

2024

Profile of Sinai Marketing



Howard Matheson

Sinai Marketing

3/11/2024

Sinai Marketing

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INTRODUCTION

Howard John Matheson first began Developing with Sinai Marketing (Pty) Ltd. The company is situated in Mulbarton, Johannesburg South, in South Africa. Sinai Marketing (Pty) Ltd, also known as Sinai developments, was established in 1997 as a closed corporation and was later converted to a (Pty) Ltd in 2008. The company is a successful corporation which has been actively involved in numerous property development projects for the last 27 years. Altivex cc was established in 2005 solely for the purpose of developing Meredale Mansions wherein we retained 29 units and collect monthly rentals for the said units. Various other rental units were bought in the early 2000's for investment purposes. To date we have 104 rental units managed by our inhouse rental agent. Sinai Marketing and DHP Construction, our "sister company" have through the years completed numerous townhouse developments as well as a retirement village in Mulbarton for senior citizens

Mr. Howard John Matheson and Steven Robert Matheson are 50% equal shareholders of the company, together maintaining the company successfully and have established a reputable name in the land investment and property development industry. They are especially known for their commitment and dedication they put forward in every project they undertake. Sinai Marketing itself is known for quality housing and each home is handled with professionalism and care, from the time of purchasing the land to the end result of registration. All members and teams (appointed personally by Howard and Steven Matheson) who are involved in the entire building process of the units are well known in the industry for their expertise and their faithfulness in ensuring that each project is completed to the best of their capabilities.

Company Goals

Our goal is to continue to provide affordable, quality housing for the previously disadvantaged, as well as up-market homes to all South African citizens, whether they are earning a low income or to the Investors of South Africa who may also be seeking quality homes at a higher cost

Our Objectives

With each completed development, the Managing Members of the company re-invest their profits into new land purchases and continue to use these proceeds to build housing in various areas that suit the individual.

Our Vision

We endeavor to continue following the above objectives in which we operate in the hope that we can further help people to pay off their own bonded homes as opposed to renting a home and having no final asset for all their monthly contributions over the years. As our company expands, the company will automatically create job opportunities for more South Africans in our employment who will share our vision of helping others to be successfully independent home owners

Our In House Team

Howard John Matheson – 50% Shareholder / Managing Member – Sinai Marketing (Developments)

Howard John Matheson – Sole Director DHP Construction

Angela Matheson – Conveyancing Administrator

Steven Robert Matheson – 50% Shareholder Sinai Marketing (Developments)

Tracy Fietze – Personal Assistant to Howard and Steven Matheson

Bernadine Wright Preez – Bookkeeper

Nino Alexander – Portfolio Manager or Rental Units / Managing agent

Ingrid Eloff – Procurement

Our Professional Team

DHP Construction – Building Company

Barrie Robinson – Grindstone – Project Manager

Sean Brunk (Green Code Designs) - Architect

Chris Mostert - Electrical Engineer

Willie Coetzee - Civil and Structural Engineer

Boitumelo Ramathunya – Town Planner

Judy Johnson – (Seaton Thompson and Associates) Environmental Approvals

Robert Victor & Partners - Conveyancing Attorney

Gareth Edwards – Traffic Engineering

S Matheson Properties – Estate Agents

Bernard Schumacher – Surveyor

Nandos Marantos (Marantos & Associates) – Auditors

Our Group Of Companies

Pholosang Developments

Altivex

DHP Construction

Ask Why

HCA Solar

List of developments

Sinai Marketing (Pty) Ltd

Completed Developments

Prima Vista Estates (Phase 1)

The development of Prima Vista Estates took place in Mulbarton, a suburb situated in the south of Johannesburg. The development for Phase 1 consisted of 33 cluster homes. Each cluster home is situated on a stand of +/- 500sqm and each house is approximately 200 to 250sqm in size.

The approximate selling price of each of these cluster homes was R 1000 000.00

We have pleasure in submitting the following photo's of the said development:

Prima Vista Estates – Guard House at Entrance at Phase 1



Prima Vista Estates – Durham Drive, Mulbarton (Phase 1)

Prima Vista Estates (Phase 2)

This development was the 2nd phase of Prima Vista Estates. The second phase of the development consisted of 67 cluster homes. Each cluster is situated on a stand of +/- 550sqm and each cluster home is approximately 300 to 350sqm in size. The approximate selling price of each cluster home was R 1,500 000.00

We have pleasure in submitting the following photo's of the said development:



Prima Vista Estates – Durham Drive, Mulbarton (Phase 2)

Meredale Mews – Meredale, Johannesburg South

This development took place in Meredale, a suburb situated in the South of Johannesburg.

The development consisted of 132 Sectional Title Units. Each Sectional Title unit is 63sqm in size.

The approximate selling price averaged at R300 000.00 to R350 000.00 per unit.

The development was sold out in 4 weeks, other than 11 units which we retained for investment purposes which are currently being rented out

We have pleasure in submitting the following photo's of the said development:



Meredale Mews – Thomas Road, Meredale (Meredale Ext 14)

Meredale Estates – Meredale, Johannesburg South

This development took place in Meredale, a suburb situated in the South of Johannesburg. The development consists of 55 sectional title units. Each sectional title unit is 115sqm in size. The approximate selling price of each unit averaged at R500, 000.00. The development is sold out and fully completed.

We have pleasure in submitting the following photo's of the said development



Meredale Estates –Antrim Road, Meredale (Meredale Ext 22)

Meredale Heights – Meredale, Johannesburg South

This development took place in Meredale, a suburb situated in the South of Johannesburg. The development consists of 98 sectional title units. Each sectional title unit is 63sqm in size. The approximate selling price of each unit averaged at R520, 000.00. The development is fully completed, 57 units were sold and the remaining 41 units were retained by us for investment purposes and are currently being rented out

We have pleasure in submitting the following photo's of the said development:



Meredale Heights – Antrim Road, Meredale (Meredale Ext 24)

Meredale Mansions – Meredale, Johannesburg South

This development took place in Meredale, a suburb situated in the South of Johannesburg. The development consists of 82 sectional title units. Each sectional title unit is 63sqm in size. The approximate selling price of each unit averaged at R520, 000.00. The development is fully completed, sold out with the exception of 29 units which we have retained for investment purposes and are currently being rented out.



Meredale Mansions – Antrim Road, Meredale (Meredale Ext 36)

Mulbarton Retirement Village - a.k.a. Villa Bella

This development is known as Mulbarton Retirement Village and was established in 2003. The development consists of 79 units built exclusively for seniors over 50 in Mulbarton. All homes were built once the offer to purchase from the purchaser had been accepted. To date the development has been fully completed. These Retirement homes sold for between R480 000.00 and R715 000.00. There are certain units which are still owned by Sinai Marketing cc as life rights

We have pleasure in submitting the following photo's of the said development



Mulbarton Retirement Village (Mulbarton Ext 13)

Azalea Heights - Roodepoort (Grobler Park – Ext 75)

This development is situated at the corner of Progress and Rothchild Roads, Groblerpark, in Roodepoort. The development consisted of 40 sectional title units. The development was launched on the 30th October 2010. The units are 55sqm and sold for 399,000.00. The development is completed and registered

We have pleasure in submitting the following photo's of the said development



Azelea Heights – Roodepoort (Grobler Park – Ext 75)

Tulisa Mews – Tulisa Park

This Development is situated just off South Rand Road in Tulisa Park. It development consists of 36 units, of which 18 were in Phase 1 and the remaining 18 in Phase 2. The units are 72sqm and sold for between 480,000 – 550,000. This development is completed and registered

We have pleasure in submitting the following photo's of the said development



Tulisa Mews – Kibler Park, Johannesburg South

Hibiscus Gardens – corner or Progress and Rothchild Roads, Groblerpark

This development consisted of 45 units and sold for between R550,000.00 to R699,000.00. The units are 2 bedroom and 1 bathroom and the unit size is 65sqm per unit. The development was sold out and building was completed in July 2014.

We have pleasure in submitting the following photo's of the Hibiscus Gardens Development



Hibiscus Gardens – corner or Progress and Rothchild Roads, Groblerpark

DHP Construction – Completed Developments (sister company to Sinai Marketing)

Completed Developments

Kibler Arch – Kibler Park

Developments under DHP properties are developed by Howard Matheson who is 100% Director and shareholder. This development is situated in Kibler Park, the South of Johannesburg. It consists of 28 Units and was developed in phases. Phase 1 consisted of 5 units, phase 2 consisted of 7 units and phase 3 consisted of 8 units. The remaining 8 units were developed in phase 4. These units sold for between R449,000.00 – R559,000.00. The 3 bedroom units are 103sqm.

We have pleasure in submitting the following photo's of the said development



Kibler Arch – Kibler Park, Johannesburg South

Villa Sunterra – Erf 2432, 17 Linda Street, Brackendowns

This development consisted of 50 units, 8 of which was built by a previous developer. The development became stagnant and DHP purchased the land on which the 8 existing units were built and we continued to build the remaining 42 units. The development was complete in December 2015. The selling price was between R599 000 to R719 000 for a 2 bedroom, 1 bathroom, and 2 bedroom and 2 bathroom, as well as 3 bedroom and 1 bathroom units. The unit sizes were between 68sqm and 74sqm. We also built 88sqm which consisted of 3 bed and 2 bathroom units and these units sold for R689,000.00. The development consisted of 3 phases, one which 1 was existing and phase 2 and 3 were completed by DHP Construction cc



Villa Sunterra – 17 Linda Street, Brackendowns

Greystone Ext 82, Roodepoort, erf 1227 and 1228 / Cnr Future & Naussau Streets, Groblerpark

This development consists of 60 units. The units are made up of 2 bedroom, 2 bathroom units which are 66sqm and 3 bedroom, 2 bathroom units which are 82sqm. The development also facilitates for 19 free standing units which are 3 bedroom, 2 bathroom units with a single lock up garage and these units are 102sqm. The 2 bedroom units are ranging from R485,000 to R525,000, the 3 bedroom units are ranging from R525,000 to R570,000 and the free standing units are being sold for between R699,000 and R750,000. To date we have sold 51 of the units in the development



Greystone – Corner Future & Naussau Streets, Groblerpark

Summer Gardens, Ext 93, Roodepoort – Corner Reitz and Rothchild Street, Groblerpark

This development consisted of 102 units which varied from 2 bedroom, 2 bathroom units that sold for R500,000 to R575,000, and 3 bedroom, 2 bathroom units that sold for R575,000 to R650,000. The unit sizes are 66sqm for the 2 bedroom and 82sqm for the 3 bedroom units. The development consisted of 3 phases

We have pleasure in submitting the for the said development



Summer Gardens – Corner Reitz and Rothchild Street, Groblerpark

Winchester Hills erf 814 and 815 / 376 on Devereaux

This development is situated on 376 Devereaux Road in Winchester Hills ext 1. The development consists of 99 units and ranges from 2 bedroom, 2 bathroom and 3 bedroom, 2 bathroom units. The units selling prices range from R689,000.00 to R1 230,000.00. The unit sizes are between 73sqm and 88sqm. We have recently broken ground of this development and built the boundary wall of the 1st phase. This development will be built in 3 phases. To date we have sold 64 of the units in this development

We have pleasure in submitting the following photo's of the said development



Newly Built unit – 376 on Devereaux – Winchester Hills

Spring Glades – 482 Vermooten Road, Roodepoort

This development consists of 162 units and will be known as Spring Glades Complex. The 2 bedroom and 2 bathroom units will be 66sqm and the initial launch price was R540,000 per unit, currently selling at R570,000. The 3 bedroom 2 bathroom units are 82sqm and launched at the selling price of R620,000 per unit

This development will be built in 3 phases

We have pleasure in submitting the following photo's of the said development



Spring Glades, Roodepoort

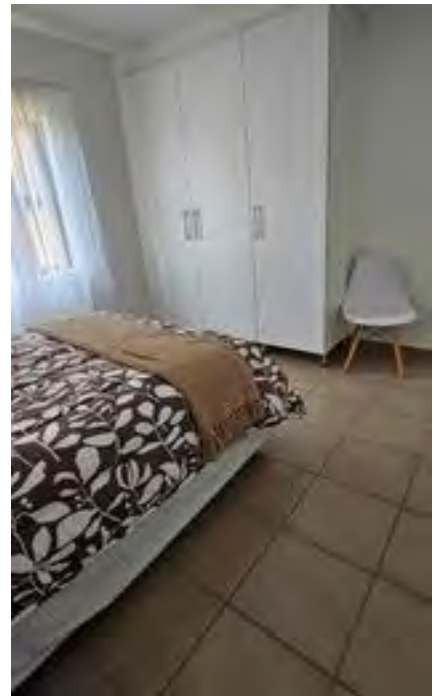
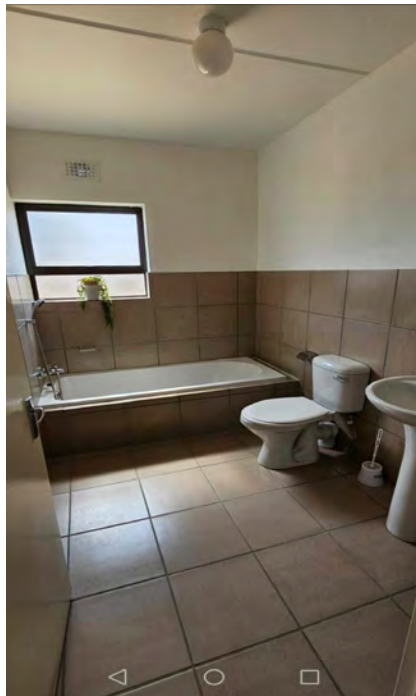
The Pines – Cnr JJ Strydom & Eekhorning Streets, Albertsdal

The Pines consists of 136 units in total. The smaller 2 bedroom and 1 bathroom units sold are be 50sqm and selling price will launch at approximately 550,000. 36 Of these units will be built in the development

The larger 2 bedroom and 2 bathroom unit will be at a sqm of 65sqm and the selling price will be launched at approximately 600,000. 52 of these units will be built in the development

The 3 bedroom 2 bathroom unit will be at 85sqm and selling price will be launched at approximately 680,000. 48 Of these units will be built in the development

We have pleasure in submitting the following photos of the said development



The Pines Phase 1 & 2 – Albertsdal

Current Development - Baleta Estates - Kelly Road, Boskruin - Randburg

This development will consist of 24 cluster homes. As it is a Plot and Plan development with each unit being build to individual specifications and requirements, the stand sizes, sqm and pricing will vary. However, we envisage that the minimum selling price on launch will be approximately 2 million, and will exceed as additional extras are added

Below is the progress of the current Development



Baleta Estates - Kelly Road, Boskruin – Randburg

Current Development - The Boulevard – 27 11th Avenue, Houghton

This development will consist of 3 bedroom and 2.5 bathroom cluster free standing units, all with private gardens ranging in size from 221sqm to 268sqm. These units will sell between 4 and 5 million depending on sqm and a private swimming pool as an optional extra. There will 22 units in total

We have pleasure in submitting the following artists impression of the said development



ARTISTS IMPRESSION



The boulevard Current Status – Under Construction

Future Development - ALBERTSDAL – The Estates, Albertsdal

PORTION 170 (PORTION OF PORTION 39) OF THE FARM PALMIETFONTEIN 141

PORTION 59 (A PORTION OF PORTION 34) OF THE FARM PALMIETFONTEIN 141

This land for this future development is situated in Albertsdal and will consist of 906 dwelling units, some consisting of sectional title units and others will possibly be cluster homes. The land currently belongs to Sinai Marketing (Pty) Ltd and has no bond in place

This development will be over 4 different townships in Albertsdal ext 24, ext 36, ext 37 and ext 38. The development will comprise of 906 residential units over the 4 townships. Each township will be its own sectional title complex. The unit types and selling prices that we intend developing are;

50sqm 2 bedroom, 1 bathroom walk up units R500,000.00, 60sqm 2 bedroom, 2 bathroom walk up units R600,000.00, 70sqm 3 bedroom, 2 bathroom walk up units R700,000.00, 80sqm 3 bedroom, 2 bathroom simplex stand alone units R880,000.00, 90sqm 4 bedroom, 2 bathroom simplex stand alone units R990,000.00

The 4 complexes will have various amenities for the residents such as braai areas, childrens playgrounds, an outdoor gym, an outdoor running track, a swimming pool, a creche, convenience store and communal gardens

Below is the aerial view of the land owned by Sinai for the said development



Aerial view of the land owned by Sinai for the Future Albertsdal Development – The Estate, Albertsdal

FUTURE DEVELOPMENT – *Mulbarton Retirement Village (Extended)*

We intend developing a lifestyle estates for the over 50's and consist of 206 retirement units varying in size between 60sqm 2 bed and 2 bath, and 80 sqm 3 bed 2 bath. Situated in Mulbarton. Envisaged prices 1 mil and 2 mil

Matheson House – Mulbarton Ext 14 – *Future Development of an Office Block*

This land is currently fully paid for by the Panorama Flea Market whereupon the market is situated on. We currently use this land for trading purposes of the Flea Market and our offices are based on the same property. The land consists of

110 000sqm (11 hectares) We intend to continue developing on the property, however, we intend retaining a section of the land whereupon we will build a new office block, the proposed name being “Matheson House.”

Artists Impression



Matheson House - Future office block to be built at the bottom of Mulbarton Ext 13 – Existing land owned whereupon our offices are currently situated.

PANORAMA FLEA MARKET – ONGOING CONCERN

Proposed Future Development on existing land – No bond in Place

Panorama Flea market is situated in Mulbarton, corner Klipriver Drive and Jordie Road behind the recently renovated Pick 'n Pay Shopping centre. The flea market was established in June 1990 and has been successfully maintained by Howard and Steven Matheson for nearly 25 years. The market boasts nearly 400 stalls with a beer garden and a children's play centre. The book value exceeds just over R800,000.00 per month and is considered to be a thriving business with a recurring income. The flea market hosts 5000 to 7000 members of the public on an average weekend as visitors are attracted to our facilities and live entertainment every day of trade.

We propose to use the excess land currently not being used for the flea market purposes to develop 60 units whilst the market is still operational. We are in the process of seeking alternative land to establish the market elsewhere. After the first initial 60 units have been built and the market has moved to an alternative location, we will continue to build the remaining 75 units on the land. The entire development will consist of 135 free standing units and 20 additional units will be built at a higher density along the border of the sectional title that abuts it.

The 135 free standing units situated on their own site will be between 120-200sqm and will consist of 2 – 3 bedrooms. We estimate that the selling price of these units will be between R1,400 000.00 – R1,900 000.00.

The 20 additional higher density units will be between 80-100sqm and will also consist of 2 to 3 bedroom homes. We estimate that the selling prices of these units will be between R800,000.00 and R999,000.00 per unit.

We envisage that this development will be built in 3 or possibly 4 phases.

We have pleasure in submitting existing photo's of the Panorama Flea Market





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