

Traditional investment benefits, with a modern approach...

Cranbrook Property Projects launched an exciting new investment opportunity during an exclusive event at The Hyatt in Rosebank.

The offering provides all the traditional benefits of investing in property, but packaged in such a way to eliminate all the 'hassle' normally associated with buying property. This offering is backed by South Africa's rich natural resources and the current high demand, both local and internationally, for these resources.

Hoffman Prinsloo, MD of Cranbrook hinted at a new portfolio the company is developing which will allow investors to buy shares in their developments, rather than purchasing full stands or homes.

"We started working on a prospectus to break a R1,1m product into smaller, more palatable chunks, such as blocks of R250 000. We are actually seeing our product competing directly against equity, but this provides a safer environment since the fall back is a fully serviced and proclaimed property on titled deed."

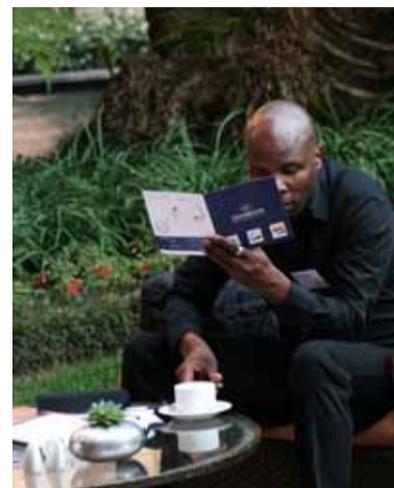
According to Prinsloo the prospectus and share offerings will be available towards February next year.

Alec Hogg, guest speaker at the event, also shared some insights into the macro economic situation and the volatility of the stock markets. His wonderfully positive message reiterated the opportunities we have in South Africa and that we need to make optimal use of these.

"Sometime the best opportunities are the ones that people are writing off the most. There is a wonderful saying that 'the dogs bark, but the caravan moves on' and this caravan called South Africa has been moving on... almost unnoticed to most of us."



Alec Hogg (left), guest speaker at the event and Hoffman Prinsloo, MD of Cranbrook, in earnest discussion about the new offering Cranbrook Property Projects is about to launch.



A guest at the event learning more about what Cranbrook Property Projects has to offer investors.

"The next time you go on holiday just drive into the rural areas and you will be quite astonished by the development that goes on there. You will see many houses, new houses, many examples of the wealth that is in this country. The wealth that is going back to areas that never had it before. That is one of our big assets." Hogg said.

According to Hogg another of our assets lies in South Africa's admittance to BRICS, a powerful bloc of emerging economies which, according to the International Monetary Fund, will account for as much as 61% of global growth in three years' time.

"The economic perspective is that we are hitched onto the fastest running railroad car in the world. And the railroad car that is actually pulling the rest of the world into economic growth."

In referring to our natural resources Hogg said: "It is like sitting on a treasure chest. And that treasure chest has been opened and it is going to last for 100s of years and it is being developed right now. That is why I'm so proud to be here with Cranbrook tonight. Because what they are doing is very innovative; it is very different; and it is very logical."

Cranbrook focuses on property development in areas where booming industries create a high demand for infrastructure development, such as Burgersfort and Lephale.

The Burgersfort area is widely billed as the new platinum mining capital of the world and a property investor's paradise. Lephale is described as the future home of power generation in Southern Africa. Because the region holds around 55% of the country's coal reserves, the nearby Grootgeluk mine is the world's largest open cast coal mine – and the new Boikarabelo mine is set for construction in early 2012.

Savvy investors have identified the potential in these fast-growing areas and are taking advantage of the property boom by investing in local developments spearheaded by Cranbrook Property Projects.

The new offering currently being developed by Cranbrook gives investors an attractive alternative in an uncertain market.



Guests admiring scale models at the Cranbrook Networking Event held at The Hyatt in Rosebank.


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