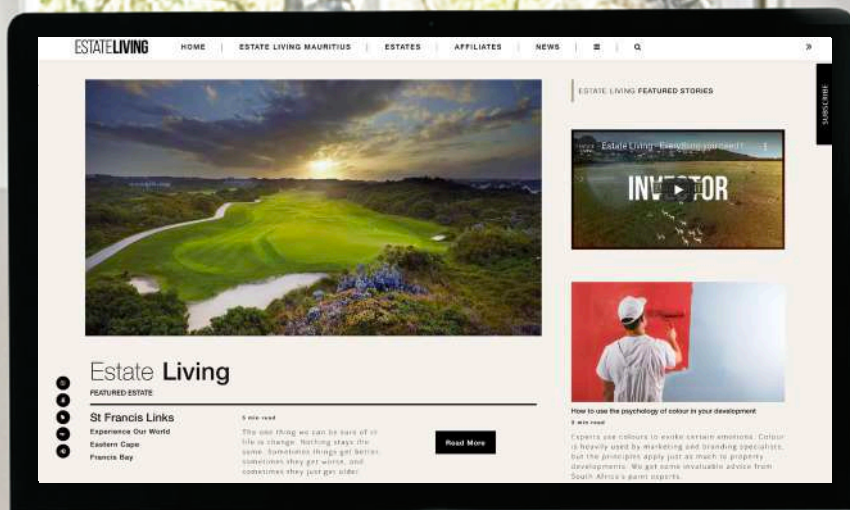


# KINGSWOOD BUZZARD

OFFICIAL NEWSLETTER OF THE HOMEOWNERS ASSOCIATION



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ISSUE#8 JUNE 2022

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# From the CEO



Welcome to our second  
edition of *The BUZZard 2022*

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The first six months of this year flew by at breakneck speed and as we reach the halfway mark, looking back, much was achieved on our beautiful estate.

All the flood damage repairs were finally completed after challenges relating to the sourcing of contractors, finalising insurance claims and sourcing materials had to be overcome. The subway was reinstated to its former glory and the frustrations relating to its closure could finally come to an end.



The strategic planning process, embarked on by the trustees and me, recently culminated in a well-drafted strategic plan that will see the estate growing and flourishing into the future; more about this later in this issue.

The Security and Risk Subcommittee of the Board worked tirelessly during the last few months with industry experts and service providers to construct a security road map for Kingswood that will see the estate embracing the challenges that increasing crime levels in our country pose; read more about these interventions later on in this issue.

Looking forward, I am certain that we are all tremendously thankful that the COVID-19 virus no longer poses the challenges it did before, with restrictions relating to the virus having been repealed by government, most notably among them the wearing of face masks and gathering restrictions.

That does not mean that the virus is gone though, and we remember those unfortunate people all around the world, including in our estate, who lost loved ones, friends and colleagues due to this pandemic.



**George Municipality Chief Whip Marlene Barand and Willem Jacobs at the ARC Chapter. The meeting focused on building relationships between municipalities and communities.**

For the first time since 2019 we will have a face-to-face annual general meeting of our members, and I look forward to interacting with you there. I am extremely excited about the future of Kingswood and the possibilities it holds, especially with the prospect of us implementing the vision for Kingswood, which is:

The preferred, secure,  
family-friendly residential  
golf estate in the  
Garden Route

I sincerely hope you enjoy this issue of the *BUZZard*.

Kingswood greetings

Willem Jacobs





# Kingswood HOA feedback

As prelude to the Kingswood Golf Estate Annual General Meeting on 27 June, the KGE Homeowners Association trustees provide feedback on recent strategic planning sessions, an imminent change in the structure of the HOA, and action schedules that sprouted from these important talks.

An initial strategic planning meeting was facilitated by business improvement and operations excellence expert Cor Swart on 22 February – and that was just the start of extensive strategising undertaken by trustees and CEO over the past four months, culminating in a second strategic session on 14 April.

Protracted working sessions with Cor did much to inform the direction taken by KGE decision-makers in the context of an ever-burgeoning estate, always with the wellbeing of each and every Kingswood resident in mind.

Goals of the meeting, areas covered, and a summary of key talking points are summarised below, and some of these points will be under discussion during the AGM. In short, the KGE vision is to be the Garden Route's preferred, secure and family-friendly residential golf estate.



Important feedback and an exciting future vision shared



497 homes completed  
 244 stands open (142 in Phase 4)  
 39 homes under construction  
 28 developer stands left

Security  
 3,000 entries and exits per day  
 14km perimeter fence  
 four entrance points (excl. Phase 4)

Approximately 31% increase in property value over the past five years

Cash reserves of R6.3 million after purchase of golf course, gatehouse and KHOAP loan

**Looking a decade ahead**

Building on a solid foundation, in 2022 Kingswood can confidently work from a platform of a wholly accomplished Phase 1–3, while infrastructure of Phase 4 is also completed.

By 2025, it is envisaged that all developer stands will be sold, with the HOA having taken over total responsibility. Other factors included in the five-year forecast are for homes in Kingwood Ridge to be well advanced, the community

centre / clubhouse developed and gatehouse repurposed, and for lesser susceptibility to load shedding.

Furthermore, the plan is for implementations relating to the improvement of irrigation reserves, structures and security systems to be finalised. Once these goals have been attained within the five-year timeframe, 2032 will see a fully sustainable Kingswood, with all homes completed ... all systems go!

**SWOT's the word**

An integral part of strategic planning is SWOT: taking account of Strengths, Weaknesses, Opportunities and Threats. Several points under each of these four headings served to inform the way forward, with strengths including Kingswood's ownership of the golf course and gatehouse property, its strong financial position, a well-established brand and infrastructure, as well as robust property resales and building activity.

Opportunities abound, such as the hiked demand for property resulting from a continued George-semigration trend, and an increase in economic activity due to developments around Kingswood, e.g. a new Mediclinic, The Village Ridge housing development, wellness and lifestyle centre (clay tennis courts), possible private school, and two future developments bordering Phase 4.

Weaknesses are endemic to any operation of Kingswood's mammoth scale, and include everything from resourcing challenges, current staffing structure being insufficient, continuity in terms of trustees, and non-compliance with HOA rules.





Threats often revolve around matters over which decision-makers have no control, such as reliable electricity or water supplies, economic instability, and increased operating costs due to inflation, to name but a few. Nonetheless, these factors are taken into consideration, and preventative action plotted.

**Success = critical**

Critical Success Factors (CSFs) at Kingswood include security and the safety of residents; a golf course maintained and operated according to set standards; proper maintenance of infrastructure (roads, fence, etc.); competitive levies (cost of living and value for money); the establishment of a family-friendly environment; and consistent application of building controls.

When considering Kingswood’s position relative to those of its competitors, all factors above were arbitrated during the strategic planning sessions, and solutions thrashed out for those CSFs to ensure continued flourishing of the estate. In most cases, Kingswood is currently top of its class, if in some instances qualified by areas for improvement, e.g. additional leisure activities.







### Five good plans guide a fine way forward

Key strategic themes confirmed during the course of the past four months are infrastructure, risk and security, new developments, technology/communication and community, water and electricity, financial management, and continuity.

Subsequently, five strategic initiative plans were drafted, each with particular focus area, objective, initiatives and considerations. The master document containing the Kingswood 10-year strategy and action plan was updated after the mid-April action planning session, and is intricately detailed in terms of timing, responsibilities and sundries relating to each of these categories.

Key to informing the way forward are the themes of structure and homeowner communication. In the first instance, implementation of the new structure must be aligned with budget provisions, and roles and responsibilities formalised accordingly.

Secondly, proactive communication with homeowners, to share context and the current state of affairs, is imperative. A priority here is to keep owners abreast of developments regarding community centre / clubhouse and gatehouse options, and all related cost implications.

### A final word from the CEO

Willem Jacobs is extremely proud of what the trustees – guided by Cor Swart and informed by diverse external consultants – have achieved as the year reaches its halfway mark.

‘Our trustees were instrumental in selecting the most crucial themes as part of the facilitated strategic sessions, and drawing up action plans that are now being followed up,’ he says.

One of these themes revolves around Kingswood’s security service providers and systems, and is covered elsewhere in this newsletter. Another issue, that of continuity within management structures, is high on the agenda.

‘The fact is that Kingswood is bursting its seams, and therefore the structure of the HOA, and the way we go about resourcing, require amendments. When comparing notes with estates similar in size – that is 775 levy-paying members at Kingswood – they have double the number of staff,’ Willem explains.

‘Two new HOA posts will be filled to support our strategic direction, while ensuring that we have continuity and the stability to know exactly where we are going, and how we will get there, over the next 10 years.’



# SECURITY

## Top-level planning kick-starts KGE's three-year security strategy

The Security and Risk Subcommittee of the Kingswood Board, under the chairmanship of Kingswood Golf Estate (KGE) trustee Chris Horsley, shared exciting news about plans in the 2022-25 pipeline – albeit in the context of ever-changing security technology.

### High crime, low economics

Both private and public service providers are being challenged in their delivery of effective and reliable security measures and systems. Importantly, these systems have to be appropriate to the property they are tasked to protect.

Taking into account the national scourge of ever-rising crime levels, commensurate with dismal economic growth, it has become necessary for the KGE Homeowners Association (HOA) to review and re-evaluate security systems and measures in place on the estate.

George and most other towns along the Garden Route are experiencing increased urbanisation and semigration levels, exacerbating social deprivations and a subsequent hike in criminal activities. This milieu, along with two security-related incidents at KGE over the past year, has precipitated the drafting of the HOA's action plan.

Says Security and Risk Subcommittee chairman Chris Horsley: 'We endeavour to provide and maintain an adequate, reasonable and acceptable secure environment for all of our residents.'





with criminal elements in a cost-effective manner.

‘By the end of 2025, a further revision may be required to adjust for identified deficiencies,’ explains Chris, adding that four main elements have been prioritised, risk assessed with timelines, and assigned responsibilities.

**1. Singular service**

Multiple service providers are currently involved with securing KGE, including guarding and response, technology hardware and software, perimeter fence maintenance, and access control equipment.

In future, one service provider will ensure a singular point of contact for all security-related issues, while preventing the risk of ‘blame fixing’ among contractors. Trustees have selected Fidelity/ADT as sole provider of security services and systems to KGE.

Fidelity was originally appointed after a robust tender and adjudication process undertaken in 2020; its current contract expires in September 2023.

**2. Know your boundaries**

The KGE perimeter boundary is the first line of defence to repel unwanted elements, to timeously detect attempted intrusions into the estate, and to respond to these swiftly.

**Heads together for top-rung solutions**

The Security and Risk Subcommittee worked in consultation with external and other internal professional parties on a broad security plan for the three years ahead, with details on individual implementation still to be thrashed out by subcommittee members.

Key to the high-level plan is to minimise or, where possible, replace human interface with technology. A common practice in the security industry, this strategy improves efficiency while reducing potential for collusion







Pictured during a seminal security meeting on 24 June are, at back from left, KGE operational ace Dan de Wet, Kevin Whateley (national sales manager: Fidelity Services Group), Fidelity CEO Wahl Bartmann, KGE trustee Chris Horsley, Dr Pieter Viljoen (former trustee co-opted to the Security & Risk Board Subcommittee) and KGE CEO Willem Jacobs. Seated from left are Wayne Groves (George branch manager: Fidelity Services Group), Roland Pillay (technical project manager: Fidelity ADT), and KGE trustee Marilyn Kamp.

This plan includes the use of offsite camera monitoring, the possibility of dog patrols, additional technological enhancements, and higher visibility of guards and response vehicles.

‘The basic integrity of the electric fence barrier is a given,’ says Chris.

**3. Access NOT for all**

The access to the estate by people and vehicles must be effectively controlled with particular emphasis on contractors and visitors. This requires optimum use of both technology and people, necessitating an upgrade of current access-control tech.

Training in the proper use of the software will have to be provided to security personnel at the gates, with contractor access at gates one and two a particular focus of this plan.

The use of car access discs will be discontinued, while homeowners are encouraged to log their visitors via ‘My Estate Life’ – watch this space for further information ...

**4. Central control**

A separate, central point of control for security activities will be established adjacent to the contractor’s entrance at gate one. This will require the construction of a control room to house people and equipment, according to Chris.





He says the main advantage of such a central point is to remove distractions from those guards tasked with monitoring cameras on the estate.

### **Keeping up with tech**

The safety of all homeowners remains a priority, and is high on the agenda of the HOA trustees. They believe security will be improved and enhanced by the execution of focused interventions as outlined above, in a cost-conscious and reasonable manner.

The increased use of updated technology is inevitable, albeit that technological enhancements become outdated

almost as soon as they are implemented. It is intended to benchmark the security effectiveness at KGE with other estates on a national and local level at least six-monthly, and to measure performance of the security service provider at least annually.

‘Some of the security improvements in the above plan can be accommodated in the existing financial budget for the remainder of 2022, while the balance will need to be provided for in future budgets,’ he concludes.

 Esther de Villiers



# Kingswood GOLF

## Kingswood Golf Ops reports on Under-18s, Elvis Blue and a worthy cause or two?

Mike Quinn and Liesel Niehaus of Kingswood Golf Operations (KGO) share feedback of events hosted on and off the KGE course since the last *BUZZard* update – and residents would do well to diarise the dates of coming attractions listed below, kindly provided by the able Golf Ops team.

The past few months bore witness to some exciting endeavours, not least of which was the return of an old favourite: in April, the dynamic Pro Shop team re-launched its Junior U/18 Competition, which takes place twice a month on a Saturday, along the length and breadth of the beautiful KGE course.

Kingswood local and golf member Andries Vermeulen Jnr was elected as Junior Captain – congrats! Interested parties are encouraged to contact Rhys Hewitt at the Pro Shop on 0861 72 71 70 or at [golf@kingswoodgolf.co.za](mailto:golf@kingswoodgolf.co.za) for more information. Rhys will help you register and add you to the WhatsApp group to ensure that you stay in the loop.



**Andries Vermeulen Jnr was elected as Kingswood Junior Captain in April**



**Buzzards claim victory on home turf**

The lovely team of Kingswood homeowners, a.k.a. the Kingswood Buzzards, represented KGE in the Inter-Estate Challenge in May ... and won their home game played on Sunday the 22nd – oh happy day!

The format of the competition is Betterball Stableford, with the five best scores from each team counting. Team Kingswood notched up the following results:

Team 1's Jan Steyn and Roy Edge (player 1 and 2 respectively) score 41, Team 2's Trevor Moldenhauer and Ginny Schoombie 39, Team 3's Jenny du Preez and Elizma Joubert 38, Team 4's Rankin Burger and Kathy Ahlers 43, Team 5's Pierre Durant and Neels Kleyn 40, and Team 6's Erica and Hendre van der Walt coming in at 41, so totalling 204 points.

**Winter specials and Windhoek Pairs**

In June, KGO launched the Kingswood Locals Winter Special of R370 per person, which includes green fees and cart seats for 18 holes of golf. The special is valid every day of the week to all Southern Cape-affiliated golfers and member guests until 30 September 2022.

Kudos are due to golf members Marcel Nysschen and Lewellyn Rheeder, Pierre Durant and Neels Kleyn, Johann Barkhuizen and Keith Page for qualifying to represent the club at regional level after Windhoek Lager Pairs events held at Kingswood on 12 March and 4 June.



**Team Kingswood are, from left, Pierre Durant, Rankin Burger, Erica and Hendre van der Walt, Ginny Schoombie, Neels Kleyn, Kathy Ahlers, Trevor Moldenhauer, Elizma Joubert and Jenny du Preez**


Another June highlight was a hugely popular live performance at The Kingswood Kitchen by well-known, widely loved and massively talented KGE homeowner Elvis Blue. The South African musical phenomenon drew a capacity crowd on Friday 17 June, all tickets sold out long before the gig.

And talking of the restaurant: Kingswood residents are urged to keep an eye on the relevant social media platforms to ensure that they don't miss out on the Friday Dinner Specials and live entertainment, hosted at The Kingswood Kitchen every Friday evening.



**Elvis Blue**





Coollest Kingswood resident Elvis Blue pulled a capacity crowd on 17 June – and you're encouraged check the virtual and actual blackboard for info on future Friday Dinner Specials and live entertainment planned

### These dogs deserve their day

Two events that deserve the spotlight are the ODIN Fundraiser Golf Day and Kingswood Ladies Cup. The former is a beyond-worthy cause and particularly close to the KGO team's hearts: ODIN (Oudtshoorn Dogs In Need) is a pro-life organisation that focuses on outreach programmes for vulnerable animals in the Garden Route and Klein Karoo Districts.

Explains Liesel Niehaus: 'ODIN educates, medicates, rescues and rehomes animals, and has chosen Kingswood as venue for a crucial fundraiser. We ask all our local golfers to support this worthy cause by attending the golf day on Thursday 30 June.'

The action kicks off at 8:48am and the format is Betterball Stableford (100% handicap allowance). Cost is R2,500 per four-ball (including green fees, cart seat, burger and chips). Holes can be sponsored at R1,500/hole (wet holes: R2,000/hole) – please call the Pro Shop on 0861 727 170 to book.

All funds raised will go directly towards helping with vet bills, food and other supplies for animals in kennels and outreach programmes. ODIN kennels are located at the municipal pounds in Oudtshoorn and Blanco for more information call 072 084 1374.

### Ladies lead the way

A second noteworthy event is the Kingswood Ladies Cup, which is the initiative of Ladies Club captain Elizma Joubert and her indomitable team. Entry fee is R460 per person (including green and competition fees, breakfast, lunch and supper); an extra R200 gets you an additional cart seat.

Entries close on Monday 1 August at 12 noon sharp, so do not miss out on this golden girl opportunity! Proof of payment must accompany the entry form, and entry fees will only be refunded in the case of withdrawals before the closing date.

Bank details are Kingswood Golf Operations (Pty) Ltd, Standard Bank George, Account No. 281864519, Branch Code 050214, and Reference: your full name. Email proof of payment to [bookings@kingswoodgolf.co.za](mailto:bookings@kingswoodgolf.co.za) along with your entry form.

The format over 18 holes includes Foursomes (50% of combined team handicap) and Greensomes (60% low handicap + 40% high handicap) and tees are Red/Ladies. Please contact Juané at [bookings@kingswoodgolf.co.za](mailto:bookings@kingswoodgolf.co.za) or on 0861 72 71 70 with queries.



# Golf Dates to diarise

## June 2022

- Monday 27 June: Cape Schools Festival
- Thursday 30 June: ODIN (Oudtshoorn Dogs In Need) Fundraiser Golf Day

## July 2022

- Sunday 3 July: Target36 (Ladies & Juniors), Sunday Monthly Mix-It-Up Competition
- Thursday 21 July: George Rugby Club Golf Day
- Friday 22 July: CRC George Golf Day
- Thursday 28 July: EPIC Foundation Over 45s Golf Day
- Saturday 30 July: Junior U/18 Competition

## August 2022

- Thursday 4 August: Kingswood Ladies Cup
- Friday 5 August: NOMADS
- Sunday 7 August: Target36 (Ladies & Juniors), Sunday Monthly Mix-It-Up Competition
- Thursday 11 August: Garden Route Food Pantry Golf Day
- Saturday 13 August: Junior U/18 Competition
- Thursday 18 August: QACCS Golf Day
- Saturday 20 August: Handicaps League
- Thursday 25 August: Algoa FM Golf Day

## September 2022

- Thursday 22 September: Kingswood Ladies @ Home Day

## October 2022

- Saturday 29 October: Club Champs
- Sunday 30 October: Club Champs

## November 2022

- Saturday 19 November: Members & Guests



# GOLF DIRECTOR

It's all about managing expectations – and Kingswood's golf director fits the bill ... as well as the club



Clifford Howes taking home the winning trophy

The *BUZZard* caught up with KGE Director of Golf, Clifford Howes, on a very wet Friday morning. Fortunately, this meant he had time to chat whereas, in less water-logged climes, he'd probably be out there on the course making new members feel at home.

'Cliffie', as he is known to all and sundry, has been serving as golf director for the past two years – a role that entails close collaboration with Kingswood staff and members, and being on hand whenever events are being hosted by the club.

'During golf days hosted at KGE, I try to make sure that everything runs smoothly – this includes the monitoring of golf carts, managing personnel, and endeavouring to meet the expectations of our members,' he explains.

He also emphasises the importance of facilitating new members, familiarising them with all facets of the club, and making them feel as welcome as humanly possible. 'Problem solving is the name of the game,' he summarises.

## Road to Kingswood

What kind of background is required to fulfil the duties of golf director? Cliffie says being a qualified PGA professional has equipped him with much of the knowledge and experience that make him feel very comfortable in his golf director's skin.

'I have been a professional golfer since 2001, and played on the Sunshine Tour for several years, on and off until 2014. Being qualified by PGA South Africa, I've worked in different pro shops, and I've been a golf coach for about eight years.'

Cliffie adds that, while working in flagship stores in Johannesburg, 'I was the guy who taught everyone to do club fitting at the time!' This included a stint as master fitter at The Golfers Club in Fourways.

### Know your fit

Kingswood Pro Shop has been benefiting from Cliffie's club-fitting expertise since before he signed up for his current position. A Facebook post of five years ago splurges his professional services, mentioning custom Cobra and Srixon clubs in the same breathless blurb.

For the ignorant on this front, [www.mygolfspy.com](http://www.mygolfspy.com) explains it thus: 'As manufacturers have integrated space-age materials and technologies into their designs and spent vast amounts of capital during the research and development process for each product, the price points of golf equipment have soared.'

'But despite this advancing technology, the average golfer hasn't improved much. So how can players utilise this explosion of technology over the last 20 years to their benefit? The answer is found in two words: club fitting.'

'In short, club fitting is the process of determining which golf club allows a player to consistently strike a ball closest to the centre of the face, with a clubface that squares to the target line and sole of the club flush to the ground, optimising a player's performance, feel and consistency.'

The 'Club Fitting 101' lesson concludes by pointing out that this process considers all design characteristics of a club, such as length, lie, loft, weight, swing weight, shaft material, shaft flex, and more ... quite a mouthful to master!







**A life of clubbing it**

Cliffie started playing golf when he was about 15 years old, in his home town of Kimberley in the Northern Cape.

'I moved to Joburg when I was 20 years old to pursue a professional golfing career, and worked in pro shops to sustain that mission. So I've literally been in golf throughout my adult life, be it through coaching, working in golfing retail, or playing pro golf out on the tour's many participating courses.'

Being KGE Director of Golf is a full-time occupation, but Cliffie says he does get time to pursue other interests, most of these revolving around exercise and the great outdoors.

'It's my fifth year of being a George local, having left Kimberley to live and promote my career in Joburg for 15 years. I like to work out or go for a run in the fresh Garden Route air – there are just so many nice things to do here!'

A country twang creeps into his tone when admitting: 'I haven't played the guitar in ages ...'



**Clifford Howes and partner Althi de Villiers**





### Travelling 'Bok

Cliffie forgot to tie the knot because of his travels. (Actually, that's not what he said, but it sounds quite epic ...)

'In my 20s, I did too much travelling for me to give marriage a thought,' he says, adding that he's been with girlfriend Althi de Villiers for nearly five years, and enjoys sharing his love for golf with Althi's 15-year-old son.

And then, as a complete afterthought, he mentions that his golfing pedigree includes gaining Springbok colours ... twice!

So, has this native of the town best known for its very big hole ever hit a hole in one?

'I have scored two holes in one, in Bloemfontein and Kempton Park respectively,' he smiles. Let's hope number three awaits somewhere on the Kingswood course, and soon.



# Should you INCREASE YOUR LEVIES or not? The dreaded levy debate

PRICE

Every estate homeowner is obliged to pay a monthly levy to ensure that the scheme is run efficiently and benefits all. But do levies have to be increased annually, and which factors inform decisions in this regard?

## Why levies need levying

It is the responsibility of bodies corporate to establish reserve funds to cover expenses, as dictated by the Sectional Titles Schemes Management Act of 2011. Head of Gumtree Property, Barrie Swart, says before expounding on increases, it is necessary to revisit why levies exist at all.

'This fund covers the repair, upkeep, maintenance, control and administration of the common property, payment of taxes, and local authority charges. Trustees will estimate expected expenditure in the next financial year and consider the budgets at their AGM.

'Once approved by the owners, the trustees will divide the expenditure among owners and work out what should be paid annually, and what the instalments will be.'

Swart says owners pay these levies monthly or yearly, in accordance with their participation quota, which is usually based on square footage of the property.

## Nest-egg overseer

Marilyn Kamp is one of four Homeowners Association trustees at Kingswood Golf Estate in George. Along with husband, Allan, she owns a home on the estate, as well as a residence in a smaller George estate.

She has served as principal officer and trustee on various retirement fund boards, so is acutely aware that pensions should be properly governed, and pulls these principles through when tasked with calculating levies as part of Kingswood HOA.

'It is not the absolute norm to increase levies annually, and in today's milieu of ever-rising living costs, careful consideration of all factors is essential. Main impacts informing our calculations are expenditures and eventualities,' she explains.

'At Kingswood, we have so far managed to increase levies in line with or close to the inflation rate.'

### **On inflation and floods**

Yes, levies should be adjusted according to projected factors such as inflation. But what about those beyond-our-control incidences, like fires or floods?

'For example, when George suffered extensive flood damage last year, it could also have been a financial disaster – if estates had not provided for sufficient reserves or had insufficient insurance cover,' says Kamp.

'One can plan as carefully as possible, but it can all come unstuck when disaster strikes. Special projects invariably necessitate the adjustment of levies accordingly or, in some instances, special levies are necessary. This could be a monthly amount in excess of the usual levy, or a one-off lump sum levy.'

### **Size ain't everything, but ...**

Kamp says that, although the managements of both estates in which she owns homes go about their business in a frugal fashion, the HOAs of smaller estates have to be even more careful in their planning.

Compare the 80-odd units/homeowners of a concise estate to one where owners count over a thousand; then adapt estimations shared by a fraction of the pockets.

### **Keep kitty healthy**

'When considering financially well-off estates, there may be an argument for no increases in the levy. But then, when it is necessary to increase the levies again, residents are often taken aback, so it's best to increase the levy, even



by a little, each year.' This also adds to the reserve account for when a large expense may be needed and, at that time, it may go a long way towards not having to push a special levy onto homeowners.'

She concludes: 'Every estate should have a 10-year forecast that accounts for road upgrades, security maintenance and the like. Only then can you plan your spend and levies correctly.'

### **Cooperation is key**

Barrie Swart reiterates the importance of trustees working alongside management to determine where costs can be cut – for example, reducing the garden service for common areas from weekly to fortnightly, and postponing non-essential or cosmetic maintenance work.

'To reduce levies, trustees could work with owners in arrears to catch up, without charging interest, to avoid legal action, which adds extra expenses. Also, payment holidays could apply during tough months such as December/January and levies from those payment holidays divided across the rest of the financial year.

'Remember that levies are necessary to keep our most expensive investment, our property, in top condition and that falling behind on essential maintenance to save in the short term could affect resale value for everyone in the estate.

'If you own property in an estate, be sure to remain an active participant. Attend AGMs, scrutinise budgets, and take an interest in the running of the estate. If you battle to meet obligations, speak to the trustees about alternative arrangements to avoid fines.'



# LOCAL 'n lekka

'Simpler, better, faster' embodies the quest of Marinda and her 4Xcellence team



In a recent career interview with a bright Grade 11 student, Marinda Swart used the payoff line of a decades-old banking advert to explain the driving force behind her career choice and subsequent business success: *Simpler, better, faster!* 'It aptly describes what Industrial Engineering sets out to attain: process optimisation to integrate people and products.'

When consulting the internet to find out more about 4Xcellence Solutions and the labours of its hugely accomplished team, one prepares to encounter a rather serious business professional. Lo and behold, when chatting to Marinda – a Kingswood resident of the past 10 years, and company co-director along with husband Cor Swart and Innocent Rabohale – she is light and kind and brimming with good humour.

But that's until she starts talking about her life's mission of optimisation, be it in work or everyday tasks such as choosing the best route from A to B, or the most effective

way of doing things around the house. It's worthwhile rewinding to Marinda's academic career and employment history to better understand why 4Xcellence Solutions does such invaluable work for their clients.

**Tuks the first tread**

Marinda studied Industrial Engineering at the University of Pretoria – a course focused on process optimisation through applying mathematical engineering techniques. As a Sasol bursary holder, she started working in the company's Engineer-In-Training programme, which exposed her to various aspects of the business while concentrating on improvement projects.

'My first proper job was as planning manager at Sasol Coal Supply, since I had designed a mathematics model to optimise its operational and scheduling processes for my Master's degree,' she explains.

**School sweetheart turned partner for life**

It's impossible to tell Marinda's story without including husband, Cor: both hail from Secunda in Mpumalanga, and their love story started at school almost 30 years ago. 'I realised during my matric year that I was born to be an Industrial Engineer, and Cor started out studying Theology before pursuing a B Com Logistics degree.'

The duo was employed by Sasol at the same time, with Cor concentrating on logistics, business analysis and later strategy development. Very romantic, in an academia kind of way, is that the clever couple Swart tackled their MBAs at USB at the same time – and needless to say, achieved it with aplomb.



'During that time we realised we made a very good team indeed, and that we could actually work together efficiently and harmoniously.' Marinda adds that their son, Hanno, now aged 12, was born on the day after she had handed in her Master's thesis. Respect, lady!



**New beginnings**

The family Swart relocated to George on 1 July 2011, Hanno then a bouncy 18-month-old. They moved into a rental house in Herold's Bay for the first 10 months of their new-town stay. Then they started a management consultancy business, which would form the foundation for today's multifaceted concern with employees across the country.

'The company was restructured in 2017, and 4Xcellence Solutions was born. I'm one of three directors, and also do management consulting on various contracts with companies such as Sasol, AECI, Imperial Logistics and the like,' Marinda explains.

She says they have a team of talented Industrial Engineers and MBAs, and continue to enjoy the challenge of adding value by streamlining the many processes that make their clients' diverse concerns tick. The team recently added e-learning and software development to their service offering under the registered name of GO software.





There is an incredibly impressive amount of information available at [www.4xcellence.solutions](http://www.4xcellence.solutions) and [www.go-software.org](http://www.go-software.org) – check it out.

So ... Kingswood?

Marinda says they realised soon enough that it wouldn't work to drive in and out to George all the time; although Cor enjoyed his long walks on Herold's Bay Beach with baby Hanno, it was just not practical.

'We were invited to visit friends of friends who were resident at Kingswood at the time, and immediately fell in love with Kingswood's oval! As luck would have it, the house next door, at 79 Trafford, became available for rent, and on 1 May 2012 we moved in.'

The Swarts rented at this address for six years, but all the while had their eye on an open corner plot – with a perfect view of the oval. Taking into account that their business had just got off the ground, expenses were managed with frugality and Marinda says they watched with bated breath every time the plot was on the market, bought, and resold.

'We always knew that we wanted to make Kingswood our home. At the time, Cor was working for clients like Harmony Gold, which meant lots of time spent travelling.' Then one day, Cor called Marinda to say: 'You won't believe it, but 80 Trafford is on the market again.'

That was back in 2017. They bought and built and, not surprisingly, Marinda took on the role of project manager, walking over from Trafford 79 to 80 every day in the line of this exciting duty.

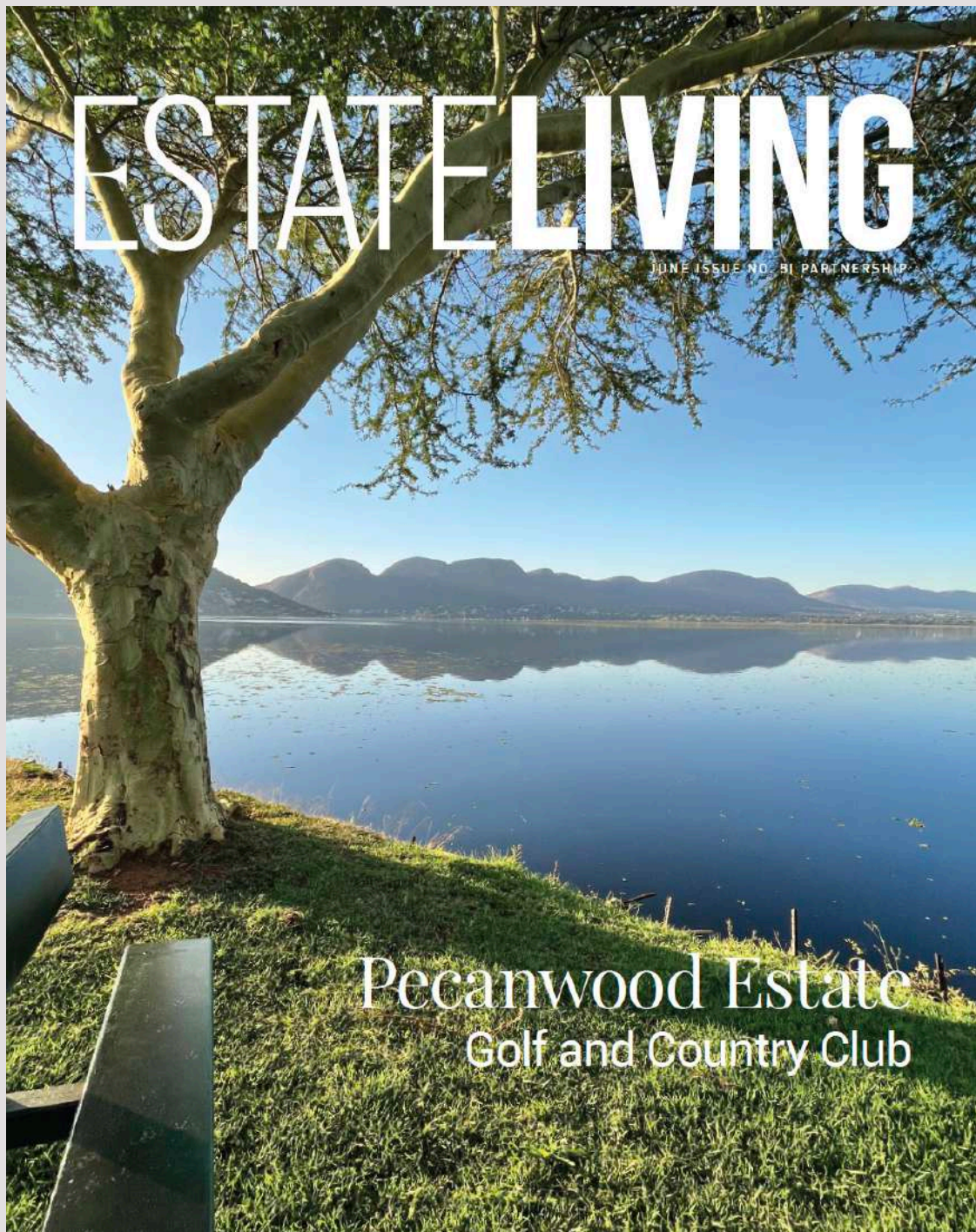
'We moved in on 1 December 2018. We love George and feel absolutely blessed to be living in our dream home at Kingswood. Hanno is a happy 7th Grader at George-Suid Primary School,' she says, adding that their son excels at cricket, chosen for the South African Indoor Cricket u/14 team recently.

'Cor played provincial cricket at school, so the game is very much part of our lives, with the cricket pitch the scene of many hours of sporting entertainment – no wonder Kingswood's "oval" had such instant appeal.'

Marinda and Cor are both intricately involved at the Tuinedal congregation around the corner from Kingswood, where Cor preaches the good Word once a month, and Marinda is in charge of the worship team. 'We are both very fond of our families, but Tuinedal serves as our loving local family,' she says. Between work, church and sport, the family enjoys walking on the beautiful Kingswood golf course.

The Swarts are soon off to visit their old home town, but will be back in time for the new school term, and to continue living their philosophy of making a difference in their Kingswood community, their 4Xcellence clients, the community of George and beyond.





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# How to use the PSYCHOLOGY OF COLOUR IN YOUR COMMUNITY

## The power of paint

Experts use colours to evoke certain emotions. Colour is heavily used by marketing and branding specialists, but the principles apply just as much to property developments. We get some invaluable advice from South Africa's paint experts.

### Colour selection is a science

Tarryn Casteller, head of enterprise development at Universal Paints, explains that choosing paint colours is not as simple as it sounds. 'It isn't about merely choosing colours you like or that look good. There is a science behind the selection of paint colour, and it must be done with care and intentionality,' she says.

She suggests that developers begin by giving careful thought to the image or lifestyle they wish the development to portray, and what makes it stand out from others in the area. 'Things like the lifestyle, target homeowner and ability to blend into the surrounding area should all be considered when selecting paint colours.

'A development can emphasise its strong link to nature by incorporating different shades of green, for example, while a development that takes pride in its sophisticated urban character could add splashes of deep grey,' she continues.

The clever use of paint can also help bring focus to unique architectural features or make smaller spaces look bigger and brighter.

### Stick to what works

Colour can influence harmony. Rosanne de Castro, design director at Interior Design Workroom, explains: 'In a country





as diverse as South Africa, it is important to choose colours that bring people together rather than separate them.

'The clubhouse is usually central to an estate, and a wide range of guests frequent it, so tones of fresh greens, yellows or oranges will help to create a comfortable yet clean setting that encourages cheerful socialising and stimulates appetite,' she says.

Casteller goes on to explain that paint colour selection in the sales office or front of house is incredibly important, but it will depend on the target buyers. Although a development intended for families will have a different colour palette to one that is geared towards the young professional, there are still some basic rules, the biggest of which is avoiding harsh whites or colours that are in vogue now, as this can date a development.

'Neutral off-whites, creams and soft greys are always a good choice because they don't create any visual noise. These are also colours that are appealing for most people. Blue is a good choice for a sales office if the aim is to impart a sense of trustworthiness and assuredness, while touches of compelling reds speak of power, and can even be a call to action,' she says.

Perhaps the best place for bright colour is in a gym or children's play area, but again one should tread with caution. While bright colours can create energy and vigour, when two or more strong shades are placed together, they can sometimes create too much chaos.

'Colours even affect us physiologically, with shades of deep red known to raise blood pressure and heart rate, while blues can reduce it, which is something to consider in gyms and children's play areas,' says Casteller.

### A different rulebook for retirement estates

We experience colour differently as we age. As our eyesight deteriorates as we get older, it becomes difficult to distinguish between certain colours. 'Greens and blues become especially hard to see and are often mistaken as shades of grey, while pale colours come across as off-whites,' explains Casteller.

For developers of retirement estates, the best options are warm shades of reds and oranges in a matt finish, as these work best for the elderly who may be sensitive to glare. Bright and contrasting colours can also help the elderly deal with failing depth perception, which can actively contribute to their quality of life.'





# PROPERTY COURSES AND QUALIFICATIONS 2022

Boost your property management knowledge

Many institutions now offer recognised qualifications in property management and real estate. If you want to sharpen your skill or change your career, here are a few that commence later this year:

#### **The Association of Residential Communities (ARC)**

Perhaps the most suited to leaders and management of residential communities are the courses offered by ARC. Their 'Director and Trustee Programme' was the first course offered on their online learning platform and is designed either for directors





of a homeowners association that is an NPC (non-profit company), trustees of a homeowners association that is a common-law association, or trustees of a body corporate in a sectional title scheme.

Their second course is an 'Introduction to Community Management', which is aimed at any staff member of an HOA, body corporate, or management agent, regardless of their role. Students learn the broad roles of the HOA or body corporate and gain insights into all portfolios and functions.

Both courses are split into ten modules, with the 'Director and Trustee Programme' taking 10 hours of learning time, and the 'Introduction to Community Management' taking just three hours. Each course is structured so that participants enjoy a combination of online-facilitated discussions, industry-focused content applicable to the sector, and expert mentors are on hand for further assistance. Fees start at R2,000 for the 'Online Management' course and R3,500 for the 'Director and Trustee' course, but discounts are available for more than one booking. For more information, email [jono@hoasupport.co.za](mailto:jono@hoasupport.co.za) or call 0861 462 463.

### **The University of Cape Town**

Their 'Property Management: Marketing, Contracts, and Administration' course lasts for eight weeks, excluding orientation. The course is designed to empower both property owners and property professionals with the skills and knowledge to successfully assume the role of property manager and take over the maintenance and letting of a real estate portfolio.

Fees for the online course, at the time of writing this article, are R13,500. To find out more, call GetSmarter on 087 550 6966.

### **The University of Johannesburg**

The 'SAPOA Property Management Programme' aims to provide participants with a comprehensive overview of processes and decision-making in the property management work environment.

This includes an introduction to the Bill of Rights property management principles, people management, interaction with stakeholders, property owner/property manager relations, property management marketing, administration and accounting principles, and budgeting and income/expenditure management.

They offer a two-week course. Each module in the online training is accompanied by an assessment. Fees are R40,000, excluding VAT. For more information, email [eduofficer@sapoa.org.za](mailto:eduofficer@sapoa.org.za).

### **The University of the Witwatersrand**

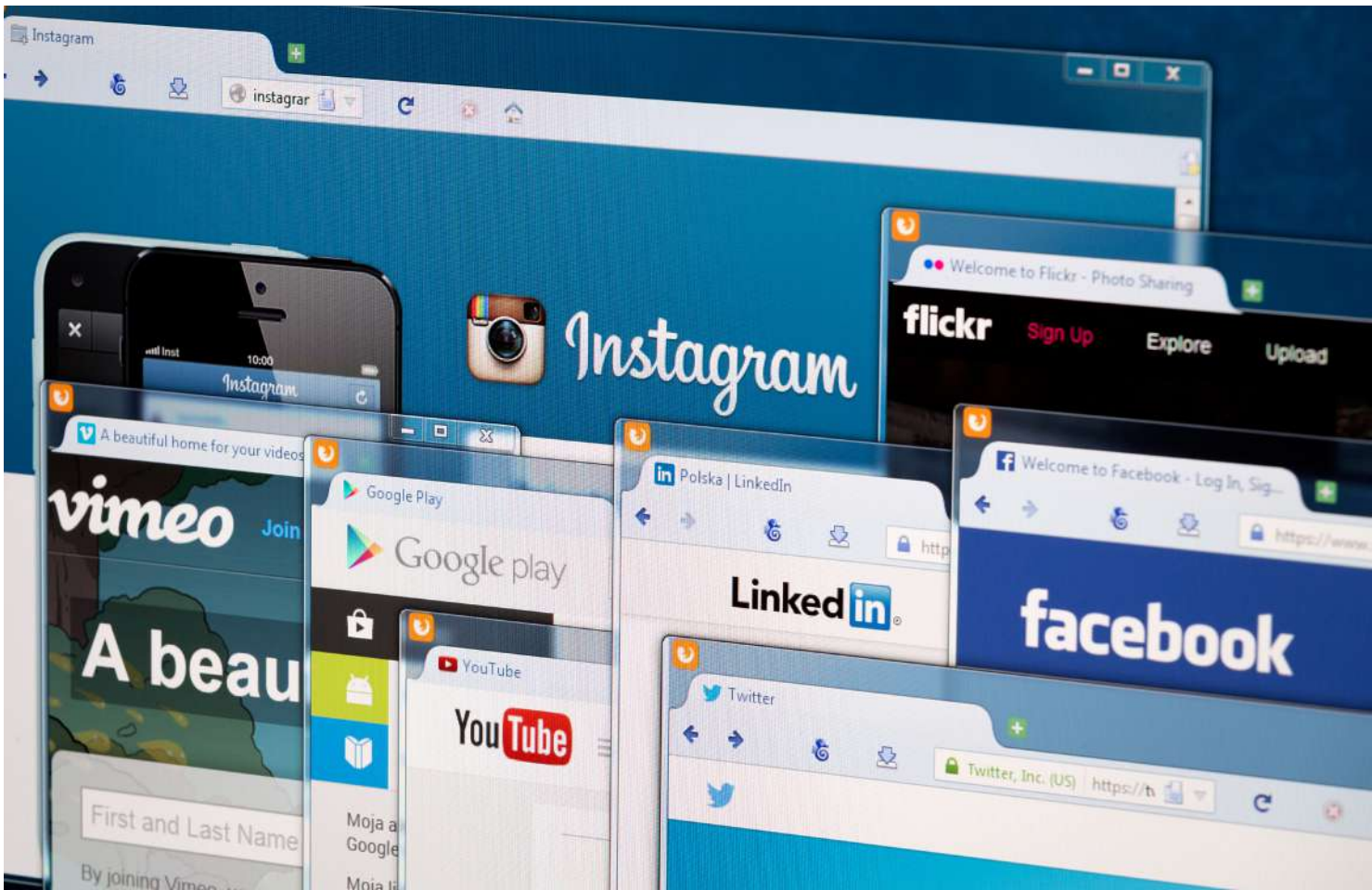
Four short courses are available at the University of the Witwatersrand, for those who want to specialise in real estate and construction project management. These include a 'Short Course on Real Estate', a 'Short Course on Construction Project Management', and a 'Management of Distressed Properties' course.

Their 'Facilities Management Course' is delivered online and is designed for those in the construction and real estate sector, or those who intend to take up a career in the sector.

The four-week course helps learners to develop an understanding of the theory, principles, and practice of facilities management by showing how facilities management should be performed to support the core business of an organisation.

The course starts on 4 July 2022 and costs R37,500. For more information, call the university's short course support coordinator on 011 717 9358.





# 5 BEST WAYS TO ADVERTISE YOUR ESTATE ON SOCIAL MEDIA

32 | OF INTEREST

Having a social media presence is a non-negotiable for any brand or business these days, and estates are no exception.

## Why social content is king

The reality is that if you're not on social media, you are losing out on selling the lifestyle elements and amenities of your estate to a captive audience – which leaves them wide open to your competitors. Effectively leveraging social media isn't easy though. We asked the experts for their top tips.

### Know your audience

Take time to understand with whom you are communicating. Any social media activity should first begin with a strategy that outlines who your target audience is, which social media platform they use the most, and how best to communicate with them.

'This isn't a one-size-fits-all formula. You can use different messages for different audiences on one social media platform, like marketing a home for sale for an overseas investor versus a first-time buyer.

'Be mindful of age as it plays a big part – a retirement development wouldn't have much success with Instagram marketing, as the over-sixties tend to still use Facebook,' says Jacqui Barhouch, owner of Blackbird.

### Go big or go home

Content is king and social media gives you the ability to use different mediums like standalone copy, cool photography, videos and infographics to get your message across. Don't be afraid to push – try something different. 'If your posts are boring or vanilla, then people will switch off and pay no attention, wasting your time, effort and marketing budget. The most successful social media profiles use content that really catches people's eye and images and videos that are

bold and interesting and different,' says Dean McCoubrey, managing editor of MediaWeb Group.

### Commit to the cause

There is nothing worse than putting up a profile on a platform and sharing one or two posts but leaving questions unanswered. Managing multiple social media profiles can be time consuming to do properly and, in many instances, like with Facebook, can be harmful to the business if not managed properly. 'Consistency is key. You must be committed to the process and sometimes that might mean only selecting one or two platforms rather than all of them,' says Trevor van de Ven, account director at GinjaNinja.

### Control the purse strings

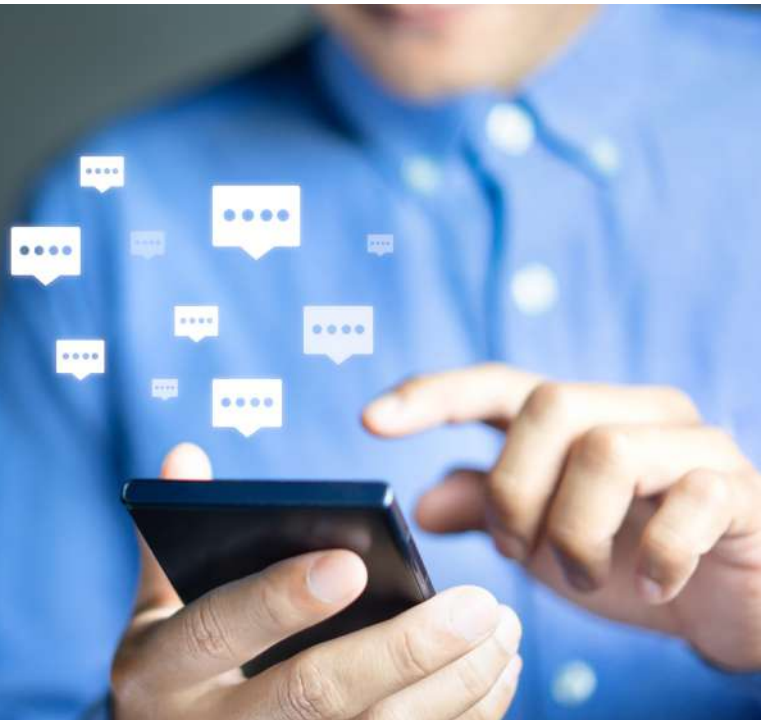
A proper social media presence can be costly, but it can be easy to spend foolishly on social media advertising too. To prevent this, create a social media budget and stick to it.

'If you're going to advertise on social, don't waste money boosting content as this only puts your content in front of people with a propensity to click "like" – nothing more. If you want to advertise, then set up an ad account on Facebook or LinkedIn and do it properly, using the tools provided,' says Jacqueline van Rooijen, owner of Ycagel.

### Don't rely on it for sales

Generally, buyers will use realtor websites to find homes and apartments, rather than social media, so engagement for property sales is likely to be low.

'The likelihood of converting sales from social media is quite low because there are websites and even individual realtors who will be better able to assist a buyer. If you do want to include sale properties on your social media, then make sure you include a link back to your website for the full listing,' says Sean Cavé, social media manager at Brandfundi.





# Should property developers accept Bitcoin as legal TENDER? A crypto winter's tale



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OF INTEREST

The price of Bitcoin recently dropped below \$20,000 (R318,366) – its lowest level since November 2020. It's not only the most famous coin that's lost some value, as other digital currencies have seen their value reach zero.

Understandably many consumers, businesses and traders have lost a bit of confidence in cryptocurrencies of late.

So, what is its future, and should the development industry still accept it as legal tender?

## Local crypto uptake

Last year student housing specialist Quorum Holdings claimed that it was the first in South Africa to accept rental deposits in cryptocurrency. It has a growing portfolio that is expected to reach around 3,000 rental units in

Johannesburg over the medium term and another 5,000 beds in student accommodation through subsidiary Urban Circle.

Quorum Holdings added that the deal would allow tenants to potentially benefit from an increase in value in the cryptocurrency.

At the time, Saul Mayers, group legal of Quorum Holdings, argued that their typical tenants, who are young professionals, would be familiar with crypto and may want to use theirs as a deposit instead of cash.

Fast-forward 10 months after the announcement and the option remains in place but take-up has been non-existent. Mayers admitted to *Estate Living*: 'We have had a few tenants enquire, but none so far have paid for their deposit in Bitcoin.'

When asked what would happen if the value of Bitcoin were to go down, Mayers said: 'The offer remains that, to the extent that the price of Bitcoin dips so significantly that the rand equivalent of the Bitcoin originally deposited is below the deposit amount, the company shall be liable for the shortfall.'

### International uptake

Globally, developers, property sellers and other retailers have also started to offer the option of cryptocurrency as legal tender. Just a few months ago, a property in Braga, Portugal, was sold for three Bitcoins – equal to around €110,000 (R1,849,577.40) in a historic crypto-only sale, according to finbold.com.



In Brazil, Gafisa, one of the country's major real estate developers, recently took it one step further from deposits.

Gafisa announced that it would accept payment for apartment purchases, according to finbold.com. All potential purchasers must do is fill out an intent form before they can pay for the apartment with the cryptocurrency.

In a note, UK-based digital asset broker GlobalBlock highlighted how the UAE is also fast becoming a crypto-friendly area, with Dubai-based luxury property developer DAMAC making \$50 million (R796 million) in property sales settled with crypto this year.

What's more, the country's retail giant Majid Al Futtaim has recently partnered with Binance to accept cryptocurrencies at its 29 malls and 13 hotels.

### Recession impact on crypto

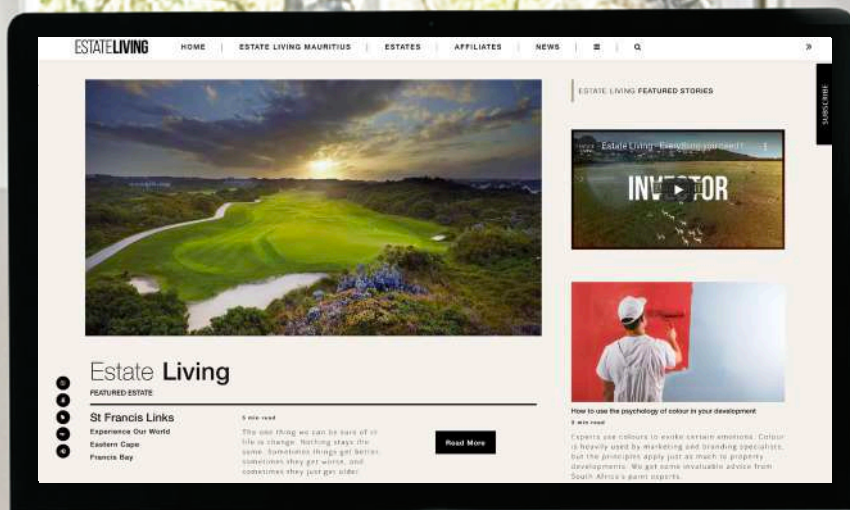
There are concerns that the cost-of-living squeeze and possible ensuing recession could have a negative impact on cryptocurrencies. To get ahead of this, one of the most popular crypto-brokerage businesses, Coinbase, has announced plans to lay off about 18% (equivalent to 1,100 employees) of the company's staff. CEO Brian Armstrong warned in a blog post: 'We appear to be entering a recession after a 10+ year economic boom. A recession could lead to another crypto winter and could last for an extended period.'

'In the past crypto winters, trading revenue (our largest revenue source) has declined significantly. While it's hard to predict the economy or the markets, we always plan for the worst so that we can operate the business through any environment. 'While developers, retailers, malls and other service providers are expanding what they accept as legal tender, it's clear that those in the heart of the crypto industry are starting to get jittery for the headwinds that lie ahead, and that this could have a knock-on effect.'

The payment infrastructure and acceptance of cryptocurrencies like Bitcoin has improved, but developers still have some way to go before they can convince consumers to make use of it regularly when it comes to purchasing properties or putting down deposits.



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