



PROFESSIONAL PORTFOLIO

Geoffrey Crow

Brand and Marketing Consultant



Bio

With 20 years' experience as a natural business entrepreneur, corporate executive, and more recently freelance consultant, I have developed a well-honed marketing skillset. Working for and advising many blue-chip brands locally and internationally, I have gained extensive experience in the niche residential and hospitality property industries.

With my assistance, many tenders and large-scale projects in both the private and public sectors have been procured, constructed and brought to market. These projects include six Reddam House private schools, the Waterfall City and Linksfield mixed-use developments as well as a host of other residential, commercial, office and retail developments in South Africa in excess of R40 billion build out value. I am respected for my ability to deliver exceptional brand management and drive disruptive and innovative marketing strategies in line with my client's vision.

Core marketing expertise

Brand development | Graphic design | Advertising campaigns and budget | Strategy | Collateral design | Presentation decks | Marketing implementation | Video editing | Lead generation and database management | PR | Copywriting

International experience

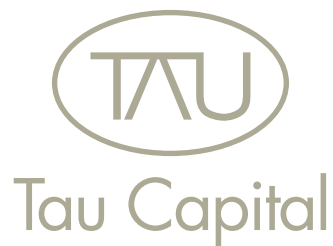
Internationally I have worked with some of the top luxury resort developers in the US, Canada, and the Caribbean and have secured sales revenue of over US\$80 million in the past three years. In so doing, I have gained the valuable knowhow of marketing in various jurisdictions such as the US, Canada, UAE, China, Vietnam, Russia and the UK. Some of these campaigns were executed in multiple languages. I have first hand exposure to international best practice and work alongside some of the world's best real estate agencies and boutique property ad agencies like 80 Days, AdMakers, and Thinklab Group. I have also had the opportunity to work with some of the leading hospitality operators including Kimpton and IHG (InterContinental Hotels Group).

Accolades

I have personally submitted 13 International Property Awards entries and proudly won numerous categories. Most notably, I represented the Waterfall Investment Company in London and Dubai securing the "Best Development in Africa" award 5 years running and "Best International Mixed-use Development" in 2018 & 2019 for the Waterfall development.

In my spare time, I enjoy photography, gastronomy, running, playing tennis, hiking and anything involving classic cars.





Current client

Tau Capital Corp. is an investor-operator founded and led by Warren Newfield, specializing in the development of mineral and real estate projects, predominantly in emerging markets. Since its founding in 1997, Tau Capital and its team have built a reputation for successfully identifying, securing, and exiting development projects. The various projects that Tau Capital has been involved with include luxury resorts, diamond and precious metals mines, and energy generation.

Tau Capital has a 25-year track record and uses best-in-class project evaluation and in-house management/technical capabilities. We are able to adapt to local operating conditions to maximize the return on investment for all stakeholders. Tau Capital has raised approximately US\$500 million with a total realized value of approximately US\$1.35 billion.

Position held: Global Head of Brand and Marketing

2019-current

I am responsible for the group's brand and oversee all marketing-related operations and requirements globally. Apart from project marketing, I have been instrumental in our strategy of procuring many new property acquisitions. Since 2019 my marketing efforts have secured over US\$50 million in sales revenue. I currently run a marketing budget of approximately US\$300,000 per annum per project.

Current project

- Kimpton Kawana Bay resort | Grenada, The Caribbean | 164 units - 92% Sold | US\$60 million sales value

Recent acquisitions

- Rendevious Resort & Spa | St. Lucia | 100 units - operating
- Marriott Autograph El Mangroove | Costa Rica | 85 hotel rooms - operating
- Marriott Autograph Punta Islita Luxury Beach Hotel and Villas | Costa Rica | 32 hotel rooms, 20 villas - operating
- Marriott Autograph Hotel Villa Lapas | Costa Rica | 76 hotel rooms - operating
- Marriott Autograph Marina Bahia Golfito | Costa Rica | 10 room ocean front lodge – operating
- Mallay Mine & Mineral Processing Plant | Peru | 9,500 Hectare concession

Projects in the pipeline

- Kimpton Indigo Bay Resort & Residences | Sint Maarten, The Caribbean | 101 hotel rooms, 152 condos
- Rosewood Turks & Caicos | 48 hotel rooms, 57 villas, 110 condos
- Auberge Punta Clara Boutique Hotel and Private Residences | Costa Rica | 60 hotel rooms, 70 residences

Associated brands





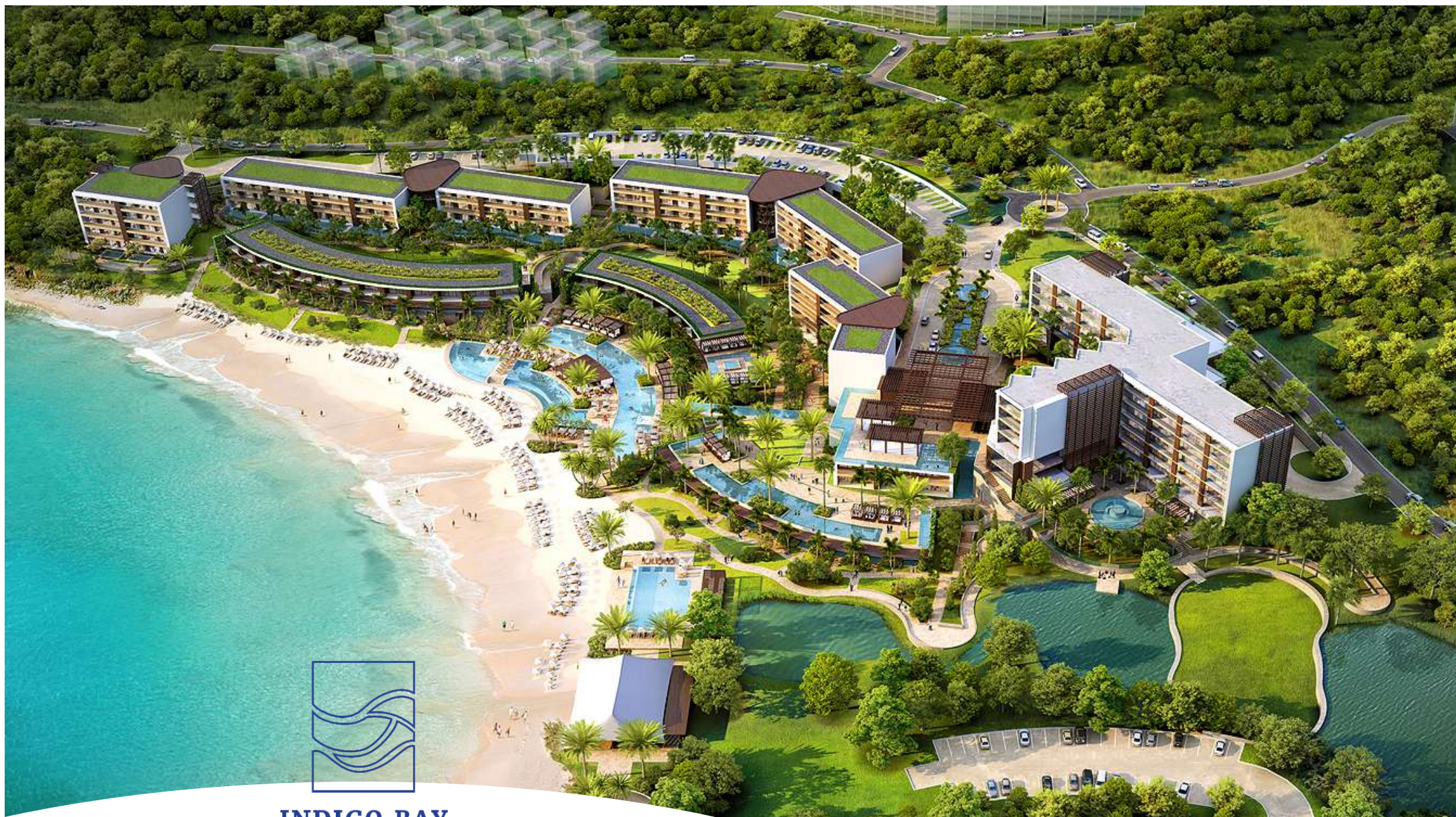
KIMPTON

KAWANA BAY

Kimpton Kawana Bay is Grenada's newest 5-star resort located on Grand Anse Beach, voted by CNN and Condé Nast Traveler as one of the best beaches in the world. Suites & studios are for sale as deeded real estate through Grenada's CBI programme.

92% SOLD OUT





INDIGO BAY
HOTEL & RESIDENCES
SINT MAARTEN

Kimpton Indigo Bay will be a 5-star luxury beachfront resort and condo development on the Caribbean island of Sint Maarten. The resort will comprise 101 hotel guestrooms and 152 residential condos. The 18 acre property is ideally located with over 600 ft of beach frontage and panoramic views of St. Barts and Saba.

COMING SOON





Past employment

Century Property Developments is a leading South African developer of residential developments and exclusive lifestyle estates. Offering a uniquely South African experience, the company focuses on financial feasibility and sustainability, combined with design and aesthetic vision. Century is committed to creating viable, well-planned developments that provide increasing asset values for purchasers and enhance the areas in which they are located.

All of Century's lifestyle estates are designed to provide a sense of personal freedom and expression while maintaining tight security measures. Their estates all feature comprehensive, high-quality infrastructure consisting of a number of integrated lifestyle elements. Urban designs are centred on the needs of the community as a whole. In every instance Century has provided investors with a valuable asset of enduring quality and integrity.

Position held: Brand and Marketing Executive

2007-2019

During my employment with Century, I assisted them to grow from a small family-run operation to a multi-billion Rand leading property developer in South Africa. I oversaw the brand growth, managed the marketing team and implemented innovative advertising campaigns which were instrumental in the company achieving the vast success it has today. I managed a marketing budget of approximately R30 million per annum.

I also worked with numerous development partners over the years, broadening my skillset and achieving many professional accolades, including:

- 17 completed residential developments sold out (1473 units at R2.35 billion value | 2585 stands at R3.85 billion value)
- 10 current residential developments (4837 rental units - 97% occupancy | 1485 stands - 87% sold)
- 2 current commercial developments (245Ha - 190,000m² let)

Projects

- Carlswald Valley Apartments | 600 apartments | R54 million rental income p.a.
- Riversands Outlet Park | 50,000m² of commercial showrooms | 76% let (as at 2019)
- The Hills Game Reserve Estate | 600Ha 896 stands & 190 apartments | R920 million sales value
- The Parks Apartments @ Riversands | 1880 apartments | R135 million rental income p.a.
- Waterfall Crescent | 47 cluster homes | R25.4 million rental income p.a.
- Highland Gate Golf & Trout Estate | 600Ha 455 stands | R501 million sales value
- The Precinct Apartments | 1300 apartments | R109 million rental income p.a.
- The Campus Student Accommodation | 852 student rooms | R41 million rental income p.a.
- The Villas @ Waterfall phase 1 | 86 cluster homes | R33 million rental income p.a.
- The Sheds @ Waterfall | 72 cluster homes | R22.3 million rental income p.a.
- Riversands Commercial Park | 240Ha of commercial stands
- Blue Hills Equestrian Estate | 200Ha 132 stands | R444 million sales value



Past employment - cont.

- Les Maisons on Fifth | 8 homes | R108 million sales value
- Crowthorne Village | 25 homes and 28 apartments | R29 million sales value
- Waterfall Equestrian Estate | 140Ha 122 stands | R458 million sales value
- Helderfontein Estate | 75Ha 202 stands (phase 1) | R208 million sales value
- Carlswald Meadows | 42 homes and 44 apartments | R50 million sales value
- Waterfall Hills Mature Lifestyle Estate | 21Ha 279 homes | R667 million sales value
- Hilltop Loft Apartments | 192 apartments | R124 million sales value
- River Bushwillow Estate | 131 homes and 60 apartments | R134 million sales value
- Waterfall Country Estate & Village | 640Ha 1715 stands | R3 billion sales value
- Waterfall Valley Mature Lifestyle Estate | 24Ha 244 homes | R896 million sales value
- Carlswald Loft Apartments | 40 homes and 108 apartments | R104 million sales value
- Highlands Estate | 50 homes | R60 million sales value
- Fever Tree Estate | 92 homes | R87 million sales value
- Carlswald North Estate | 50Ha 423 stands | R127 million sales value
- Carlswald Lifestyle Estate | 42Ha 123 stands | R59 million sales value
- The Yard | 130 student apartments | R92 million sales value

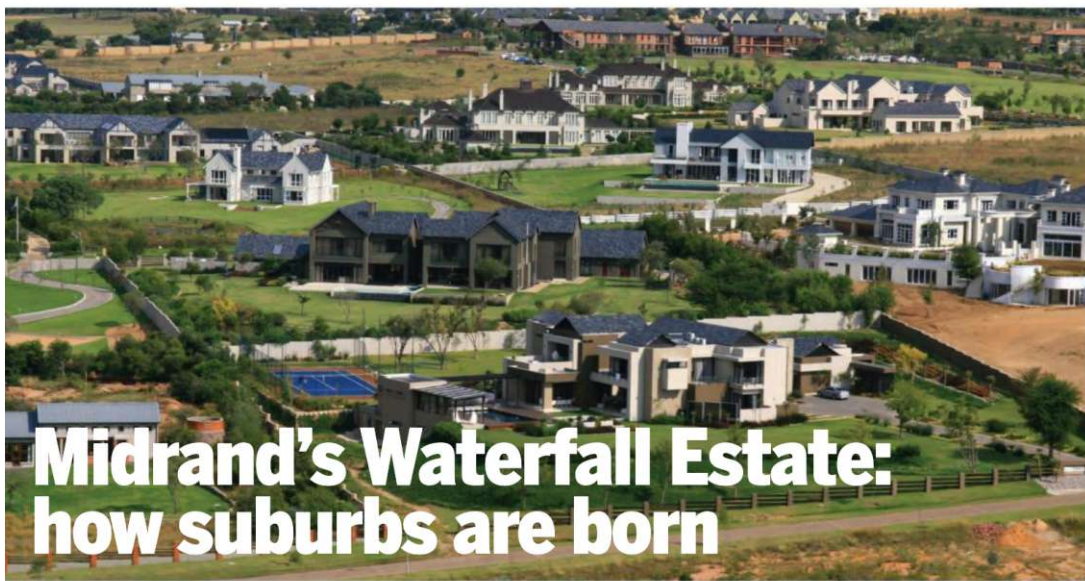
Associated brands



Awards and Accolades

Waterfall named world's best mixed-use development two years running, and best in Africa for the fifth year running.





Midrand's Waterfall Estate: how suburbs are born

Since ground was broken, the sprawling residential mixed-use Waterfall Estate between Pretoria and Johannesburg has delivered 100% returns every three years. Analysts are predicting it will be the next Gauteng CBD

WORDS: GEORGINA GUEDES :: PHOTOS: SUPPLIED

Waterfall Estate is no mass of cluster homes or simple gated suburb. Ground was broken on this sprawling, mixed-use R100bn development between Johannesburg and Pretoria in 2006. When complete, it will have a business centre, mall, hospital, two schools and dedicated bus routes through the city, plus a mix of high-end accommodation and affordable housing for the aspirational buyer. Waterfall Management and Operating Company calls it the largest property project in South African history, combining between 8,000 and 10,000 residential units, which will ultimately house between 35,000 to 40,000 people, with office space to accommodate a further 60,000 workers.

Waterfall Estate is broken into various smaller residential developments. Waterfall City forms its central business district (CBD). "Waterfall is intended to be an attractive, efficient, secure and easily

accessible lifestyle option that is perfectly suited to anybody — including single people, married couples, families and the elderly," says Willie Vos, CEO of Waterfall Management and Operating Company, which is appointed as the project, asset and operational managers for current and future developments in Waterfall Estate. "This development has something for everyone, including those buyers who fall within the affordable housing segment."

WATERFALL ESTATE LEASEHOLD

The estate represents a first for housing development in SA, as it is the first property project where the developers have created bankable leased land. "The land has been broken up into portions and for the first time ever, major banks are financing property development as well as end-user residential property purchases on a leasehold basis," says Vos.

The stands are offered as 99-year leaseholds, because

the farm was originally owned by Moosa Ismail Mia, who built a religious training facility and a school for underprivileged children on parts of the property. When government began to expropriate the land for development, the Mia family developed it, stipulating a religious requirement that the land could not be sold, but only offered on leasehold.

The Waterfall Management and Operating Company works directly with the Waterval Islamic Institute and the Waterfall Investment Company (WIC), as well as other investment vehicles on behalf of the landowner, in managing various aspects.

"A large portion of the income generated from the long-term lease of this land is returned to the Waterval Islamic Institute and utilised for charitable purposes," says Vos. "In fact, the controlling shareholders of WIC take daily responsibility for the training, and in some instances, feeding and sheltering of about 109,000 school children in the surrounding area."

RESIDENTIAL RETURNS

From the outset Waterfall has implemented architectural guidelines for the estate to ensure that all development responds to the climate and environment, while embracing the use of construction materials in their raw form. "The aim is a truly South African style,

Developer control at Waterfall Estate

The Waterfall Estate land is owned by The Waterval Islamic Institute in a company called Witwatersrand Estates Limited. They have appointed the Waterfall Management and Operating Company as project, asset and operational managers for Waterfall Estate's current and future developments.

Attacq Waterfall Investment Company (AWIC) holds the development rights to the prestigious Waterfall Business Estate, and is 100% owned by JSE-listed Attacq. Attacq Property Developments coordinates this commercial real estate project, including the Mall of Africa, on behalf of AWIC.

using natural materials that are perfectly suited to the Highveld climate," says Vos.

Geoffrey Crow, marketing manager at Century Property Developments, says in the nine years since the development broke ground, prices have performed on track. "People who have bought in the past three years have already seen their investment double. We're confident that what we've seen thus far will continue. We project that when the last stand is sold, all the other values will immediately increase by 50%, purely because of demand."

To illustrate, Crow explains that when stands in Waterfall Estate were first put on the market, they offered a carefully planned yet unknown entity. "Our residents bought and built in line with the vision of the entire development. Those who had the foresight to get in early have benefited from the good value at the time."

In Waterfall Equestrian Estate, for example, 8,000m² stands were going for R2.2m in 2006. The last of those stands sold for R9m this year, and a recent resale of the same stand was at R15m. Says Crow: "What we're offering is not just property or a piece of land. We're offering a lifestyle that incorporates safety and security for families, and an active social community with convenience on our clients' doorsteps."

TAKING SHAPE

A number of facilities are in development or already completed at Waterfall Estate. The Reddam House school, for example, has been operating for three years, while the Curro Castle Waterfall nursery school is opening in 2016. The Netcare Waterfall City hospital is currently expanding because it is already at maximum capacity. Waterfall Corner shopping centre is complete with a Checkers and high-end restaurants such as Beluga and Remo's. A Waterfall Virgin Active is operational, while the Keith Kirsten Garden Centre is still being built. Two petrol stations are under construction, and the K71 Kyalami Main Road and the R55 are being widened to accommodate new residential concentration in the area.

One of the greatest points of interest within Waterfall Estate is the Mall of Africa. Located within the Waterfall City CBD, the mall will be complete in six months' time. A road and bridge are being built to allow traffic in and out of the mall.

MINI CITY WITH INVESTMENT POTENTIAL

Waterfall Estate is intended as a destination in its own right, but it is also breathing life into the surrounding areas.

"The whole of Midrand has been improved by the Waterfall development, especially because of the Mall of Africa, which will

"What we're offering is not just property or a piece of land. We're offering a lifestyle that incorporates safety and security for families, and an active social community with convenience"

Geoffrey Crow, marketing manager at Century Property Developments



benefit everyone in the surrounding areas," says Liz Orffer, Chas Everitt's area agent for Waterfall, Kyalami and Carlsburg. "It's brought in a fresh atmosphere and is supporting area growth."

The expanding business district in Waterfall City — in particular the Mall of Africa within it — is attracting a great deal of attention from nearby

residents and commercial investors alike. "The mall construction is going very well," says Orffer. "There are 261 retail tenants in the mall, the leasable area is 131,000m², and it will occupy 485,000m², which is the size of 65 rugby fields. It's going to be the biggest mall in the southern hemisphere, and the largest retail development

constructed in a single phase in Africa."

REACHING SKYWARDS

PricewaterhouseCoopers is also developing the first skyscraper in Waterfall Estate. The professional services firm is building a R1.5bn head office that will consist of 26 stories, with 40,000m² of office space for 3,500

employees. Designed by LYT Architecture, the tower is scheduled for completion in early 2018.

With early investors realising significant returns, it seems property professionals and residents are confident of the massive growth potential to be realised as Waterfall Estate becomes more established and functional.



Waterfall Estate residential pricing

Waterfall Equestrian Estate

Stands of 8,000m², with houses from R30m to R85m

Waterfall Country Estate

Stands of 1,000m², priced at R2m, with houses ranging from R5m to R12m

Waterfall Village Country Estate

Stands of 600m² selling for R1.5m

Waterfall Hills and Waterfall Valley

Two-bedroom, two-bathroom homes in two mature lifestyle estates, each from R2.75m

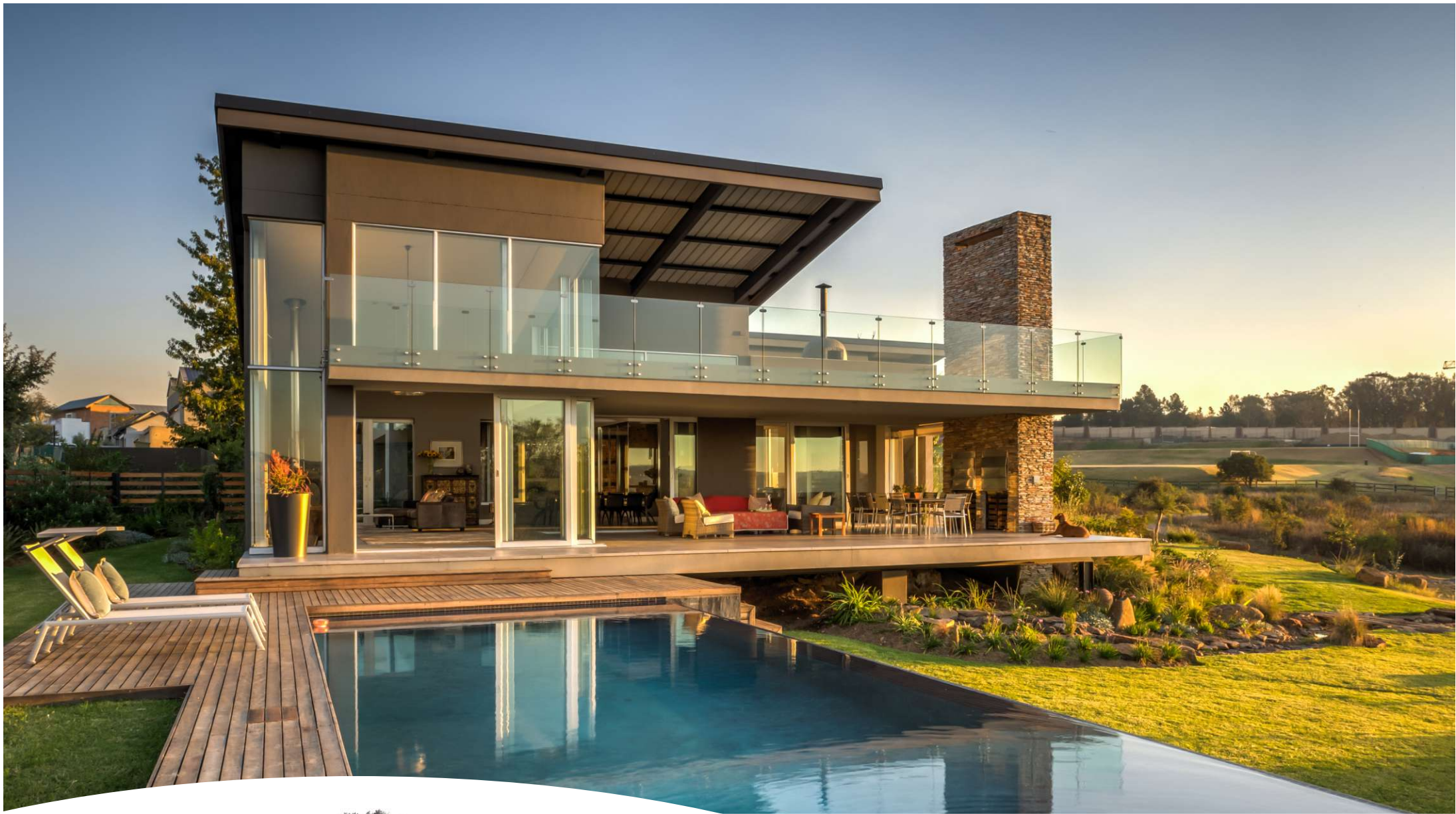
Waterfall Affordable Housing

Houses from R600,000 to R1.5m

WATERFALL

"The land has been broken up into portions and, for the first time ever, major banks are financing property development as well as end-user residential property purchases on a leasehold basis"

Willie Vos, CEO of Waterfall Management and Operating Company
















BLUE HILLS
COUNTRY & EQUESTRIAN ESTATE





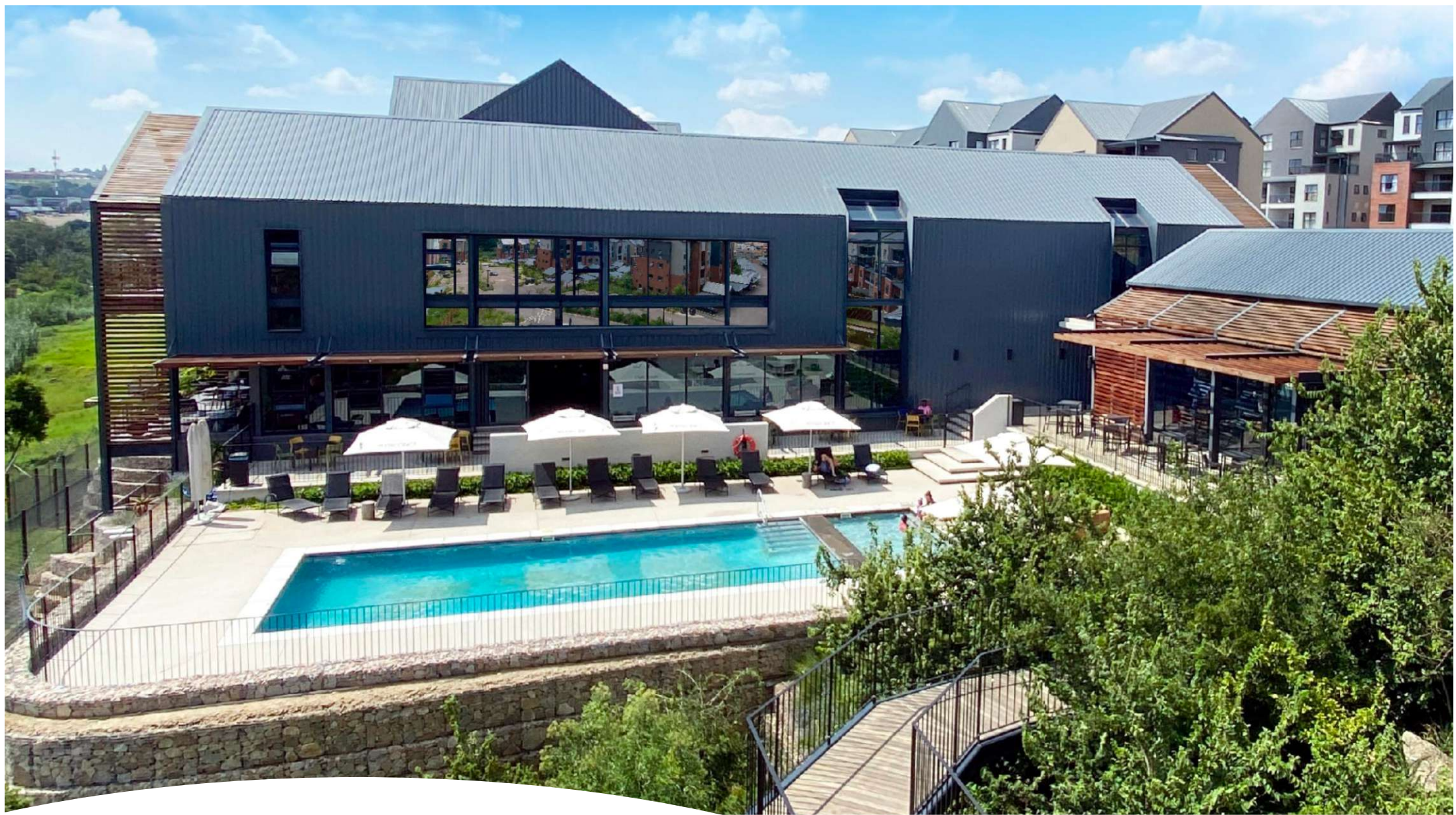

CARLSWALD
LUXURY APARTMENTS





THE Campus
Luxury Student Accommodation





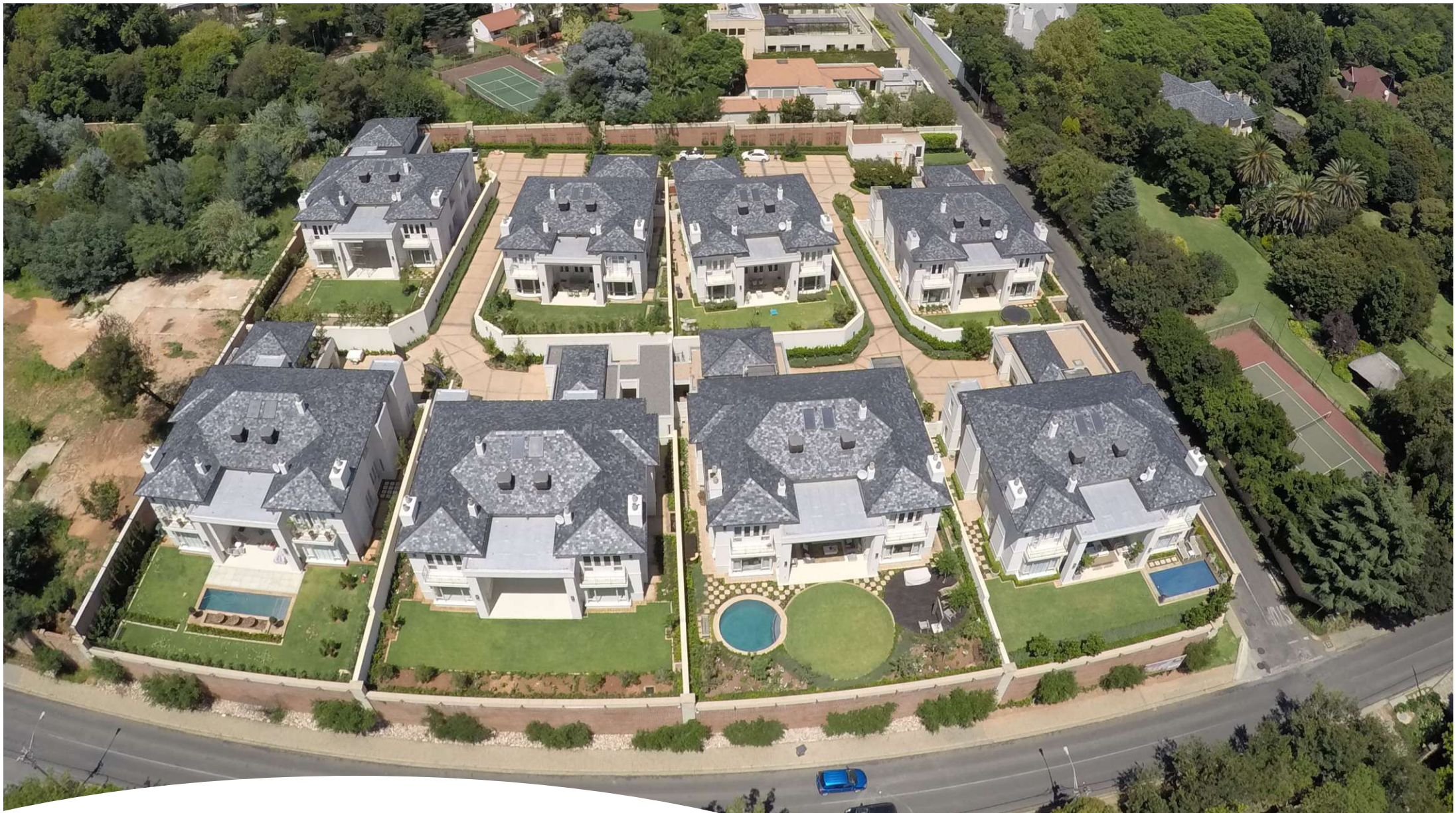
THE PRECINCT
LUXURY APARTMENTS






THE PARKS
LIFESTYLE APARTMENTS @ RIVERSANDS







HELDERFONTEIN
ESTATE






CROWTHORNE
LUXURY APARTMENTS





Past employment

Co-Founder and Managing Partner
2002 – 2007

Offering full digital agency services, we worked with over 50 clients and introduced cutting edge technology to their brands. We were the exclusive photography agency for all the major property development projects in Johannesburg North, namely:

- Eagle Canyon Estate
- Fernbrook Estate
- Dainfern Golf Estate
- Dainfern Valley
- Fourways Gardens
- Irene Country Estate
- Broadacres Centre
- Kyalami Grand Prix Circuit
- Kyalami Estate
- Kyalami Business Park
- Longmeadow Business Estate
- Silverlakes Estate
- Blair Atholl Estate
- Waterfall Equestrian Estate

Clients





THANK YOU

Geoffrey Crow

+2783 370 2003

geoffreycrow80@gmail.com