

COMPANY OVERVIEW



INTRODUCTION

Shire Retirement Properties (Pty) Ltd (Shire) is based in the Western Cape Province of South Africa and specialises in the provision of a range of services focused exclusively on the retirement industry.

We have provided services mainly to the following sectors within the retirement market since 2010:

- The developers of retirement and lifestyle villages
- Operators and owners of retirement villages

Shire has the necessary in-house experience in the design, development, management and sales of these specialised properties to provide a unique service to these customer groups.

COMPANY FOCUS AND VISION

Shire believes strongly in the concept of continuous improvement and teamwork. This philosophy is employed in all work undertaken, and all consultation is practical and hands-on and not merely theoretical in nature.

Shire believes in and strives for a mature, fully-integrated retirement industry, with shared information and meaningful self-regulation in the interests of all elders of South Africa.

SERVICES TO DEVELOPERS

Shire provides a range of services to developers who wish to enter the retirement village market.

Developers benefit through significantly reducing wasted capital costs and certain overheads associated with quality retirement village projects, as Shire ties together the key service components into a set of coherent deliverables that purchasers understand.

The services are similar to those offered by other Property Development project management organisations, but in the case of Shire, are focused exclusively on the retirement industry.

Some of the services offered, that are crucial to the success of such projects are:

- Life Right modelling for those developers interested in a Life Right structure for part or all of the estate.
- Design reviews to ensure that the product caters for the elderly, including all aspects from landscaping and building layout through to services integration, staff movement and

facilities and finishes. Material specifications are key in ensure that the end-product is low-maintenance, energy efficient, environmentally friendly and fit-for-purpose in terms of ergonomics for retired persons.

- Documentation integration to ensure that the various legal instruments and supporting documentation work together as a whole.
- Levy structuring and planning to ensure optimal overhead recovery and minimal developer subsidisation during early stages.
- Sales and Marketing campaign planning and execution, based on an understanding of the sales process for elderly purchasers.
- Information seminars/presentations to groups of prospective purchasers in order to assist the developer to explain the various legal documents and service intricacies. Talks on generic topics of interest to those considering retirement are also provided or arranged by Shire for such events.
- Training of both internal and external real estate sales agents to deal with the complexity of all forms of sales, including Life Rights.
- Development of a plan for facilities management within the estate, whether by outsourcing to a Managing Agent or the creation of a dedicated organisation for that purpose.
- Record-keeping for the project from the outset through to final sale.

SERVICES TO OWNERS AND OPERATORS

This service was launched in support of organisations operating established villages, that require assistance for various reasons.

The following services are provided:

- A detailed status report of the village and its management systems, income streams and potential savings, with the intention of enhancing the village to a high standard.
- Full village infrastructure design reviews to ensure that the dwellings and service offerings remain in alignment with the best industry standards. This service includes a thorough review of building design considerations when advising on alterations, refurbishments and extensions.

- Detailed reviews of legal documents to ensure both compliance with the Retired Persons Act and the Older Persons Act (as applicable) as well as other property-related laws and bylaws.
- Analysis of internal and external communication strategies within the village and greater community.
- Assistance with planning and execution of marketing, sales, re-sales and letting campaigns.

SHIRE PROJECTS

The type of work undertaken by Shire is typified by the following examples of projects undertaken:

Kronendal Retirement Village

This development is located in the village of Hout Bay, in the Western Cape Province of South Africa. Fifty-seven cottages have been built on a site that incorporates a small lake and woodland area.

Shire was central to the process of completing this development. Shire represented the interests of the developer on the board of trustees of the Kronendal Home Owners Association, and managed all developer-related matters with residents during the development handover phase.

The second phase of the development was completed by Shire and included sixty assisted-living apartments, including a mixture of two and one-bedroom units for the CPOA.

Also within the complex is an eleven-bed care centre, a recreation room, workshop area for residents, lounge, dining room, deli/coffee-shop, bar, Internet cafe, library and administrative offices.

Shire managed the entire project on behalf of the developer. Shire's role was to represent the Developer in all interactions with the professional team and to develop a strategy with regards to Sales, Marketing and Communication.

During the construction phase, Shire had an on-site QS and Contracts Manager shadowing the professionals appointed to complete the works, in order to ensure compliance with quality and quantity matters in the developer's best interest.

The project was completed within one month of the forecast completion date and 10% under-budget.

The Somerset Lifestyle and Retirement Village

This development is located in Somerset West, in the Western Cape Province of South Africa. With a mix of some 270 Freehold and Life Right housing units, the estate has splendid views over False Bay and boasts excellent security, clubhouse and care facilities and services.

Shire has been retained as a consultant throughout the establishment of the estate and has:

- Advised the developer in terms of legal framework development
- Chaired the various associations
- Established the Managing Agent
- Established service provider contracts,
- Facilitated the sale of land to the CPOA – a major Life Right operator in the retirement sector in the Western Cape and
- Led the Sales and Marketing team.

MacCare, Macademia Foundation and Macademia Life

Shire has provided management consultation services to the Macademia organisations including:

- A due diligence review for new investors
- Assisted with the transformation to a Non-Profit Company
- Restructured the organisation
- Developed new pricing and contracting strategy
- Developed a staff incentive framework
- Developing a Life Right strategy
- Developing a research strategy for Memory Care

TEAMWORK

The Shire organisation takes shape around the requirements of clients and their projects. Shire works closely with a select group of partners from various professions, who are employed on an independent contract basis as required.

Rob Jones is the founder and owner of Shire and fills the role of Managing Director. Rob has received a Bachelors degree in Engineering (B.Eng) from University of Stellenbosch and a Masters in Business Administration (MBA) from Henley Management College in London.