

# ESTATELIVING

LEADING THE WAY



[www.estate-living.co.za](http://www.estate-living.co.za)

WHO WE ARE  
AND WHAT WE DO

# ABOUT ESTATE LIVING

Estate Living is the leading resource and influencer within the residential community sector. 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 property development and community consultancy, a creative and media agency, with platforms that distribute to market, a publishing house, sales lead generation, and a marketing agency—specifically designed to communicate the value of residential community living and community schemes to both local and international markets.



## 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 clients and property buyers to make informed decisions that enhance their developments and in turn the buyers 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.



### COLLABORATION

Creating a positive place to work and supporting ethical initiatives.



### SMART

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



### 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 been involved in over 2,400 communities over the past 15 years in various capacities — from working with developers to build the brand, to maintaining brand capital and fostering positive homeowner sentiment. We understand every stage of the process — from concept to completion, and even 25 years down the line. [www.estate-living.co.za/about-us/](http://www.estate-living.co.za/about-us/)

## OUR AUDIENCES & CLIENTS



PROPERTY  
DEVELOPERS



COMMUNITY  
AND PROPERTY  
MANAGEMENT



HOMEOWNERS  
AND RESIDENTS



PROPERTY INVESTORS -  
LOCAL AND INTERNATIONAL

# REACH

430+

## PROPERTY DEVELOPERS AND TEAMS

Estate Living's database of 430+ companies includes developers across various interests from sectional title, freehold, mixeduse and retirement developments.

2400+

## ESTATE AND PROPERTY MANAGEMENT

Estate Living national Community Management database, networks and relationships give our clients access to over 2400 communities countrywide.

1MIL+

## HOMEOWNERS AND RESIDENTS

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

## INVESTORS

70,000

Emailer subscriber

12,45MIL

Social media engagements

100,000

Website unique monthly views

120,000

Community apps and partners



# 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.

## PORTAL APPS

Estates and sectional title developments often host internal communication and visitor management access via a community app. Estate Living new pages are permitted to communicate here. Easy one-click access to a qualified market. We have a number of partners.

## OBJECTIVES OF THE CAMPAIGN

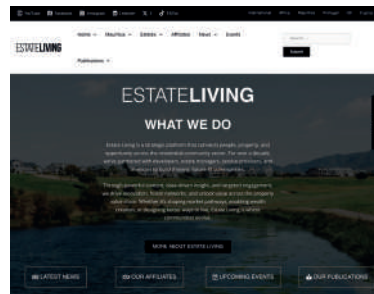
- Market Research, Client service
  - Property Development & Marketing Consulting
  - Brand Creation
  - Content Creation & SEO
  - Graphic Creations
  - Marketing Strategy, execution and delivery
  - Production Management
  - Public Relations & Event Co-ordination
  - Media Placement:
- Print and Digital Lifestyle,
  - Agent and Property Photography & Videography
  - Full Ongoing Campaign Analysis and Reporting
  - Lead Administration
  - website Design
  - Web Hosting, Design and Development
  - Communicate consistently around the development build and include monthly drone footage.

# Estate Living Media Packages

An example of the various channels

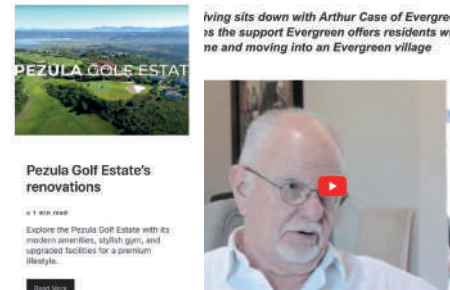
01

Website design, develop and maintain



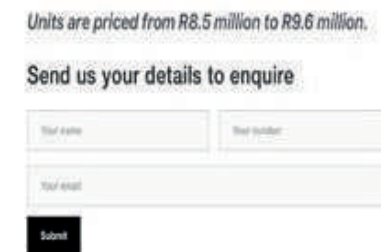
02

Pre and post production and videography on all video content across social and website platforms



03

Sales lead and traffic campaigns



04

BLOG CONTENT



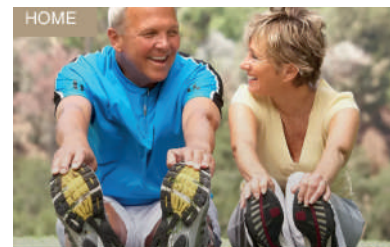
Seeing value in the Life Right model

4 min read

...life-rights model works and articulating why they would want to give some of their capital growth to it. "The life-right model is the chosen model to Black Rockwood Australia

05

EMAILER – OFFICIAL INDUSTRY



To have and to hold – 'life right' explained

4 min read

...but life right is still a bit of a mystery, so let's

06

MONTHLY MAILER CAMPAIGN



Life right ownership at The Somerset

2 min read

A Life Right purchase is a transaction where you and your spouse/partner, as the nominated occupants, attain the right to live in a particular house for the duration of your lifetime, after which your capital is returned with an additional profit share, depending on the options chosen.



# 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

Distribution: Print 232 Estates, Estate Living digital 1000 Estates, Partnerships 2400 communities



### 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

### 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

### ISSUES/ PRINT DATE

FEB/MARCH: 1 Feb

JUNE/JULY: 20 JULY

SEPT/OCT: 25 August

NOV/DEC/JAN: 25

OctoberCOSTING

Double page spread-R35,000

Advertorial R52,000

Full page R30,000

# 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

## 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

COSTING : R45,000 FP

+ R65,000 DPS

# ESTATE LIVING EVENTS

ESTATE LIVING HOSTS AND COORDINATES A NUMBER OF DIFFERENT

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

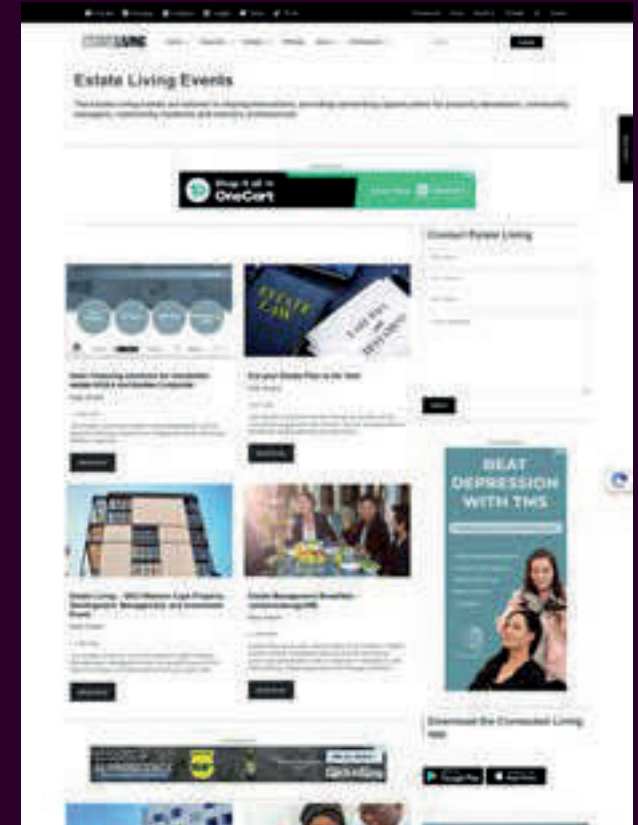
## WEBINARS 45 MINUTES

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.

- 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**



# WEBINAR EXAMPLES



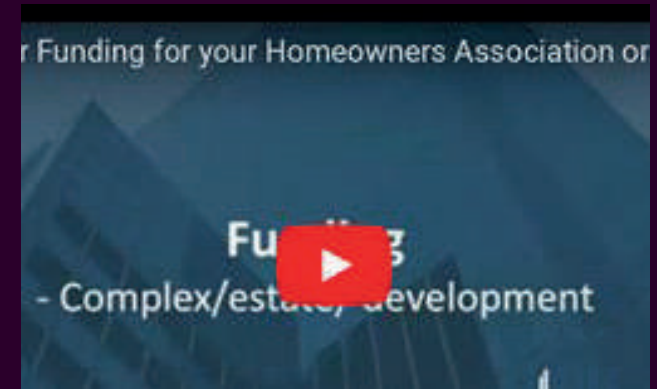
## Sustainability

<https://www.estate-living.co.za/news/renewableenergy-navigating-the-landscape-for-developerscommunity-managers-and-homeowners/>



## Security

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



## Funding

<https://www.estate-living.co.za/news/financingsolutions-for-residential-estate-hoas-and-bodiescorporate>

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

# EXCLUSIVE BREAKFASTS

COUNTRYWIDE | LIMITED SPONSORS | R45,000 PER EVENT

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.

## Some of the topics include:

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



# 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

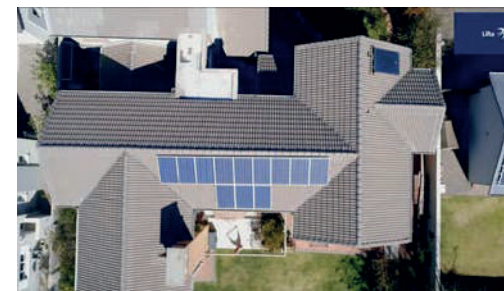
Complete turnkey service activation by Estate Living, which includes venue hire, catering, AV equipment, marketing and creative assets, delegate management and full registration list – <https://www.youtube.com/watch?v=uW75XghCko4>

### 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 –

### 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,



# 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:

Regal Escapes: <https://www.estate-living.co.za/news/the-estate-living-group-is-proud-to-present-our-luxury-travel-affiliate-regal-escapes/>

BMI – <https://www.estate-living.co.za/news/bmi-coverland-andwaterkloof-marina-estate/>

Colas SA – [https://www.estate-living.co.za/our\\_affiliates/colassa/](https://www.estate-living.co.za/our_affiliates/colassa/)

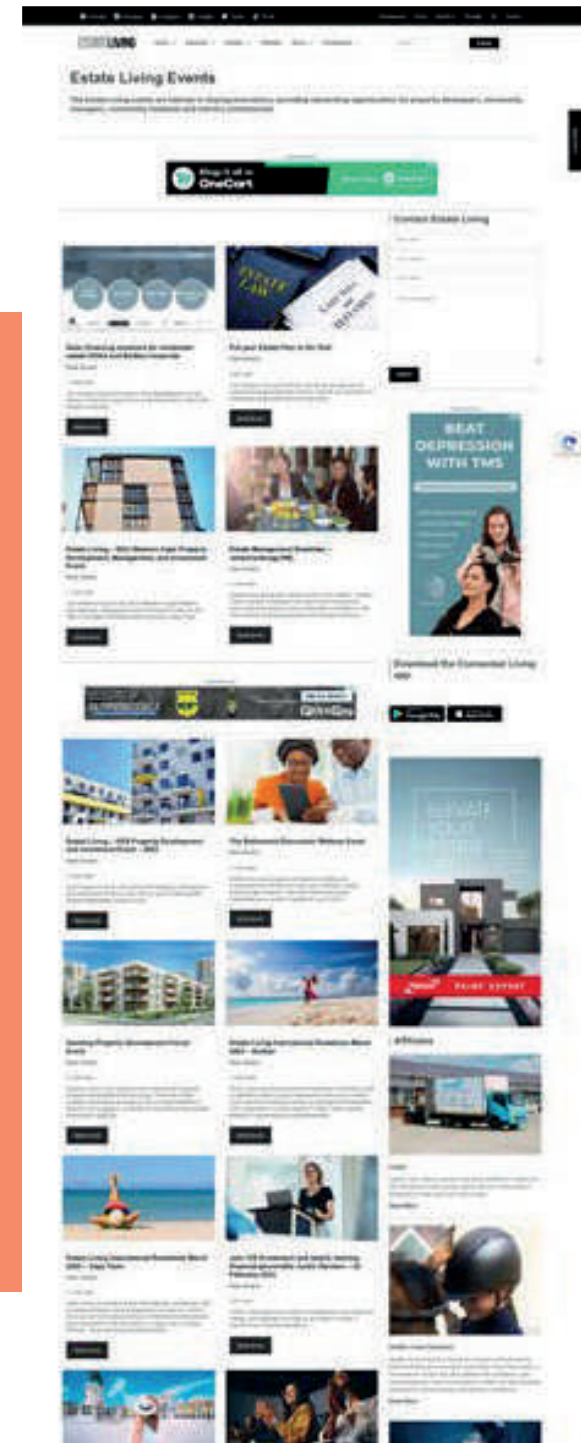
Webinars : <https://www.estate-living.co.za/news/the-retirement-discussion-evaluating-your-current-strategy-for-your-future/>

## INSIGHTFUL AND INFLUENCER CONTENT

### CREATION

• Estate Living will 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.



# ALL-INCLUSIVE ANNUAL CAMPAIGN PROPOSAL

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

Our package is designed to create multiple opportunities for engagement and reach, along with sales referrals and leads over time—thereby maximising your budget.

You can cherry-pick the media you'd like to include in your Estate Living Group package to complement your existing strategies, or we can develop and deliver a full solution for the development. This includes building the umbrella brand and then ensuring that the look and feel is carried through all the assets—creating a community with strong brand capital, delivering returns for investors, offering a stable and long-term sustainable life right option for senior living, and increasing the value of all common assets.

## What make a great development ?

The will to deliver, the grit to persevere through tough times, late nights, and the commitment to collaborate with empathy and respect for each other's responsibilities — all driven by a shared desire to improve lives. Whether through education, providing secure well constructed homes, that offer a sound investment opportunities, our goal is to build lasting communities that benefits every stakeholder in the value chain.

**ALWAYS WITH  
PASSION  
SINCE 2010**

# GET IN TOUCH WITH US

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**Bold.**