

**EBOTSE GOLF AND COUNTRY ESTATE**

Contact: Vince Cockbain

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**SALES AT EBOTSE REACH R1-BILLION MILESTONE**  
**Unprecedented consistent growth in a recessionary period**

South Africa's fastest growing residential golf estate, Ebotse Golf and Country Estate near OR Tambo International Airport, has recorded R1-billion in property sales — an unprecedented achievement in a property market still hard hit by recession.

"Ebotse has transformed the residential market east of Johannesburg with unheard of residential prices," says Ebotse managing director Vince Cockbain. "For instance, a spectacular home on the Estate has been recently completed at a cost of R22-million, while a stand has been sold for R3,6-million. This has far exceeded the developers' expectations in light of the global recessionary trend.

"Our decision to build and launch sectional title developments during this trying period proved to be the right move, judging by the response from the market. All these units are either sold out or fully let."

Cockbain says a combination of several essential factors has led to the unparalleled success of the Estate. These factors include the uniqueness of the Estate in the area and a prevailing demand for secure gated residential estate living. Ebotse is considered to be one of the most secure housing estates in South Africa, with state-of-the-art security systems and procedures in operation.

"Ebotse really is a beautiful place to live and offers the kind of lifestyle that has been virtually impossible to enjoy in recent years," he adds. "Here families are spoilt for choice with water sports, hiking, walking, cycling, tennis, squash, dedicated play areas and a world class golf course that is hailed as one of the country's most unique and challenging courses.

"As the Estate matures, true value is being created. A very active Home Owners Association and proactive Estate management team achieve the type of efficient day to day running

that gives home owners peace of mind. Word is getting around and we're seeing families relocate to Ebotse from upmarket areas such as Sandton and Bedfordview."

This successful mix has created a visibly thriving Estate and continues to give would-be buyers confidence to invest. To date Ebotse has just over 650 property owners, with 117 residences currently under construction. Rental returns are competitive and there is an ongoing demand for rentals in the Estate, keeping investors happy.

Phase one of Ebotse's signature development, a R500-million luxury apartment project called *The Links*, is currently under construction. These luxurious apartments and penthouse suites will offer magnificent views of the whole Estate and will be launched to the market later this year, with apartment prices starting from R3,3-million. This development is set to rival other premier developments, such as Melrose Arch and The Houghton, offering a completely unique living experience.

Cockbain concludes: "The Ebotse success story is about simple marketing – the right product, the right price, the right place, the right time."

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If you would like more information about Ebotse Golf and Country Estate or to schedule an interview with the Developers please contact Jill Dial on 011 894 3831 or email her at [jill@heypennigold.co.za](mailto:jill@heypennigold.co.za)