

October 2010

In this issue:

- Project Status
- Sales & Marketing
- Farm Management
- Construction
- Focus on Zandspruit
- Next issue January 2011



ZANDSPRUIT NEWSLETTER

Current Project Status

It's all happening!

Since our last newsletter, the wheels of change have been spinning on Zandspruit! The progress on the Estate is phenomenal and it is a beehive of activity.

The current status is as follows:

- Gate house - 70%
- Internal entrance road and circle - 60%
- Northern fencing - 80%
- River crossing - 20%
- Water reticulation - 50%
- Electrical reticulation - 50%



In addition, the water reservoir as well as the water purification system have been ordered and are expected in the middle of November.

The connection off the Blyde Dam Pipeline is planned for this week and the excavation for this pipeline to our reservoir is 70% complete.

Our biggest challenge at this point has been the enormous amount of rock that we have found in the trenches. A substantial amount of blasting has had to be done.

We have laid all the services just off the road surface and will hard surface the roads during next year. This will mean that the services will be accessible, should any repairs need to be carried out.

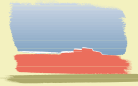
We are also currently building a show house on stand 1292, which is a beautiful river stand with spectacular water views.



The house is built as a Pavilion style, based on the Pavilion 'C' design on the website. This show house will also be for sale directly from the owner, who is building it as a speculative house.

The house is 30% complete and should be done by March 2011.





Sales and Marketing News

Local Marketing

In Sales and Marketing it is always very important to understand the milieu and needs of your target market and this was precisely what Martin and Tracy did on their trip to Holland in August.

The Dutch way is different to the South African way and it was very interesting and tremendously pleasant to experience it first hand. Thank you to all the 'Dutchies' who made our trip extra special!

Zandspruit exhibited for the first time at The Getaway Show and we found it to be very interesting and well attended. South Africans still love the outdoors, camping and all the gadgets that come with it. Our local Kruger2Canyon newspaper was also there. The bi-annual African Aerospace and Defence Show (AAD) was



held in Cape Town in September, for the last time. It will move back to the Waterkloof Air Force base in Pretoria in 2012 and we are looking forward to this as well. Although Zandspruit is not in the aerospace or defence trade, the spin off derived from the general aviation individuals who attend these type of exhibits, is exactly what we are targeting. It remains spectacular to see all the large and fast aeroplanes and everything in between on display. It was very noteworthy to observe how much the concept of a Bush & Aero Estate had grown, since first attended AAD in 2008.

The Sales Team is working hard at signing all sales documentation for the first transfers to effect during November 2010.

These are exciting and rewarding times. Zandspruit has further exhibited in both Brooklyn and Irene Malls in Pretoria, and will be exhibiting in Sandton Mall around the time you receive this newsletter (2-8 November 2010).



The Hoedspruit Air Show was held on the 22nd October 2010 and was a great success. A huge thank you to the South African Air Force and in particular Col. Pierre Wright, who took this momentous task upon himself, with the help of a small dedicated team.



The Zandspruit bush camp was fully booked over every weekend in October 2010 and we expect much the same for Nov and Dec as the economy gains momentum.

Lookout for the latest Lowveld Living, and a new Golfing publication, The Par King, in which Zandspruit will have ads and an editorial in the near future. Zandspruit has moved into the halls of Lanseria International Airport and can be visually appreciated in the welcoming foyer of the airport and the departure lounges on the big screen TV's.

Early plans for 2011 are to exhibit in Woodlands Mall and Clearwater Mall. Our planned media launch for November has been postponed to late February 2011 (due to late rains) when we will welcome the press to our beautiful estate in a fitting manner.





Overseas Marketing

After the lovely summer holidays we had here in Europe, it was back to business as usual, and the first exhibition was the Landgoed Fair Mariënwaerd. This had been the first exhibition that we attended in the latter part of last year and because of the huge success that we enjoyed there, as well as the fantastic atmosphere of the fair, we decided to go a little bit bigger this time! Martin and Tracy joined us in our traditional South African boma. Lots of people were able to enjoy a nice "boerewors roll", even though the "wors" wasn't the real thing: everyone still enjoyed being in the Zandspruit Boma!



A day after the fair, Martin and Tracy flew back to South Africa and the team that was left behind, geared up for an unexpected participation of Zandspruit in the Summer Fair, just the following weekend. The Summer Fair is an upmarket event on the terrace of one of Holland's most exclusive hotels, right on the beach! One can usually expect the weather in Holland not to co-operate even though you are on the beach and we were not disappointed. Regardless of the lousy weather, we had a fantastic weekend with lots of interest in our development.



As announced in the previous newsletter, we attended the Second Place, Brussels fair from the 25th to the 27th of September as well as the Secondhome International exhibition from 15 to 17 October (Utrecht).

Both exhibitions went extremely well and the first prospective clients (both Belgian and Dutch) are due in Hoedspruit during the middle of November! We were lucky to have our French representative, Laurent Brignone and his wife Amber, assisting us at the exhibition in Brussels to facilitate the French speaking visitors.



Still to come are the two Second home Specialists Road Shows on the 31st of October (Hoofddorp – Marriot Hotel) and on the 7th of November (Eindhoven – Van der Valk Hotel).

We are currently planning our marketing strategy for European exhibitions for next year and will report on those in our next newsletter. The UK will definitely be amongst the countries where we will be expanding our exhibitions to.





Farm Management

Rainfall

The rains for this season have not yet arrived, with only 14 mm of rain recorded during October 2010.

Vegetation

The bush is very dry at this stage, with the Sandspruit banks being the only green areas. This should change quite rapidly when the first good rains arrive.

Animals

Most of the animals are congregating along the river banks, as these areas are still providing a good food supply for most of the wildlife. Our giraffe have produced a third baby in September. This means that all the adult females that were introduced onto the farm, have given birth. During September we completed our annual game count and were pleasantly surprised to see how well our animal populations were doing.

The count was as follows:

- Impala 312
- Giraffe 10
- Wildebeest 32
- Zebra 43
- Waterbuck 5
- Kudu 15
- Nyala 26
- Warthog 25
- Bushbuck 3

Our zebra and impala numbers will need to be reduced this year through game capture.

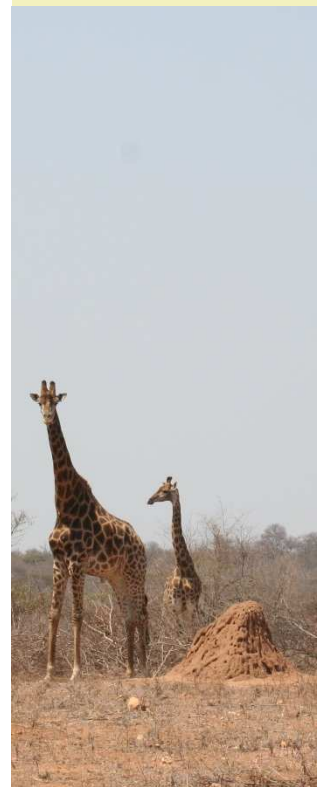
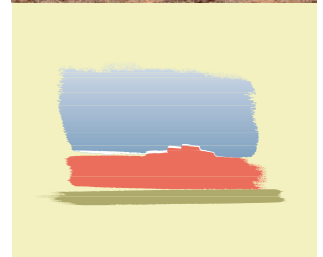
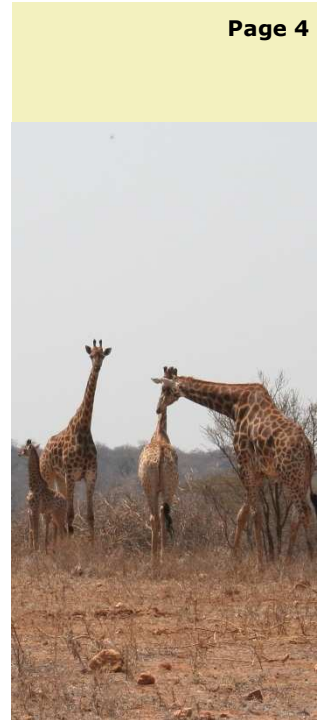
We will then be in a position to increase our waterbuck numbers, as we have lost some to the wild dogs. It is very difficult to be 100% accurate with animals such as kudu, bushbuck and nyala as they prefer thick vegetation and are often overlooked.

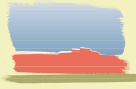
Sandspruit river & dams

All three dams have been dredged of their excess silt and soil. The dam walls of Ntunduluka and Madada dams have been widened for safe crossing.



Hide dam will not have a road crossing over the dam wall as, as the name suggests, we will be building a bird hide there. The Sandspruit is still holding water well and is carrying us through this dry period.





Construction

Zandspruit Construction

Since our last newsletter in July, various new construction projects have been awarded to Zandspruit within the Hoedspruit Area. Some of these are already well under way and some will start within the next few weeks.

As reported on the first page of this newsletter, we have progressed well with the construction of the Zandspruit Gate House as well a show house on stand 1292 (Pavilion type C).

Apart from these, the construction team is busy with the installation of the water reticulation and reservoir, landscaping of the Gate House surroundings and construction of the bridge across the Sandspruit river.

Various owners have already started with the designs and planning of their new homes on Zandspruit.

We are naturally extremely excited to be building on the Estate and we would like to take the opportunity to thank our building team for their enthusiasm and dedication during these busy times!

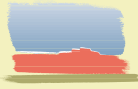
We look forward to being of service to you the reader as well, when we construct your dream home on Zandspruit in times to come!



Page 5



ZANDSPRUIT



Focus on Zandspruit

Page 6



Should anyone wish to visit the farm and or Bush Camp, look at their stands or to take a drive through the Wilderness area, please contact us.

Best regards to all,

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Tracy (083 977 9678)

Gerrit Jan (072 915 3050)

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