

# PROPERTY HUB supplement



# Investment opportunities in the Ancient City of Masvingo

DUBBED the "Gateway into the Southern African Development Community", the City of Masvingo enjoys a unique natural attribute, strategically located equidistant from Harare (capital), Bulawayo, Mutare and Beitbridge.

The Ancient City is home to the UNESCO World Heritage Site, the majestic Great Zimbabwe National Monument, a major tourist attraction just 27km away from the city centre.

### Commercial stands in the central business district

We are excited to advise potential investors on the availability of prime land for commercial development in the City of Masvingo Central Business District Extension located in Oliver Street and Welby Avenue.

Fifty three commercial stands are available for the two sites with stand sizes ranging between 500m<sup>2</sup> to 1,100m<sup>2</sup> for Oliver Street and 170m<sup>2</sup>-400m<sup>2</sup> for Welby Avenue.

The commercial stands are ideal for the development of multi-storey structures for various commercial activities.

### Industrial stands

There are 36 surveyed partially serviced Industrial stands located along Bulawayo Road for light and heavy manufacturing.

### Why invest in Masvingo

- We offer the most attractive investment incentives.
- Well maintained road, water and sewer infrastructure.

### Other investment opportunities

- Development of a road port.
  - Multi storey residential flats.
- The City of Masvingo has grown remarkably since independence to a population of 89 500 according to the 2012 Census.

As a city we are inspired and guided by the city's vision: "To be a prosperous, sustainable, environmentally friendly by 2020".

The City of Masvingo corporate strategy revolves around the following Key Result Areas (KRAs) which are critical to service delivery namely; infrastructure development, good corporate governance, social services provision, environmental management

and investment promotion.

In pursuit of the KRAs, the city under my leadership increased the water supply from 24 million litres per day to 30 million litres per day through the upgrading of the water treatment plant.

The wastewater treatment plant was also refurbished and upgraded resulting in compliance with Effluent Discharge Standards (Blue Category). This classification is from blue (cleanest) to the green, yellow and finally red category (worst pollution). We managed to source funding for these projects through grants provided by the African Development Bank (AFDB) and UNICEF.

A litter free culture is also being promoted in schools and the community to make Masvingo City one of the cleanest in the country.

We recognise that infrastructural development is a key enabler of local economic development and investment promotion thus we give top priority to the development, upgrading and maintenance of key municipal infrastructure.

Our proximity to the Great Zimbabwe Monument inspires us to be the best as was envisaged by our ancestors when they built this great medieval palace.

The City of Masvingo success story is anchored on our organisational culture which exalts teamwork, mutual respect and professionalism among

Policymakers, Management and the entire workforce.

We enjoy an intimate relationship with our stakeholders whom we engage transparently on a continuous basis in order to meet their changing service delivery demands.

In 2015, Masvingo City Council had an average annual bill collection rate of 70 percent which is testimony to the close relationship with our stakeholders. These collections are premised on strong financial management systems and continuous cost containment initiatives.

We have built a reputation of attending timeously to customer queries and complaints, supplying water consistently with every suburb in the commonage guaranteed of at least 12 hours of water supply daily (Service Level Benchmarking, 2015 Report). Refuse collection is carried out weekly in residential areas and daily in the Central Business District, institutions and vendor markets.

The City of Masvingo has revised its Investment Policy and incentives to attract commercial and industrial investment with a view of widening our revenue base and ultimately creating employment.

Our desire and focus is to take the city of Masvingo to the greatest heights in the provision of quality municipal services and making the historic city a preferred investment and tourism destination.

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# Liora cluster development now selling

Liora Cluster development, located along Crowhill Road is now selling, Liora Estate forms a section of the stunning Crowhill Views, an upcoming, up-market, low density residential area located in Harare's northern suburbs. It is approximately 23km from the central business district (CBD) of Harare and five kilometres from Borrowdale Brook. The first phase of the development comprises residential units of varying densities and sizes as well as a shopping mall, namely:

- 30 fully detached / free standing cluster units (6 design models),
- 32 semi-detached cluster units (3 design models),
- 20 duplexes (20 units),
- 36 apartments (36 units), and
- A single level shopping mall (11 anchor/major tenants and 36 shops).

The project's vision statement is: "Believe the impossible. To demonstrate that it is possible to live

well in a space where nature and modernity meet; in a community that shares the same deep values for life, quality, serenity and ambition."

It forms a section of Crowhill Views, an upcoming, up-market, low density residential area located in Harare's northern suburbs.

It is approximately 23km from the Central Business District (CBD) of Harare.

The site can be accessed through Crowhill Road. This road branches off from Borrowdale Road, a major road that runs from the CBD and also connects to the city ring road, Harare Drive. Transport mainly entails private vehicles and commuter omnibus operators serving the public.

The development concept The whole Liora Estates development, which measures 72 405 hectares in extent, has been conceptualised as a high value, mixed use, medium to low density develop-

ment incorporating predominantly residential units with supporting commercial, institutional and recreational facilities.

Other attributes of the Liora Estates development include:

- A mixed use development where residential, commercial, institutional and recreational life converge to create a modern, ambient lifestyle.
- Luxury residential (free standing, clusters, town houses and apartments) units situated in close proximity to business and social amenities located within Liora Estates.
- The residential areas will largely comprise gated communities.
- The diversity or array of developments will make the estate rich in activities, more cosmopolitan and therefore more preferable as the place to live and to be.

The development strategy for Liora

Estates is derived from the need to limit the extent of capital investment by undertaking the development in phases. Phasing also shortens the time horizon before returns are realised.

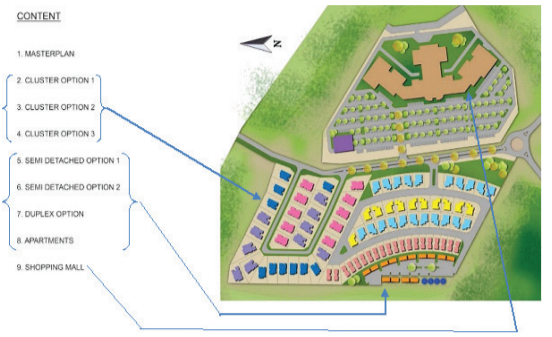


Figure 2: Phase 1 of Liora Estate Master Plan

The first phase of the development comprises residential units of varying densities and sizes as well as a shopping mall, namely:

- Phase 1A (3,65 hectares with average stand sizes of 1 000m<sup>2</sup>):
- 30 fully detached / free standing cluster units (6 design models),
- Phase 1B (5,88 hectares with average stand sizes of 600m<sup>2</sup> for semi-detached garden apartments and 400m<sup>2</sup> for the duplex stands):
- 32 semi-detached cluster units (2 design models),
- 20 duplexes (20 units),
- 36 apartments (36 units), and
- Phase 1C - 6,35 hectares shopping mall is about 13 000m<sup>2</sup>):
- A single level shopping mall (11 anchor/major tenants and 36 shops).

The overall initial development size comprises 18 hectares. This includes circulation (main roads and traffic circle and service areas). The focus of this marketing plan is the freestanding clusters, which form the initial development initiative of the Liora Estate Phase 1. These clusters are described as follows:

Model	Unit Area	Stand Area	Configuration	No of Units**
WD001 (as per Stand 027)	240 m <sup>2</sup>	1000 m <sup>2</sup>	2 lounges, kitchen, 4 bedrooms (m.e.s.), DLUG	10
WD002 (as per Stand 002)	308 m <sup>2</sup>	1000 m <sup>2</sup>	2 lounges, kitchen, 4 bedrooms (m.e.s.), DLUG	10
WD003 (as per Stand 028)	322 m <sup>2</sup>	1000 m <sup>2</sup>	2 lounges, kitchen, 4 bedrooms (m.e.s.), DLUG	10
TOTAL ESTIMATED SALES REVENUE				

**Vision statement**

"Believe the impossible. To demonstrate that it is possible to live well in a space where nature and modernity meet; in a community that shares the same deep values for life, quality, serenity and ambition. On completion the development will offer residents convenience of modern luxury living in a relaxed atmosphere. Most of the developments are coming as gated communities with security provided 24/7.

Currently 30 units of Liora Phase 1A are now selling. These are free standing cluster homes with consisting of four beds, open plan kitchen, lounge and dining, two bathrooms and a double lock up garage. The cluster units are coming in three different models with an average land size of 1000 square metres. Prices vary depending on the level of finishes plus internal configuration and this depends on one's taste. Minimum selling price is \$160 000 with \$270 000 as the maximum.

**Financing options**

- Cash
- Terms
- Mortgage
- Positioning

Liora Estate stands out from its competitors through two primary position approaches:

1. Project differentiation: The free standing clusters have the following unique, attractive features:

Feature	Benefit
12% mortgage repayment over 15 to 20 years	We are offering a mortgage lower than the market and for a longer payment period.
Terms to populate your security deposit	Build up the 15% security deposit over 6 months to be more manageable, through Met Home Saver whilst reserving your chosen unit.
High quality unit construction	Low maintenance, energy efficient, low utility bills, the home of your dreams.
Competitive price for an upmarket dwelling and location	Opportunity to own a high quality home in a prime location.
Prime urban neighbourhood	Friendly neighbours, family-friendly neighbourhood, walk to the shops, convenient access to public transport, diverse and interesting community, security.



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## Liora Estate Cluster Home Development



Magnificent up market cluster development 4km north of Borrowdale Brooke Estate within a quiet and secure environment comprising of:

- 30 free standing homes
- 4 bedrooms, main ensuite, bathroom
- 2 Spacious lounges and dining room
- Fitted kitchen with stove, oven and hob, separate laundry
- Solar geyser, DLG, prolific borehole, water tank
- Purchase price range from \$155 000
- Terms available
- Mortgage finance available
- Sectional title
- Ready for immediate transfer
- Walled and gated with 24hr security.

For more information contact sales team:

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- Victor - 0772 166 892
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- Tendai - 0712 055 417
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