

ProDev - A subsidiary of the Proserve Group of Companies

ABOUT US

ProDev is a subsidiary of the Pro-Serve Group of Companies established in 2013 with the sheer objective of investing in the Property Sector. The company prides itself with offering turnkey solutions and expertise in maximizing asset values. We navigate your business, construct and internally manage the landscape and lead you to sustainable real estate success.

We are committed to a sustainable and integrated approach in delivering low-impact buildings and spaces which provide efficient and comfortable surroundings, reduced energy costs and increased health and ecological benefits.

Not only do we provide an extraordinary service, we also provide value engineering and offer options that not only save cost but also ensure the best use of the space. A lot of care goes into ensuring that we offer a personalised service to each of our clients ensuring that they get exactly what they want. Our impeccable track record is attested by the excellent testimonials and feedback we receive from satisfied clients.

VISION

To be a nationally recognized and the most preferred leading property development and facilities management company.

MISSION

Our mission is to create a high end or superior customer experience through our world-class properties. Through this, we also generate sustainable and diversified total return for our investors.

To set new benchmarks of excellence with every project ProDev undertakes and to continually augment its capacity in order to exceed clients' expectations. To constantly search for and deliver innovative solutions for the client and property investor for high income generating fixed commercial assets.

VALUES

We believe that together, we can grow to unparalleled heights. Every decision we make reflects our values of:

Wow Them – Don't Ask Why, ask Why Not?

We defy the expectations of our clients and make everything first class, five star, above and beyond. Every time.

Be The Best – Do More. Go the Extra Mile

We strive to be more and better than yesterday.

Break New Ground – Reinvent The Future

We welcome change and embrace diversity. We question...we challenge.

Own It – Nurture It. Value It.

This creates growth for all our stakeholders and the communities around us. We focus on the details.

OUR BUSINESS OBJECTIVES

Our objectives are expressed through our customer tailored approach for needs and expectations of all clients enabling us to deliver value for money. Our goals are:

Invest

Make strategic investments which improve the overall quality of the property portfolio and ensure long-term sustainable capital appreciation.

Finance

Access all available sources of funding in order to minimize the cost of capital while maintaining gearing levels.

Own

Own well-located investments consisting of a quality portfolio with diversifying potential. Earn Rental Earn sustainable quality driven and customer focused rental by providing quality accommodation to a large and diverse base of financially sound tenants.

Manage

Manage assets and invest the capital necessary to ensure properties are well maintained, and operate at optimum efficiency.

OUR SERVICES

The company offers cutting edge solutions that are either integrated with our Proserve Consulting and Pro-Construction services or provided independently in accordance with our specific clients' preference.

- Sourcing and developing land
- Property development
- Acquisition and asset management
- Property management
- Facilities management

OUR COMMITMENT TO COMMUNITIES

It is our commitment to create meaningful, tangible and enduring value for our clients and partners in the communities where we operate and for our country. This commitment is supported by a deep moral conviction and a determination to develop a sustainable business model with good practices that support not only our own growth, but uplifts the communities in which we operate as well. We create satisfaction from an organizational level to an individual level through our brand character which is permeated by our strong passion to build, grow and develop.

BEE STATUS & CORPORATE SOCIAL RESPONSIBILITY (CSR)

ProDev is a certified Level 1 BBBEE (135%) Contributor as a value-add supplier. We are 100% Black owned. Our corporate social responsibility involves mentoring young

professionals to grow and gain experience for employability in the labour market. In the context of entrepreneurship, We are:

- **Portia Mbembele** : Financial Director
- **Johanna Kgoale** : Property Manager
- **Jimmy Maphoso** : Facilities Coordinator

also very involved in providing enterprise development training offering various skills and transfer of knowledge and prioritizes localization, to ensure that services and products are adapted to suit the specific locale or market.

EXTERNAL AND INTERNAL APPROACH TO TRANSFORMATION

Our external transformation efforts encompass our investments in BEE ownership transactions, engagement with our suppliers and ensuring that we continuously focus on diversifying our supply chain through the support of small business and through the communities we impact.

Our internal transformation efforts are focused on our people and creating more inclusive growth pathways in development .

CONTACT DETAILS

Head Office :

28 Panorama Road, Rooihuiskraal,
Centurion 0157

Postal address :

PO Box 16611 Lyttelton 0140

Tel: 012 661 3435 / 2734

Office Tel: 079 289 8537

Fax: 012 661 4158

Email: admin@prodevprop.co.za , tmbembele@prodev.co.za