

## 3rd Quarter 2012

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## Zandvoort!

### *Zandspruit Forwards*

The year has proved to be very busy for us here at Zandspruit. There has been lots of local and overseas marketing, many Airshows attended, mall marketing, sales and of course plenty of construction happening on Zandspruit. We are continuing with the hard surfacing of the roads and the main road, Tigermoth, is progressing well. Our marketing efforts are bearing fruit with Zandspruit gaining the reputation of providing something different or, as we like to call it "Move to a Better Place".

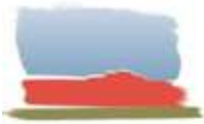
Hoedspruit is a lovely little town and currently holds the enviable title of the Limpopo town of the year! This makes us a finalist in the National town of the year competition. The winner of this competition will receive R 1 million worth of TV advertising as well as R 1 million worth of advertising in the Sunday newspapers! We hope you voted for Hoedspruit as the competition has now closed. The winner will be announced on the 16<sup>th</sup> of August.

A positive attitude always turns into a positive result!

Enjoy your newsletter!

*Martin den Dunnen*

*Gerrit Jan van der Grijn*



# Sales and Marketing

As with every company and brand, a bit of refreshment is needed every now and then. Due to the substantial growth and development taking place it is needful for us to showcase the magnificent houses that have been built as well as the new hard surfaced roads. It is great to see this much positive change and we are excited to show case this off in our new marketing material.

To start with we have a new look website. Please logon to [www.zandspruit.co.za](http://www.zandspruit.co.za) and have a look. Remember to clear your cache otherwise you will see the old website. We are also redesigning our company brochure to include our new photo suite. You will also see that our adverts being placed in the various magazines will slowly change to conform to the new look and feel of the website and brochure.

We are pleased to announce that we have started with our first adverts in the property magazine. This is an A3 publication with over 300 000 readers. You will see our new advert in the September 2012 edition.

Our South African Exhibition Schedule is as follows:

## **Getaway Show: Coca-Cola Dome**

31 Aug – 2 September 2012

## **Sandton Mall Exhibition**

2 October – 8 October 2012

## **Retirement Expo: Coca-Cola Dome**

26 October – 28 October 2012

## **The Coca-Cola Dome**



**A very big thank you to Greg Gibbs** for managing Zandspruit's newsletter. We are grateful for all the effort you have put into this publication. Gregg will no longer be running our newsletter for us as it will be done in-house.



# International Marketing

With the summer holidays in Europe almost over, the Zandspruit marketing team is gearing up for the first exhibition of the second half of this year, being the Landgoed Fair Mariënwaerdt, which takes place from 15 to 19 August. This fair attracts over 40 000 visitors, over a period of 5 days and displays outdoor and country living. If the weather cooperates, we will once again be setting up our boma and sharing South African wines and boerewors with both friends, home owners and potential clients.

The fact that we now have a number of houses on show (some of which are fully furnished) of the various design styles, enables visiting clients to see the actual product. This fact will make a visit to Zandspruit Bush and Aero Estate a new and unique experience for both South African and overseas clients. No more artist impressions and design sketches: we now have the real thing on show!

Prospective clients that visit Zandspruit have the option to stay in one of these fully furnished luxury bush lodges to get the real feel of living in your own home in the African Bushveld.

## **The African dream personified**

The following exhibitions are planned for the second half of this year:

### **15 – 19 August:**

Marienwaerdt Country Fair  
Beesd, The Netherlands



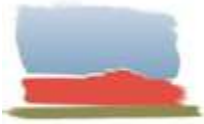
### **28 – 30 September:**

Second Place  
Brussels, Belgium

### **12 – 14 October:**

Secondhome International Utrecht,  
The Netherlands

Invitations to all of the above mentioned exhibitions will be emailed a couple of weeks before each exhibition. Should anyone wish to visit our stand we will have free entrance tickets available.



# Farm Management

**Rainfall:** No rain was recorded during this period. However we did have quite a few overcast days.

**Vegetation:** The bush has become a lot drier now due to very little rainfall recorded after the floods. Most trees have lost all their leaves but we still have enough food for our browsers along the river as it is quite green there. Our bush clearing project has almost come to an end. The areas that were targeted for the clearing are producing very good grass cover for our grazers in the future. There is an ongoing management plan for these areas to make sure they do not get repopulated with pioneer plants such as Sickie bush (*Dichrostachys cinerea*) and Flaky thorn (*Acacia exuvialis*).

**Animals:** Our game capture this year was once again successful with all animals removed that needed to be removed. Our annual game count is scheduled for September this year. These counts are very important and enable us to manage the animal numbers thus reducing the impact of overpopulation on the property.



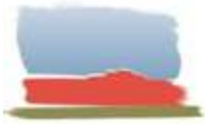
I was privileged to have a very good sighting of a caracal last month. These cats are under a lot of pressure from farmers because of their ability to kill quite large animals such as sheep and young cattle. Properties like Zandspruit Estate are very important to its, and many other small animals survival.



**Sandspruit river & dams:** Some of the smaller pools along the Sandspruit River have dried up but the larger pools are still holding a lot of water. Every year at this time we have the privilege of viewing lots of birdlife along the river as the pools dry up. It seems as if all the fish eating birds from all over the Hoedspruit area arrive for their annual feast. The spill way at Nthunduluka dam has been upgraded and is ready to take on the next rainy season.



**Sighting of a Black Heron.**



# Construction

A little over a year ago we reported that *“several clients are currently in the process of having their personal designs drawn up by the Estate’s Lead Architect, Reiner Förtsch of Förtsch and Associates Architects, Nelspruit. Based on the feedback from our clients, we certainly feel that by that end of 2012 a total of approximately 20 houses will be completed or under construction”*.

During the past months, two more houses have been completed, bringing the total of completed houses to 8. Currently we are building six more houses, four of which will be completed before the end of this year. Among those are all three design styles: Pavilion style, Farmhouse style and Thatch.

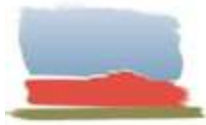
Architectural plans for two more houses have been finalized and construction will start within the next two months, bringing the total to 16. The projection of 20 houses by the end of 2012 is thus certainly looking achievable. This, during a ‘slow economy’, is admirable and is testament to the faith that our clients have in the Development and is certainly way above the average build

rate around Hoedspruit and the surrounding areas.

We believe that our transparent building process contributes to our success. After a stand has been selected the client chooses one of the designs. The design can be amended slightly, for example an extra guest bathroom can be added, a double garage can replace the carport or built in addition to the carport, deck extensions can be done and extra patios added. Final construction plans will then be issued and upon approval by the client, Zandspruit Construction will arrange all the necessary approvals from the NHBRC (National Home Builders Registration Council) and the Maruleng Municipality.



Our new hard surfaced roads are looking fabulous!



# Construction

Our clients have full control over finishes such as sanitary ware, taps, floor finishes, kitchen and bedroom cupboards, paint colours, the choice of aluminium or wooden doors and window frames etc. Should it be necessary, we will gladly assist our clients in making all the necessary choices. For overseas clients we can even do this at the client's home. Once all these details have been attended to, the client will receive a finishing schedule stating the final choices. During the construction process the client will receive digital pictures of progress made on site once every 14 days by email. At the end of the month, the client will receive an invoice based upon a pre-agreed valuation schedule.

A client may decide to build a purpose designed house to his or her own specifications and in this case the Architect will deal with that client directly. After detailed consultations with the client, a personalized design will be drawn up, including a schedule of finishes.



The Architect will provide and sign a contract between themselves as the third party, the client and Zandspruit Construction. Project administration during the building process can be provided by the Architect as a further option. In the case of a personalized design, the Architects' fees will be payable directly to the Architect by the client and these will consist of a base fee and a percentage of the contract value. In our standard designs, the Architect fees are included in the building cost. However in personalized designs, the client will get something that perfectly matches his or her own individual style and needs.

All 16 of our "standard" designs are available on our website in sketch plans as well as pictures of completed houses of each design style. **The choice is yours!**



# Community Projects



ZANDSPRUIT ESTATES' first sky dive, was done by a team from the UK. They were sky diving as part of a wildlife show they broadcast - can't give details though. Naomi, sits in the Zandspruit plane petrified, as this is also her first sky dive.

Naomi coming in to land.....



And she's landed, safe and sound...!



Martin den Dunnen's visit to Oshkosh this year was an absolute pleasure. Below you see Martin with Barry du Plessis of Förtch and Associates.

