

ESTATELIVING

LEADING THE WAY

**2024 OPPORTUNITIES
REACH AND ENGAGE WITH THE
COMMUNITY SCHEMES MARKET**



About Estate Living



Estate Living is the leading resource and influencer within the residential community. It is a trusted source of information about living in a community scheme. With 14 years of insight into the market, we support and drive value for all community stakeholders.

Estate Living is a consortium of businesses consisting of community consultancy, media platforms, publishing house, sales lead generation and marketing agency, which communicate the value of residential community living and community schemes to a local and foreign market.



Vision

To be the leading and most trusted resource in the property sector, providing reliable and informative information and relationships to empower individuals, business and communities to make informed decisions about community schemes living.

Mission

Our mission is to curate and deliver high-quality, up-to-date information and resources that educate and inspire individuals, business and communities about community schemes. We aim to be the go-to platform for all property-related matters, offering expert advice, market insights, and valuable tools to help our audiences navigate the complex world of real estate. By fostering a sense of trust and reliability, we strive to empower our users to make informed decisions that enhance their quality of life and contribute to the growth and sustainability of community scheme living.

Company Values



COMMITMENT

Be accountable, work together as a team and communicate clearly.



SMART

Think outside the box, challenge constructively and act before others do.



COLLABORATION

Creating a positive place to work and supporting ethical initiatives.



CLIENT FIRST

Always deliver exceptional quality results, accomplish and improve.

WHY CHOOSE US



Estate Living is a valuable resource for the residential estate and mixed-use development industry in South Africa. As specialists working with community schemes, we have a database of Property Developers, Community and Property Management, Homeowners and Residents, new investors and service providers to the industry.

www.estate-living.co.za/about-us/

AUDIENCES

 **PROPERTY DEVELOPERS**

 **COMMUNITY AND PROPERTY MANAGEMENT**

 **HOMEOWNERS AND RESIDENTS**

 **PROPERTY INVESTORS – LOCAL AND INTERNATIONAL**

REACH



Property Developers and Teams

430+ Estate Living’s database of 430+ companies includes developers across various interests from sectional title, freehold, mixed-use and retirement developments

Estate and Property Management

800+ Estate Living national Community Management database, networks and relationships give our clients access to over 800 communities countrywide

Homeowners and Residents

500k+ Homeowners and residents subscribe to receive the Estate Living print and digital communication

Investors

60k Emailer subscriber
2,45mil Social media engagements
72k Website unique monthly views
100k Community apps and partners

ESTATE LIVING NETWORK CHANNELS



A VARIETY OF MEDIA PLATFORMS AND COMMUNICATION SYSTEMS WILL BE USED TO DRIVE OBJECTIVES, INCLUDING:

Background

The Estate Living channels have been designed to maximise reach and engagement with the audience. Through consistent messaging, awareness of the brand is created, consistency builds integrity and by sharing expertise clients are positioned as industry specialists in their sector.

All content creation, brand building, sharing success stories and participating in networking opportunities lead to referrals and open the door for your sales team.

Add a sales lead and referrals generation to a digital campaign

Leads are sourced from Estate Living content and are a direct sign-up or opt-in from each lead. Each lead is required to complete their personal contact details. Estate Living profiles the client with ‘qualifying questions’. All leads and referrals are direct opt-in and POPI compliant.

- *All targeting would direct to correct audience
- *All SEO and keyword linking included
- *All generate leads, brand awareness, and community integration.

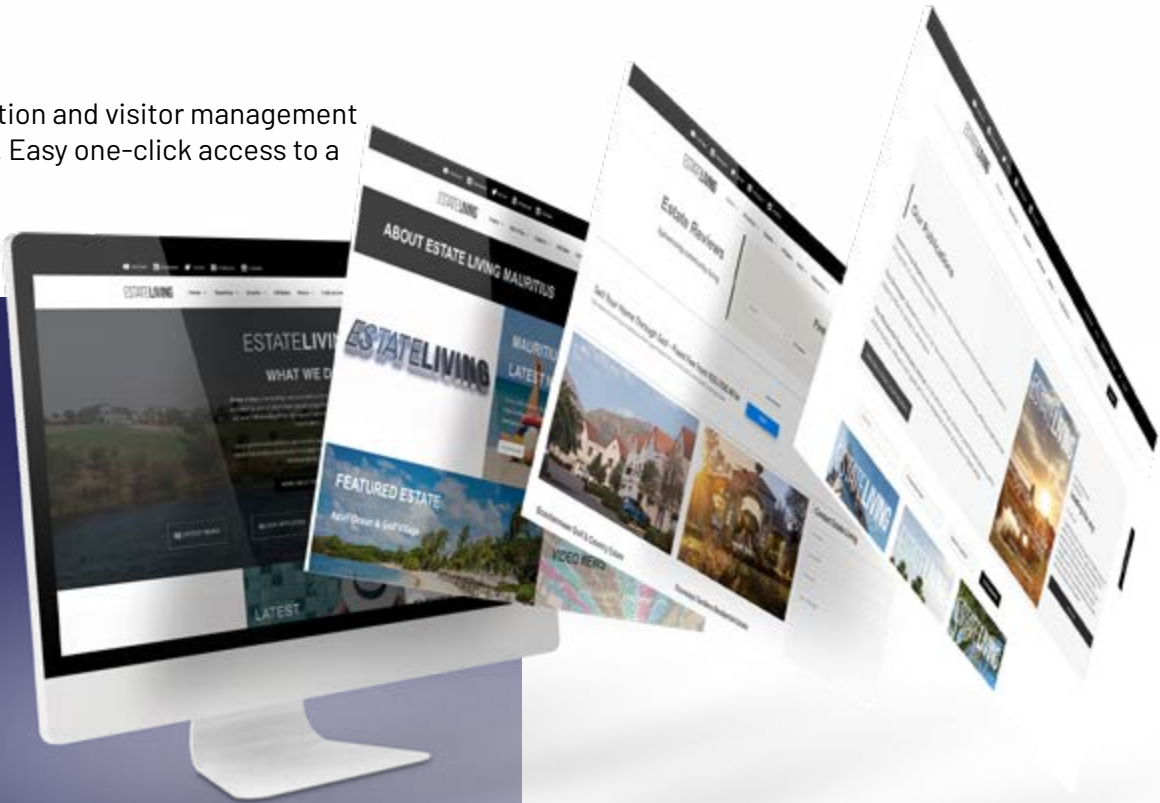
Portal Apps

Estates and sectional title developments often host internal communication and visitor management access via a community app. You will be permitted to communicate here. Easy one-click access to a qualified market.

Estate Living news pages are fed into several partner apps.

OBJECTIVES OF THE CAMPAIGN

- Being established as an industry specialist in the sector
- Building credibility
- Establishing brand awareness
- Content creation and brand building, sharing success stories
- Networking and referrals
- Sales lead generation

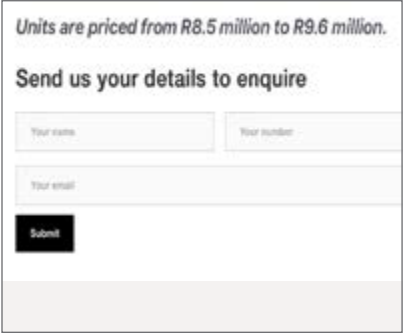
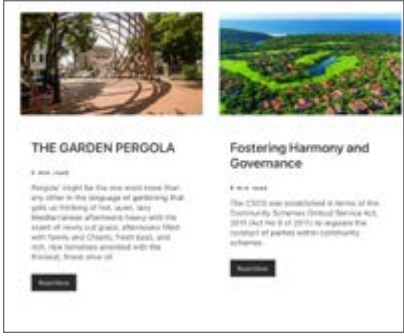


Campaign Audience

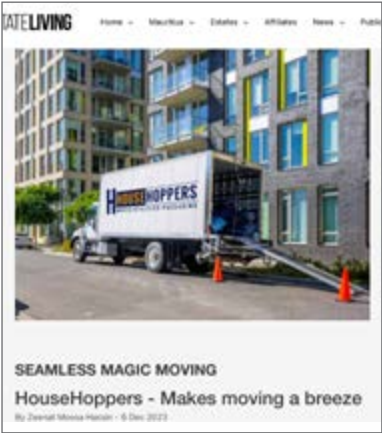
Once the audience is defined the campaign is developed and the relevant targeted channels selected.

Content Marketing Campaign includes:

- [AFFILIATE PROFILE](#)
- [WEBSITE MONTHLY CONTENT](#)
- SALES REFERRALS



BLOG CONTENT



EMAILER OFFICIAL INDUSTRY AFFILIATE



MONTHLY MAILER CAMPAIGN



- SOCIAL MEDIA

- [TikTok](#)
- [Instagram](#)
- [LinkedIn](#)
- [Facebook](#)

COSTS:

* We advise a campaign timeline from six months

Digital Communication campaign R15,000 per month (ex VAT)

Digital communication with sales lead/referrals R30,000 per month (ex VAT)

PUBLICATION – DISTRIBUTION PRINT AND DIGITAL

ESTATELIVING

Estate Living magazine is an A4 glossy table-top publication with pertinent content, and visual representation of estate life and community.

Overall content will comprise, but not be limited to:

- Estate reviews, including a section on retirement living and new developments
- Renewable energy and a showcase on new regulations, and how to live off the grid
- Smart living and home automation
- Lifestyle content relevant to community schemes

REACH

235 top residential estates in print
60,000 subscribers per month

PRINT READERSHIP

Home delivery or available
in public areas: lifestyle
centres, reception areas,
and golf clubs – 60,000+
readership.

FREQUENCY

PRINT : Quarterly
DIGITAL: Monthly

RATE (EXCL VAT)

Full page: R25,000
Double-page profile: R40,000
Thought leadership advertorial + full
page: R52,000

PRINT SPEC

Full page: 210mm (w) x 275 mm (h)
+ 5mm bleed 300 DPI PDF
Double page: 420 mm (w) x 275 mm (h)
+ 5mm bleed 300 DPI PDF

BOOKING DEADLINES

FEB/MARCH: 1 Feb
MAY/JUNE: 1 April
SEPT/OCT: 1 August
NOV/DEC/JAN: 1 October



RESIDENTIAL ESTATE INDUSTRY JOURNAL

The *Residential Estate Industry Journal* aims to provide a guide to rules and regulations, policy and procedures for the optimal operation of the residential estate industry. The *Journal* is an invaluable read to estate management, estate decision makers and the board alike, and is used as a reference guide throughout the year. The *Journal* is published in collaboration with the Association of Residential Communities (ARC).

The *Journal* brings about a collective learning, sharing industry expertise, for the benefit of all.

Pertinent content discussed in the 2024 edition includes:

- Renewable energy
- Insurance
- Security management
- Fibre to the home
- Landscaping and conservation
- Integrated solutions
- Occupational health and safety
- Access control
- Technology
- Workplace management, to mention a few.

The distribution and rates include reaching over 1,000 estate management teams, their HOAs and trustees for the full year 2024/2025. Digital editions are downloadable from ARC and Estate Living websites throughout the year. Please see previous edition here – <https://www.estate-living.co.za/residential-industry-journal/>

REACH

1,000 estate management teams
trustees and directors

PRINT READERSHIP

Management

FREQUENCY

PRINT: Annual
DIGITAL: Digital editions
are downloadable from ARC
and Estate Living websites
throughout the year

RATE (EXCL VAT)

Full page: R30,000
Double-page profile: R 45,000
Thought leadership advertorial + full page: R52,000

PRINT SPEC

Full page: 210mm (w) x 275 mm (h)
+ 5mm bleed 300 DPI PDF
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BOOKING DEADLINE

15 June 2024



ESTATE LIVING EVENTS

ESTATE LIVING HOSTS AND COORDINATES A NUMBER OF DIFFERENT EVENTS BASED ON THE CLIENT'S TARGETED AUDIENCE.

All events are designed to maximise engagement, build brands and create a relationship with the market that will generate leads and sales.

We offer:

- Monthly topical webinars
- In-person events
- Estate activations
- International roadshows
- Sales roadshows
- Management breakfasts
- Resident-focused events

- Estate Living runs polls during the course of the webinar to gain insight and drive engagement
- Estate Living runs questions through the Q&A/chatrooms to stimulate engagement
- Estate Living manages all attendees, marketing, and postproduction of the event
- Estate Living invites the relevant audiences to the webinar.

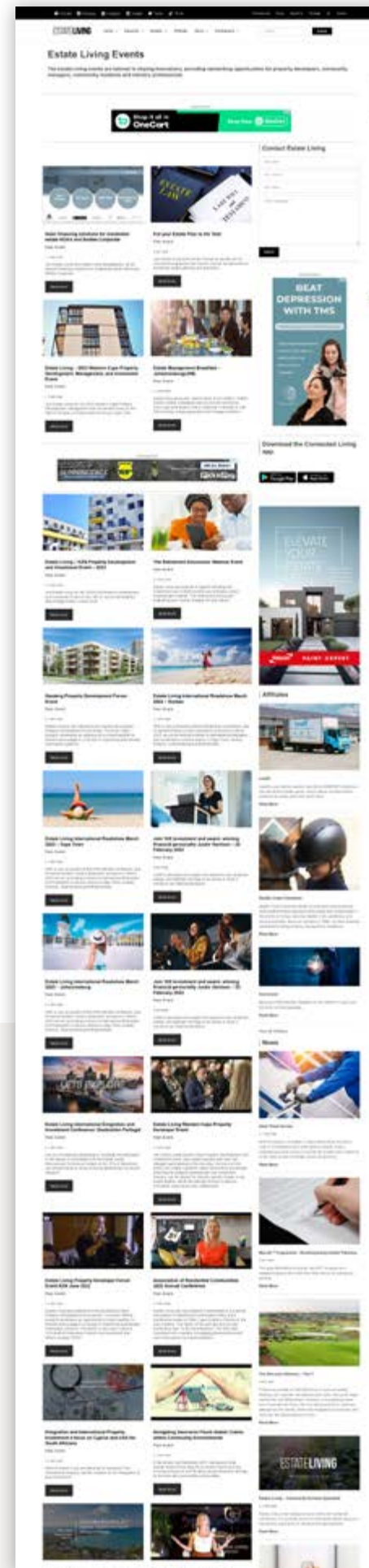
Estate Living creates a professional postproduction video recording, which we use as part of your marketing assets going forward, to assist you in generating qualified leads.

Cost: R30,000

WEBINARS

45 MINUTES

Present to RELEVANT audience and sit on the panel as an expert, with other industry experts; we unpack the benefits and challenges – 10-minute PowerPoint presentation.



WEBINAR EXAMPLES

Sustainability



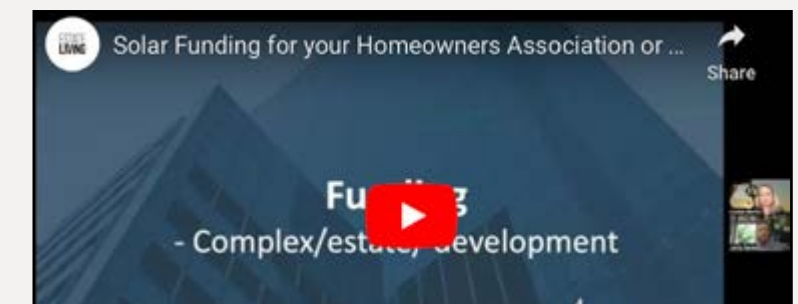
<https://www.estate-living.co.za/news/renewable-energy-navigating-the-landscape-for-developers-community-managers-and-homeowners/>

Security



<https://www.estate-living.co.za/news/the-home-the-estate-the-precinct-which-security-measures-drive-property-investment/>

Funding



<https://www.estate-living.co.za/news/financing-solutions-for-residential-estate-hoas-and-bodies-corporate>

More examples available on <https://www.estate-living.co.za/video/>

PROPERTY DEVELOPMENT, MANAGEMENT AND INVESTMENT EVENT 2024

EVENT TO BE HOSTED IN GAUTENG (MARCH), KWAZULU-NATAL (JULY), WESTERN CAPE (OCTOBER)

Background

Events are hosted regionally to bring together the residential property developer, property management, and investor audience, with keynote speakers addressing relevant industry challenges, solutions, and insights.

Campaign Strategy

The space invites key industry players to learn and network, with the objective of creating relationships and opportunities.

You network here and enjoy the face-to-face opportunities/branding in the room.

Campaign Results

100–150+ delegates comprising development and management teams

SPONSORSHIP PACKAGE INCLUDES:

- Company affiliate profile on Estate Living website with lead form
- Two company representatives* (additional staff can be included on request)
- Pre/post-event marketing
- Branding material – two banners, roll-up
- TV, table/bar table*
- Content for 100 goodie bags
- Prizes or giveaways
- Digital content for USB
- One- or two-minute presentation by the team

You will receive the full registration lists for leads, as well as a video filmed of the event.

* Location/catering/AV equipment, etc., supplied, and speakers and networking breaks supplied

* We offer a glass of champagne or champagne and orange juice on arrival.

Cost: R35,000



PREVIOUS EVENTS

CAPE TOWN

<https://www.estate-living.co.za/news/estate-living-western-cape-property-developer-event/>



GAUTENG

<https://www.youtube.com/watch?v=yfnFZn5q-Vw&t=64s>



KWAZULU-NATAL

<https://www.youtube.com/watch?v=cCV3tM0nt60>



EXCLUSIVE MANAGEMENT BREAKFASTS

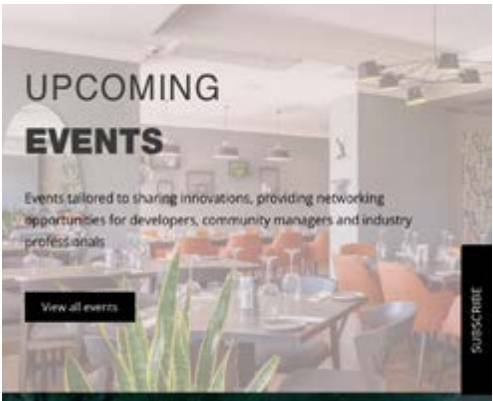
GAUTENG, KWAZULU-NATAL, WESTERN CAPE.

SOME OF THE TOPICS INCLUDE:

- Sustainability
- Reserve budgeting
- Water management
- Security
- Innovation and new services

Limited sponsorships to three clients per event to maximise relationship building. We host six events per year.

Breakfasts are hosted regionally to bring together the residential management audience, with keynote speakers addressing relevant industry challenges, solutions, and insights. The space invites key industry players to learn and network, with the objective of creating relationships and opportunities.



Cost: R45,000

RESIDENT-FOCUSED ESTATE EVENT

Brand activations are hosted on the estate to bring together the residents and residents of neighbouring estates.

A keynote speaker addresses relevant topics and insights, along with speakers or a panel made up of your sales and management team.

The space invites residents to learn and network with you and your team with the objective of creating relationships and opportunities.



WE HAVE THREE CATEGORIES OF ESTATE EVENTS:



FULL TURNKEY SERVICE

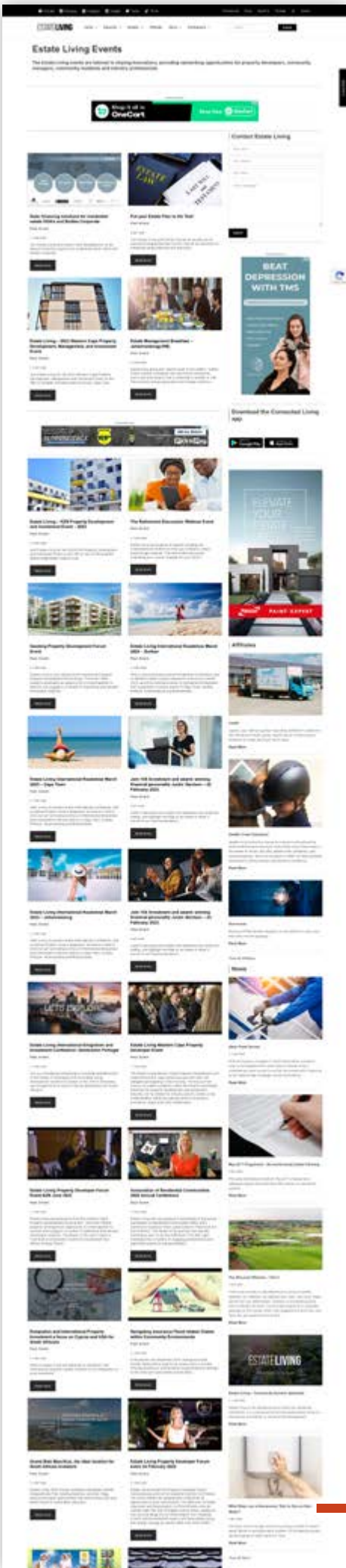
Complete turnkey service activation by Estate Living, which includes venue hire, catering, AV equipment, marketing and creative assets, delegate management and and full registration list – **estimation from R130,000 based on event requirements**

SET UP AND COORDINATE

Estate event is coordinated by Estate Living, i.e. venue, catering and marketing; however, on the day, support is managed by client costing on requirements – **estimated R60,000**

SPONSORSHIP

Sponsor an existing estate event – Estate Living will research event opportunities and negotiate the sponsorship fees. On the day, coordination is managed by client, R15,000 per event (excluding estate-charged sponsorship fees).



ADDITIONAL SERVICES

VIDEO

- Video shoot your product/service on site at a relevant estate.
- Estate Living manages all permissions and includes estate management in the video.
- Your product is seen as credible and relevant due to its direct correlation to the estate.

Product launch on estate videos:

BMI – <https://www.estate-living.co.za/news/bmi-coverland-and-waterkloof-marina-estate/>
Colas SA – https://www.estate-living.co.za/our_affiliates/colas-sa/

Cost: Estimated (based on brief) R35,000

INSIGHTFUL AND INFLUENCER CONTENT CREATION

- Let Estate Living tailor your sales and marketing material to be relevant to the current industry needs.
- Includes influencer content features, blog articles, social media content, artwork design.
- Costs on briefing.

ALL-INCLUSIVE ANNUAL CAMPAIGN PROPOSAL



We make it easy for you to engage your customers consistently across all media

Our annual package is designed to create multiple opportunities for engagement and reach along with sales referrals and leads over the 12-month timeline, thereby maximising your budget

You can cherry-pick the media you would like to include in your Estate Living campaign, to complement your existing strategies, or you can include an annual strategy that comprises digital communication, publications, events, video creation, content creation, and more.

In our experience, it is best to work consistently with the community schemes market. Consistent messaging across multiple media channels builds trust and reliability with the audiences. As we have segmented our audiences, and have a current understanding of the industry needs and challenges, Estate Living can create a messaging that is specific and relevant.

- Our costs are established per brand, strategy, and execution. Costs are an accumulation of campaign costs and are split into equal monthly payments. Costs are relevant to the scheduled campaign provided.
- These include:
 - » Continuous consultation, strategy, and Estate Living network integration
 - » Monthly reports
 - » Sales lead management
 - » Personal introductions
 - » Networking events and opportunities
 - » Database leverage
 - » Content creation and curation
 - » Relevant content placement and inclusion
 - » Advertising
 - » Online event costs

COSTING

- Payment on invoice from the start of the campaign
- Payment can be split into quarterly or monthly amounts
- 12-month agreement
- Cancellation with two calendar months' notice
- Outstanding fees at cancellation will be calculated and due upfront
- If required – brochure prints and bespoke events will be costed separately.

Budget Required: R45,000 per month