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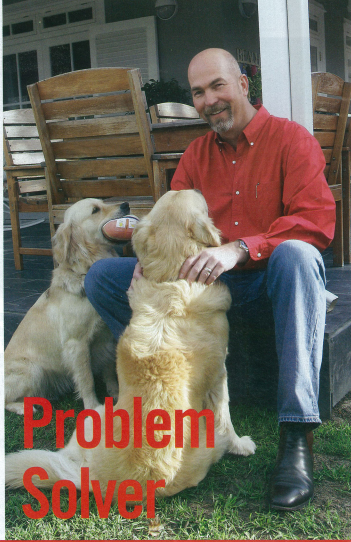


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From the time they first met, Pete Jordan and his decorator wife Audrey have been renovating their own houses. In many cases, the changes were purely incremental but when two projects required major structural renovations with complete changes to style and layout, the couple realised they were not only developing properties for themselves at very realistic prices and creating great value and capital growth, but they were also developing the foundations of a company that could be taken to the greater marketplace.

In a joint venture with builder Ross Grant of R&D Construction, who had been appointed principal contractor on the Jordans' own projects, Pete combined Ross' construction experience with his own business skills and genuine interest in turning properties – the combination resulted in Property Development Projects (PDP) with a business model that could address the need of creating similar value to other homeowners at the same time while taking away the associated anxiety of undertaking their own home improvements. Explains Pete: "The 'cost reimbursable' model ensures that PDP and the principal contractor work together in order to ensure that each project is completed in the fastest possible time at the lowest cost and with quality finishes."

Many people building or renovating for the first time are intimidated by the magnitude of this process. What PDP offers is a full service management of all elements of the building in an efficient, friendly and transparent manner. This incorporates the appointment of the principal building contractor and sub contractors and all other suppliers required to complete the scope of work on behalf



Problem Solver

of client. Detailed financial management, including budgeting and forecasting, costing carried out by a quantity surveyor as well as procurement, development of timing schedules and payment instructions are part of the service. PDP will constantly negotiate to ensure that wherever possible, the client obtains all the discounts normally reserved for major building contractors – cost savings which can be significant.

Most importantly for Pete however, is the day-to-day monitoring and control of the project on site, thereby removing the client from the interface and the associated stress thereof.

Says client Ken Strickland (whose completed house is seen in the picture below right): "Working with Pete was great. His business model allowed us a great deal of flexibility to make changes "on the fly" – something we did often! The result is a house that evolved during the building process to meet our exact wants and needs, while the cost remained reasonable."

Pete spent many years in the corporate sector managing large divisions of companies such as Sandoz (today known as Novartis), Polaroid and African Bank, and brings a strong business background to PDP which he combines with his genuine interest in the process and transformation of residential space.

Apart from project management, Property Development Projects has three other distinct areas of interest, each catering for a specific aspect of the market.

The first area focuses on proprietary single residential developments predominantly in the Constantia area of Cape Town, while the second focuses on proprietary multiple residential developments with a focus on security – also in the Constantia area. The final area of interest focuses on niche or boutique commercial proprietary developments offering high-end office space and retail combinations, an area Pete hopes to enter into soon.

"Together with the project management business, each of these four areas has a different financial objective in mind," explains Pete, the ultimate goal being the building of a business with diversity and depth.

He and Audrey – who runs her own successful decorating company, Decorating Solutions – live in Constantia with their two children, Chelsea (12) and Matt (10). Albeit a far cry from the corporate world he's used to, Pete today works from a well-

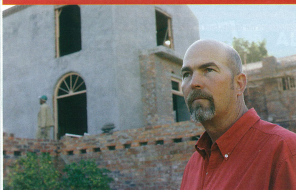
structured home office which affords him the opportunity of seeing far more of his family than in his previous 'life'.

He also makes time now to smell the roses: "I'm an avid fly-fisherman, in love with the solitude, beauty and intelligence that accompanies the sport. I'm also an "ever-hopeful" golfer, playing off a 12 and I love reading and wine collecting..."

But the challenge of his new business gets his blood flowing in the same way his old corporate days did: "I thoroughly enjoy the challenge of building PDP: I am fiercely protective of it but at the same time very critical. I'm constantly looking for ways to get a better experience for the client and finally a better product. I can't believe how good it feels to be in control of my own destiny and enjoy the relative freedom of independent and uncluttered thought that comes with owning your own business."

For more info on Property Development Projects contact +27 82 653 9555 or +27 21 794 7974; or email petejordan@p-d-p.co.za.

Words: Carin Kibbitz Photographs: Arny Lund



Property Development Projects (PDP) has been created to deal with the ever-increasing demand for new builds and improvements to residential property, and to take the stress out of the building process.

