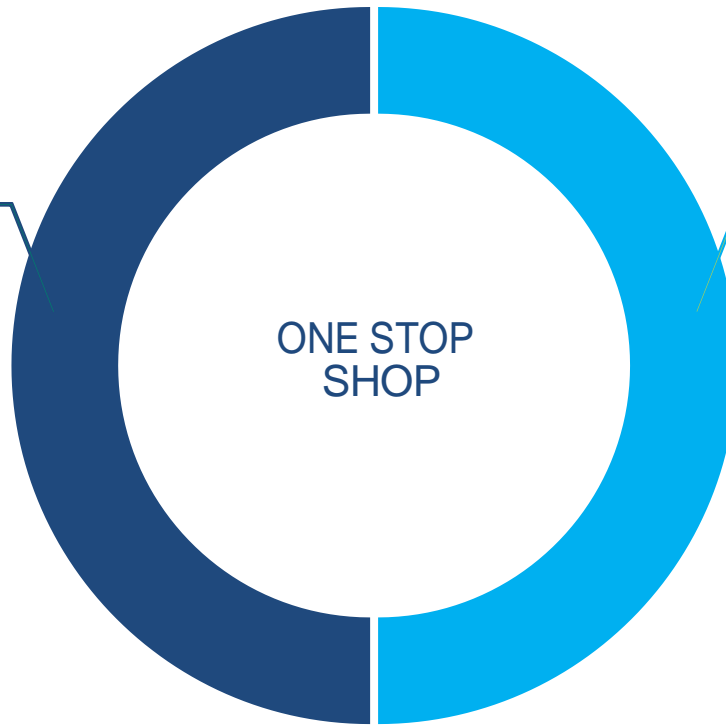
Through a targeted marketing strategy, Media Agency is able to maximize distribution by selling and letting properties on behalf of other entities.

# DEVELOPMENT CONSULTANCY

We partner with other developers and help them get great concepts that offer great investment returns by offering our capabilities to support their projects and monitor the execution of the same to fruition.

## Medai Properties

- 1 Fundraising
- 2 Joint Venture Structuring
- 3 Market Research
- 4 Concept Development
- 5 Project Management
- 6 Quality Assurance
- 7 Sales & Facilities Management
- 8 Deal Structuring



## External Parties Projects

We offer our capabilities to enable external parties achieve success in their projects.



**MEDAI PROPERTIES**

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