

Launch of Jubilee Retirement Village

The 11th of December 2008 saw the launch of Jubilee Retirement Village, an exciting retirement village set to change the way people experience retirement living!

Jubilee Village is set in the heart of the greater Jubilee Lakes estate, with its security, and many social, recreational and sporting facilities available to all residents.

The launch was held in the newly opened Fountains Mall in Jeffreys Bay, and all the local agents were on hand to



get their first taste of this innovative lifestyle option.

With around one hundred invited guests, the Jubilee team pulled together an amazing presentation, launching the 1st phase of the high security lifestyle village with its 193 freehold erven, a Wellness Centre including, gymnasium, heated indoor

pool, chapel, entertainment areas, library and lounge, coffee shop, and a frail care facility.

With the option of full title in phase 1 and sectional title to follow, it presents a spectrum of investment choices for every need and pocket. Phase 1 of the Village will be developed within a magnificent landscaped park-like environment and will attract those requiring independence and an active lifestyle.

Jubilee Retirement Village is responding to a changed retirement market that now demands the ability for the owners to be flexible, to have the freedom to work out their own living requirements, and with choices. Residents would be able to choose homes that suit their lifestyle as well as their lifecycle, ranging from frail care rooms, assisted living units, apartments,



townhouses and freestanding homes, all of which have unrestricted access to top frail care facilities, manicured parks and gardens, coffee shop, chapel, gymnasium.... not to mention the facilities that will be available at the Jubilee Lakes Resort Complex and Nicklaus designed golf course.

The launch was a great success and the team was impressed by the reaction of the agents and the market. A number of stands were sold and the vibe in Jeffreys Bay is that the product is something which has not been seen before.

If you would like more information on Jubilee Retirement Village, please visit our website <http://www.jubileelakes.co.za/> and click on the Retirement link or contact Lindi directly on 083 675 0082.



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From the gallery

WINNING LETTER

GOLF ESTATES HELP POWER THE ECONOMY

I was saddened to read that the authorities are considering clamping down on the development of new golf estates, citing the unproductive usage of agricultural land. Their rationale is that land should be used to produce food and jobs rather than being converted into estates to benefit the privileged few.

This is the latest in a long list of illogical reasons behind curtailing new developments. There is more than enough land for agricultural use and the development of golf estates is really a drop in the ocean. They should rather examine the reasons why farmers are finding it unprofitable to farm in the present environment and address these problems.

Golf estates provide more economic stimulus and potential jobs than farming activities if you consider the estate itself and the economic activity it generates. The new Jubilee Lakes development in Jeffreys Bay will



Golf estates boost the economy.

not just have a golf course but an equestrian centre, gymnasium, retirement village and shopping centre. If you compare the economic impetus and jobs created by this development, the existing agricultural activities pale into insignificance. In fact, the dairy cattle currently on the farm are being moved to another nearby.

New estates also have potential to stimulate tourism. We have one of the best climates with more days of sunshine than

most countries. Our courses are among the best in the world and all the new estates are using internationally acclaimed golf architects.

Spain has more than double the tourists per annum than South Africa and I would be bold enough to say we have more to offer regarding golf, beaches, mountains and wildlife. So let's rally behind the new developments, as they are good for South Africa generally and not just a boon for us golf fanatics!

COLIN McCALL-PEAT, Honeydew, Gauteng

Increase in value

The available stands at Jubilee Lakes have increased in value, effective 19 December 2008, by between 10-40%.

This was determined by the Developers on the perceived value of the land.

CONGRATULATIONS to those who have already purchased and secured a property at Jubilee as you have purchased prior to the price increase. This is obviously the benefit of buying property off plan. In other words, the growth in value is between the date of purchase and the date of actual transfer of the property into the purchaser's name.

For interested parties, please see our website www.jubileelakes.co.za for the updated prices.

Agents Training

After our successful marketing drive in the Fountains Mall over the festive season, the Jubilee marketing team initiated a series of Agent Training Days.

Lindi & Kim have been spending the last four weeks visiting locally based estate agents, meeting with and training them in the detailed in's and out's of the Golf Estate and Retirement Village.

The training has been going well, and the agents are only too glad to have us come around and give them more information on the estate.

Coupled with the training, we have been taking the agents out to the farm on 4 x 4 tours (with sometimes hilarious moments), to familiarise them with the lay of the land, and to show them the key areas on the farm, to enable them to give their clients as much detail as they require when they wish to make a purchase on the estate.



We've had great fun with the agents and it has been wonderful to get to know them a little better and we look forward to building on these relationships in the future.

Rob's Review



Rob Birch, landowner and co-developer of Jubilee Lakes has a lot on his plate. Not only is he in the midst of planning for the start up of the estate, but at the same time he is running a sizeable dairy farm.

“Launching the Retirement Village, drought and trying to farm at a time like this isn't easy, but we've been saved by the amount of water on the farm! Had a wonderful Christmas rest and am ready to fight the new year!”

“R.O.D. is expected any day now, we are starting to line up the construction contracts to start before mid year which will give property transfer on a lowering interest rate and increasing business confidence.”

It has been very difficult being patient while the authorities take their time with our final approval but with the dramatic changes in the world economy, there certainly is a silver

lining in what has been a very grey cloud—investors are going to be very happy taking transfer a lot later than initially expected, but at a time when it will be much more conducive to value increases in the property market!

Jubilee Nursery Update

The nursery currently stocks over 28000 plants, representing more than 74 different species.

Most of these species are indigenous trees. The nursery ground is expanding into areas previously taken by the invasive black wattle trees. The wholesale function of the nursery will soon kick in when plants ready for the market will be advertised to retailers, landscapers and developers.

It is envisaged that the nursery will play a key role in providing the estate with large numbers of indigenous trees, both local species and species from elsewhere in the country, to enhance the aesthetic value of the estate. We would like to bring nature closer to the doorstep of residents, and it is hoped that this will enhance the quality of life for both residents and visitors. With the arrival of the cooler months, the first trees will be planted on the estate. Our aim is to create a leafy, estab-



lished look on the property and to establish a range of natural wind breaks. The nursery grounds should serve as a relaxing open space in the future. The possibility of establishing a retail nursery with a coffee shop is being considered for the future. Residents could then enjoy the comfort of shopping for plants in the estate – there are many uses for a golf cart!



Golf Data News

Our partner and co-developer Golf Data, have some exciting projects on the go! When we see what these guys can do nationally and around the world we are very excited to see Jubilee Lakes transform from farmland to golf estate wonderland!!

Congratulations Golf Data!! After contesting with fierce competition Golf Data has won a tender to build the King Abdulla City Golf course outside Jeddah in Saudi Arabia, bordering the Red Sea on the West and the desert in the East.

They were responsible for the re-building of the Rocklands course, previously named Woodlands, at the Johannesburg Country Club. This was launched very successfully two weeks ago and praise has been ringing in the air ever since...



The Country Club Johannesburg—Woodlands Course

Construction is in progress with The Houghton golf course, in Sandton. This Jack Nicklaus Signature course is scheduled to open later this year.



**Simola Golf & Country Estate
Jack Nicklaus Signature Course**

This prestigious company have almost completed the construction of the Serengeti Jack Nicklaus Signature course, 15k North of the OR Tambo airport and less than 30k from Johannesburg CBD and Sandton CBD. This is amazing project includes a 27 hole golf course, and a wide open nature reserve, scheduled to open in April of this year.



Nintendo Wii winner

Winner of our Nintendo Wii competition, Alea Liss, pictured here with Lindi Meyer from Jubilee Lakes.

Along with our month long marketing drive in the Fountains Mall in Jeffreys Bay, we also ran a competition where the public could enter to win a Nintendo Wii console. Congratulations to Mrs Alea Liss, we hope you enjoy your prize!

Nicklaus Design

Nicklaus Design, the global design firm founded by golf legend Jack Nicklaus and privately owned by the Nicklaus family, is widely regarded as the world's leading golf course design firm.

With a philosophy of working closely with golf course design clients, enhancing the natural environment, and creating courses that are both challenging and enjoyable for players of all levels, the company has 337 courses open for play in 33 countries and 39 states.

Nicklaus Design currently has more than 55 golf courses under construction and projects under development in 45 different countries.

Jack Nicklaus and Nicklaus Design also have been credited for elevating and enhancing the relationship between golf and luxury home communities. Since independent research began in the early 1990s, communities that feature a Jack Nicklaus-designed golf course as an amenity



have resulted in the highest real estate value, the highest average home price, and the greatest velocity of home and lot sales. The survey also included the impact on membership fees, annual dues and greens fees. When all data was combined, a "net present value" was determined for

each golf course designer, and Jack Nicklaus was the overall and overwhelming No. 1 choice.

With the name Nicklaus behind a golf course, its value is enhanced tremendously. And that value will only grow with time.



We trust this newsletter has kept you informed on all that is on the go at Jubilee.

We believe that Jubilee is a "never-seen-before" on the market here in the Eastern Cape with an unparalleled investment potential.

From the Jubilee team, until our next newsletter, take care and warmest regards.