



B-BBEE CERTIFICATE NO: 4.3.113  
TRUST REG NO: IT 3263/2008



## AGENTS INFO PACK

# ADVERTISING YOUR ROOMS **TO THE WORLD**

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BASIC INFO & SUBJECT TO CHANGES

# WHO IS STATUS PROPERTY TRUST?

**Status Property Trust is a duly Registered Trust specialising in facilitating accommodation provision for the fans and spectators anticipated to visit South Africa during the June - July 2010 period.**

**Status has invested a considerable amount of time and capital to perfect a platform for the registration and advertising of private homes, linked to a real time on line reservations system, so that homes / rooms can be advertised and rented out to the global soccer fraternity.**

**Linked to its reservation program Status has also conceived a unique "Status Village" concept to offer all communities a chance to participate in this "once in a lifetime event".**



# THE OPPORTUNITY

Thousands of international and intercontinental soccer supporters (current estimates around 1 000 000) will be visiting SA during the period 1 June to 15 July 2010.

According to The Star the projected spectator figure (based on the 2006 World Cup statistics) will be approximately 3,600, 000! February statistics reflect that 300 000 people applied for tickets within the first 48 hours of ticket sales. One week later the figure grew to over 550 000.

Due to the current shortage in accommodation fans are booking accommodation in one city and will then fly to the matches held around the country. Bearing in mind tickets for the other 31 participating countries only commence selling in December '09, the demand for accommodation will thus increase!

# THE SOLUTION

Status has conceptualized a marketing plan whereby home owners within a specific geographical area will be able to list, advertise and rent out their homes or rooms in their homes to the global market via a central reservation system.

The homes will then be grouped into "Status Villages" to enable service providers to offer services to the fans and community.

FOCUS POINTS will be created in close proximity to the Villages where fans and the local community will be able to meet and interact in the largest national community project South Africa has ever seen.

# FOCUS POINTS

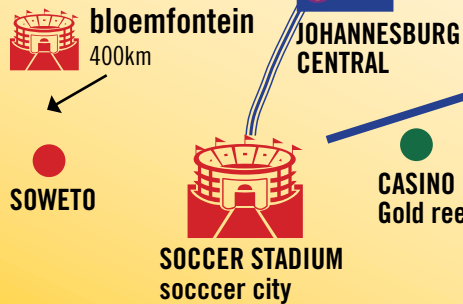
As part of the Status Village concept Focus Points will be created by using school grounds and similar spaces where ongoing entertainment and commercial activities will abound. This concept will enable the local community to unite around a common goal and make this sporting event one of the most memorable events in history of the country.

## Planned activities at a typical Focus Point

- big screen facility;
- barbecues and fast food outlets;
- live entertainment;
- centralized transport;
- memorabilia for sale;
- arts and crafts stalls;
- local tours and excursions;
- speciality sports events;
- medical assistance and support;

## ACCOMMODATION

- reception facilities; (accommodation only)
- security;
- services available.



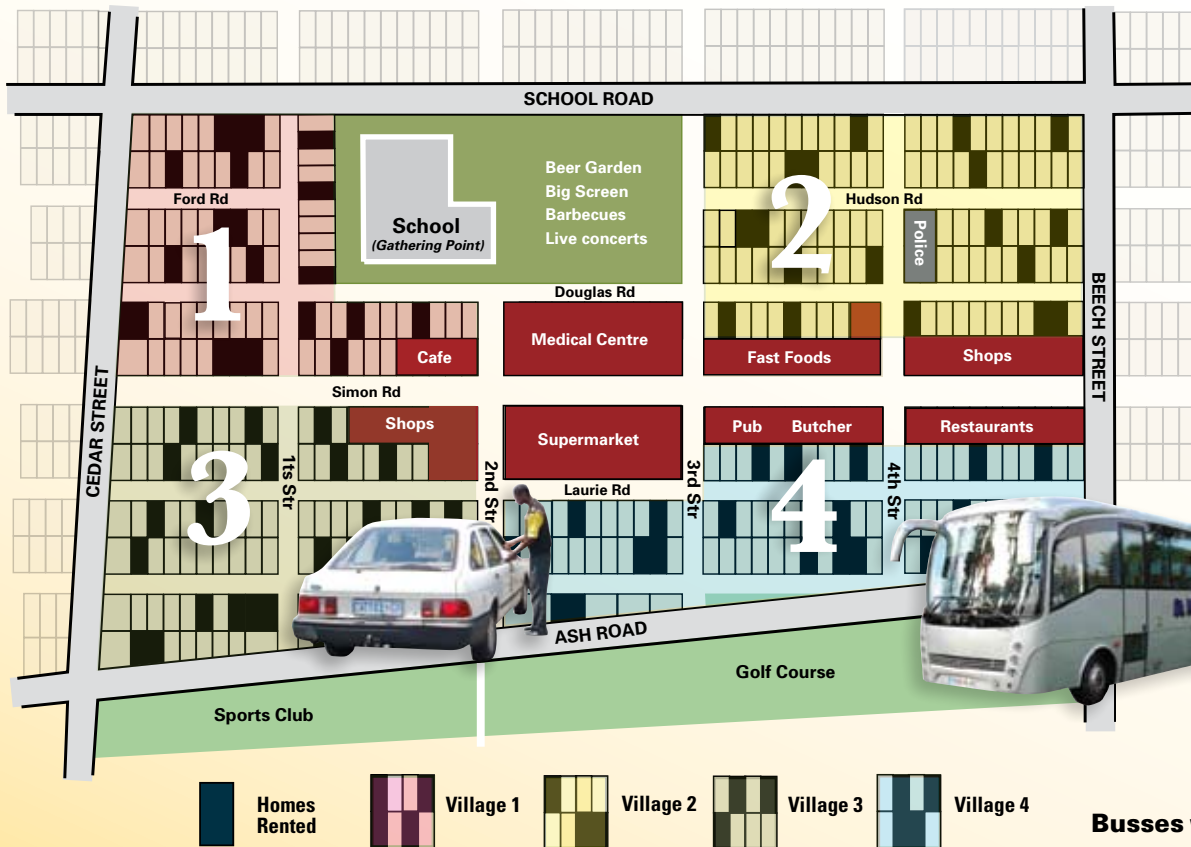
**A 'SUPER' VILLAGE**  
"Villages" will consist spanning 5 to 6 blocks in the same neighbourhood. A 'GROUP' of villages will make up a "SUPER VILLAGE".





# Sample of village only

A village consists of 5 to 6 blocks. These 5 to 6 blocks are to be clearly marked



Main Street - shops and restaurants



Typical street views of 'village'



Houses



School - gathering point



Sports Club



Tennis Club



Golf Course

**Busses** will transport fans to and from designations and will also be available to transport fans to and from stadiums. **Security** will be incorporated in villages to provide a safer environment.

Fans normally travel in groups. We already have one group that is looking for accommodation for 200 people for a duration of 20 days during the Confederation Cup and for 50 days during the World Cup.

The fans will be accommodated in "villages" – a village will consist of a concentration of a number of Private Homes, in the same neighbourhood spread over an area of ± 5 to 6 municipal blocks.

### Example of facilities and amenities required for a village:

- Variety of Restaurants
- Theme bars
- Medical Services (Pharmacy, Doctors & Dentists.)
- Hospital / Clinic
- Dry Cleaners
- Internet Café / Connectivity
- Supermarkets and Butchery etc.
- Police Station
- Sporting Facilities e.g. Golf Course, Bowling Greens, Tennis, Squash etc.

When a "village" area is identified the additional services will be contracted e.g. Entertainment Productions, Commodities, Memorabilia, Food & Beverages, Medical services and Security to cater for the specialised events and services at the identified focus points: Such as:

- Big Screen Facility;
- Barbecues and Fast Food Outlets;
- Live Entertainment;
- Memorabilia for sale;
- Centralised Transport;
- Arts and Crafts Sale;

- Local Tours and Excursions;
- Speciality Sport Events;
- Medical Assistance and Support;

These villages, each with their own unique NAME, will now be marketed abroad.

A reception facility will be created whereby the community, the restaurants, school and other associated businesses will participate under the guidance of prominent hotel and resort educational centre's.

## HOW WILL IT WORK ?

### **THE SYSTEMS:**

Status Property Trust has “signed up” many local home owners (accommodation providers) in geographically approved areas. Full details including pictures of the properties will be registered and listed on the Status website.

The website is linked to a highly effective on line reservation system powered by “Uni-Point” which will handle all reservations made and then administer the funds via an escrow trust account.

What is Uni-Point: a reservation system created by UniVision, which incorporates such brands as Quality Vacation Club one of the largest reservation organisations in South Africa who have been making reservations for the past 15 Years.

The system is designed and geared to handle thousands of on-line bookings so you will be assured of maximum advertising exposure and an efficient real time internet confirmation system.

The homeowner will at all times be kept up to date as far as reservations are concerned. This will be by means of regular arrivals list. (Uni-Point)

The homeowner will have access to change the availability of the property (this will only be possible until such time that a reservation has been confirmed after which the property will be soft-locked and no further changes will be allowed). *(On Status)*

The homeowner will be able to view and print pro forma invoices. *(On Status)*

The SPT account will be managed by VRS, a respected managing agent within the holiday industry.

## GLOBAL EXPOSURE AND PROMOTION

### **FANS AND SUPPORTERS WILL BE ABLE TO:**

- View all available homes online;
- Decide where they want to stay based on the user friendly area charts and Village information;
- Select accommodation that will meet their needs both as far as quality and price is concerned;
- Pre-plan their itinerary using accredited travel agents, and local guides;
- Make and secure real-time online bookings and pay via credit card or international currency;
- Obtain certified proof of their reservation for Immigration or customs clearance or other protocol purposes;
- Select from the available accommodation graded as suitable for disabled persons.



## ACCOMMODATION PROVIDERS CAN EXPECT TO EARN GROSS INCOME\* BASED ON THIS TABLE FOR ACCOMMODATION RENTED (EXCLUDED VAT):

MARKET VALUE OF HOME	GROSS RENTAL PER BEDROOM SEP. BATHROOM***	GROSS RENTAL PER BEDROOM EN SUITE ***
R 350 000 - R 750 000	R 350.00	R 420.00
R 751 000 - R1 000 000	R 560.00	R 700.00
R1 001 000 - R1 300 000	R 840.00	R1 050.00
R1 301 000 - R1 800 000	R1 400.00	R1 750.00
R1 801 000 - R2 500 000	R2 100.00	R2 450.00
R2 501 000 - R3 500 000	R2 800.00	R3 850.00
R3 501 000 +		R5 100.00 +

\* A reservation fee of 10% and bank charges will be deducted from the Gross rental paid.

\*\* An additional R350:00 per room can be added to the gross rental for properties exceeding R3.5m market value. (calculated on R350 additional rental for every R1 m over R3.5m market value.)

\*\*\* **rentals are calculated per room accommodating a maximum of two people sharing.**

## THE FOLLOWING ARE THE PUBLIC RENTAL RATE IN SOUTH AFRICAN CURRENCY TO STATUS PROPERTY TRUST (EXCLUDING VAT):

MARKET VALUE	HOME WITH ONE OR MORE BEDROOMS SEPARATE BATHROOM	HOME WITH ONE OR MORE BEDROOMS EN-SUITE
R 350 000 - R 750 000	R 500.00	R 600.00
R 751 000 - R1 000 000	R 800.00	R1 000.00
R1 001 000 - R1 300 000	R1 200.00	R1 500.00
R1 301 000 - R1 800 000	R2 000.00	R2 500.00
R1 801 000 - R2 500 000	R3 000.00	R3 500.00
R2 501 000 - R3 500 000	R4 000.00	R5 500.00
R3 501 000 +		R6 000.00 +



## MINIMUM SERVICE LEVELS AND REQUIREMENTS

- Rooms must be cleaned daily and be kept pest free;
- All fixtures, fittings and movables must fully operational and of a quality and standard in keeping with the stated market value and room rate;
- Extra bedding blankets and heaters available on request;
- Colour TV in room or communal /private TV viewing facility on site;
- Limited self catering facilities in the room with adequate supplies of tea / coffee / sugar / milk sachets and drinking water;
- Bedding change on request or a minimum of every 2nd day;
- Clean bedding and linen to be provided on change over day;
- Towel replacement on request;
- Adequate supply of soap, shampoo and toilet paper to be provided daily.

## PAYMENT SCHEDULE:

Payments of the net rental amount payable to the home owners is calculated on gross rental income less reservation fees and bank charges.

### FIRST 10% OF NET DUE

On confirmation of reservation and after clearance of payment by guest:

### FURTHER 60% OF NET DUE

Sixty (60) days before tenant's arrival date:

### FINAL 30% OF NET DUE

Within 14 days after departure of tenant.

## HOW WILL STATUS ADVERTISE AND PROMOTE LISTED PROPERTIES?

Status undertakes to actively pursue the advertising and promotion of the listed accommodation at the Public Rental Rate (This is the gross rental rate to homeowners plus additional VAT, Manager Commission, Agent Commission, Status Commission).

The advertising services include inter alia publications on its national and international website targeted at reaching the local and international tourist or sporting fraternity i.e. Fan Clubs, Sport Clubs, Tour Operators, etc.

A high quality DVD, advertising South Africa will be sent to all participating countries which will promote our beautiful country with all its facilities. The aim is not only current or only the period between 1st June and 15th July 2010 but beyond that period should you wish to remain a accommodation provider in future. Status will further distribute over 200 000 DVD's during the 2009.

A Corporate song has been written inviting tourists for the events as well as a DVD promoting our sporting facilities i.e. stadiums, places of interest and scenery.

The cost of producing these visuals are close to R13 Million.

A shortage of accommodation has never existed in any other country which hosted such an event. Bad media and corruption has left its mark on South Africa. With the distribution of our promotional DVD overseas visitors will have peace of mind and know that they are dealing with professionals who most probably did previous reservations on their behalf.



## WHAT IS THE FEE HOMEOWNERS HAVE TO CONTRIBUTE TO PARTICIPATE IN THESE COMBINED SERVICES RENDERED BY STATUS PROPERTY TRUST FOR THE CREATION OF VARIOUS COMMUNITY ACCOMMODATION PROJECTS ON THEIR BEHALF?

**Registration Fee:** R176.70 inclusive of Vat re Private Homes from R350 000

**Registration Fee:** R330.60 inclusive of Vat re Private Homes from R1 301 000

### MONTHLY ADVERTISING FEE RE PRIVATE HOMES:

Houses in the price range: R350 000 to R750 000 only:

R68,00 inclusive of Vat payable by D/O.

Houses in the price range: R751 000 to R1 300 000 only:

R106.00 inclusive of Vat payable by D/O.

Houses in the price range: R1 301 000 and more:

R166.44 inclusive of Vat payable by D/O.

### EVERY HOMEOWNER has to PROTECT HIM / HERSELF AGAINST POSSIBLE CLAIMS BY TENANT AND/OR DAMAGES CAUSED BY TENANT:

It is advisable to obtain proper insurance cover from an specialised insurance company, during the rental period to protect the Accommodation Provider against any claim that could be instituted

### MONTHLY ADVERTISING FEE AND REGISTRATION FEE:

Blocks of Flats owned by one person (Units must be in same building) / Town Houses owned by one person (Units must be in same complex with same unit type and value)

Up to 10 rooms – R262.20 Incl. VAT p.m. + once off registration fee of R376.20 Incl. VAT

11 to 50 rooms – R353 Inc VAT p.m. + once off registration fee of R467.40 Inc VAT

Between 51 & 100 rooms – R695 Incl. VAT p.m. + once off registration fee of R581.40 Incl. VAT

Between 101 & 500 rooms – R1 037 Incl. VAT p.m. + once off registration fee of R695.40 Incl. VAT

501 Rooms plus – R1 721 Incl. VAT p.m. + once off registration fee of R1 151.40 Incl. VAT

### SCHOOL AND UNIVERSITY COSTS

School / University Hostel accommodation will not be charged registration or advertising fees. Hostels will yield between R300.00 to R500.00 per bed per night less a 10% reservation fee.

against the Accommodation Provider by an occupant, his family or friends for any injuries, death, damages or loss of whatever nature. Note that standard house insurance will not cover any claims as the said home will be seen as a business venture and must be insured as such.

Status could via its principal arrange these additional cover in terms of its agreement, should homeowners require same.



# '10 SPORTS EVENT



**THE LARGEST  
SOUTH AFRICA  
HAS EVER  
SEEN!**

## THINGS TO TAKE INTO CONSIDERATION

- Status will pay all VAT on behalf of homeowner;
- Why are you charged registration and advertising fees?
- Status will not be advertising via search engines: we will advertise directly with our specific markets and various approved and registered tour operators. Status will advertise directly with the relevant fraternities pertaining to the various events (you need to reach the fans and supporters);
- Other companies also advertise your properties but they merely have a website which will be linked to search engines etc. The trust's mission is to assure local and overseas guests of a sound and trustworthy accommodation facility in South Africa. This is the reason why Status invests in such large amounts in promotional material to gain confidence and to eliminate any uncertainty;
- Your home will have it's own portfolio with a selection of photos and a further description of nearby amenities (with an emphasis on security). Take into consideration of what you will pay to place a black and white advertisement in your local newspaper. The costs will be close to R180.00, and the advertisement will run for a week. We advertise your rooms to the world complimented by color photos and full description of amenities;
- If you form part of the Village concept your home will qualify for group and block bookings (similar to hotel and resort bookings). No other marketing company has taken this into consideration (referring to the privately owned home sector). Research shows that supporters will come in groups of between 25 to 200 at a time. With your properties linked to Unipoint we provide the platform and enable you as homeowner to qualify for group and block bookings;
- If you are part of a village, we can bridge the transport and security problems via our own unique systems;
- Status is the only company who will bring the community into our concept. Schools will be given the opportunity to provide a safe environment for the gatherings. The school will be seen as a FOCUS point where big screens, live entertainment, security and medical services will be provided. Now the school can bring in their students and parents to set up stalls which will provide a carnival feel and provide further financial benefits to the community. The local authorities consent will be negotiated and incorporated to achieve the maximum for their individual community.

***SUPPORT STATUS TO SUPPORT YOU AND JOINTLY  
WE SUPPORT SOUTH AFRICA!***