

PHCZ

“

We believe in embracing all people of our nation - working together to bring true change. We put roofs over heads, but we also put work boots on feet. We believe in giving real opportunity to young South Africans, with genuine authority and responsibility. We believe in building our nation not only with bricks and mortar, but with the powerful spark that comes from unity.”

- Dr Thandi Ndlovu

## Chief Executive

### Opening Message

I am delighted to be addressing the supervisory board, executive committee, management and the built environment communities of South Africa; as the Chief Executive of PHORI - a position which I am extremely proud to hold and will take on with the utmost responsibility and dedication.

Since the establishment in 2019, the company has been a dynamic organisation committed to delivering valuable property investments and creating spaces for sought-after lifestyles. We strive for a unified passion of providing quality buildings and service delivery; which responds to the needs of South African people.

A great deal of energy and resources has went into our corporate branding, professional accreditations, and social engagement initiatives. Join us on this extraordinary journey and experience a new standard of success.

Sincerely,



Moeketsi Phori  
(Chief Executive)



# 01

## Introduction

### Background

PHORI is a South African multi-disciplinary company. A private company that specializes in conceiving Architectural, Real Estate and Property Development services.

The company was established in 2019 by Moeketsi Phori, a qualified professional who is registered with both the South African Council for the Architectural Profession (SACAP) and the Property Practitioners Regulatory Authority (PPRA).

Throughout the years, the founder has acquired experience by working on various projects at respected former companies and places of employment. His expertise span over technical and strategic attributes; having been involved in design development, contract administration, and the project management of multi million rand projects.

Given his extensive training and background, Moeketsi Phori is the Managing Director of the company, where he takes on the design and supervision of all substantive and high-end portfolios.





# 02

## Our Services

The company is a coalition of qualified professionals who have expertise and experience ranging from Architecture, Real Estate, and Property Development.

The services are focused on design, project planning, cost control, scheduling, and adherence to project time constraints while meeting the quality requirements of the contract objectives.

The company’s core business includes; the development and sales of Real Estate, refurbishments and interior design of residential and commercial architecture, and the upgrading and management of private and public owned social housing developments.

Our professional background includes the following highlights:

- Supervising and managing construction projects
- Preparing budgets, estimates, and feasibility studies
- Procuring, leasing, and selling real estate assets
- Property management of private and public facilities

The company is committed to creating transformative solutions that are tailored to the client’s brief and needs.



ARCHITECTS



REALTORS



DEVELOPERS

# Company Profile

## ENTERPRISE INFORMATION

Registration Number	2019 / 152351 / 07
Enterprise Name	PHORI (PTY) LTD
Registration Date	26 / 03 / 2019
Business Start Date	26 / 03 / 2019
Enterprise Type	Private Company
Enterprise Status	In Business
Financial Year End	February
Tax Number	9480220194
B-BBEE Status	135 %

## DIRECTORS

Name & Surname	Company Position
Moeketsi Phori	Chief Executive



# 04

## Corporate Identity

### Name & Logo

The company was inspired by the entrepreneurial spirit of Moeketsi Phori who wishes to see the company name and legacy being synonymous with integrity, dynamic success, and progressive innovation in the architecture and property industry.

### Typology & Colours

The typology of the logo is a special creation designed by Moeketsi Phori. The corporate colours reflect our ethos, while suggesting a professional and reliable business experience.

Colour palette for corporate communications;







## Vision

More than providing excellent services to clients and creating wealth through business, the company strongly believes in creating decent employment opportunities, doing more for communities and helping to solve South Africa’s socio-economic problems.

PHORI believes that these problems require a broad range of solutions involving Government, NPO’s and private sector stakeholder input. To make a significant difference, solutions have to be scalable, replicable, sustainable and underpinned by large scale capital investment.

Through partnerships and aquisition the enterprise seeks to create an integrated ‘Proudly South African’ company.

## Mission

The mission is to address the contract between people and the built environment with passion and conviction. Our primay goal is to aim for excellence and relevance within the context of the built environment, while simultaneously adding value to clients investments.

The company is committed to providing Architecture, Real Estate and Property Development services in an enviromental and sustainable manner.

### *Key Mission Statement :*

**Distinct Solutions;** Aim to produce and transact works of architecture and not mere buildings. With the aim to produce works that are relevant to the clients needs.

**Empowerment;** To create a lifelong learning platform for company staff through substantial investment in skills development.

**Genuine Collaboration;** Open dialogue, thoughtful partnerships, a culture of mutual enjoyment and teamwork as the key foundations of the company’s ethos.

**Environmental Responsibility;** The design philosophy should actively and sensitively respond to each site’s unique conditions and minimize damage to the natural environment.

## Val ues



*Professional Membership*



*Community Development*



*Environmental Awareness*



Strategic Framework comprises of three main dimensions :



Spatial



Social



Economic

# 05

## Company Objectives

The company focusses on long term strategic alliances and partnerships across all business areas to create mutual and long term benefits. As part of our socio-economic initiatives, it is the company’s intention to apportion equity to future staff members based on their performance, passion and loyalty.

**Financial Objectives;**

- Grow shareholder value
- Increase revenue
- Maintain financial leverage

**Customer Service Objectives;**

- Broad service offering
- Reliable service delivery
- Improve client retention

**Sales / Marketing Objectives;**

- Social media marketing
- Participate in public speaking and seminars
- Invest 10% of monthly returns to innovation
- Acquire new clients from innovative offerings
- Increase community outreach
- Publish a company magazine

**Human Resource Objectives;**

- Improve technical and analytical skills
- Create a performance focused culture
- Improve productivity with cross-functional teams
- Invest in tools to make staff more productive
- Improve employee retention
- Develop leadership abilities of the team

The company aims to secure several strategic partners who will focus on the spatial, social and economic aspects of the business.

Support functions i.e. HR, Payroll, Legal etc. are outsourced but form part of the company structure.







# Luxurious

# Modern

# Architecture

## 06

### Architectural Services

We provide a full range of architectural services including brief development, feasibility studies, building design, project management, and urban design.

Our passion for design excellence continues across a range of sectors including residential, commercial, retail, hospitality, educational facilities, health facilities, refurbishment of infrastructure and mixed use developments.

The company is dedicated to achieving exceptional concept design and harmonious project execution practices.

Our architectural services are divided into six working stages. These stages are structured in accordance to the guideline for professional fees in terms of Section 34 (2) of the Architectural profession Act 44 of 2000.

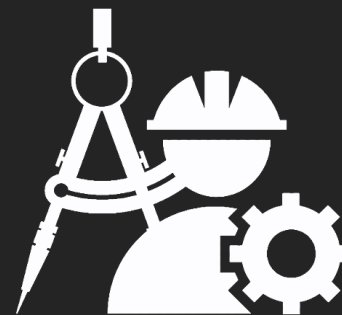
- Project Brief
- Design Concept
- Design Development
- Technical Documentation
- Construction
- Site Close - Out



## 1. Project Brief



## 2. Design Concept



## 3. Design Development



## 4. Technical Documentation



## 5. Construction



## 6. Site Close - Out

### 1. Project Brief

The process begins with identifying any jurisdictional requirements that may be placed on a project, including any public hearings that may be required for zoning, special use permits, zoning adjustments that may be desired or required. The team defines the capacity of the site, setbacks, zoning requirements and limitations, and required presentations to neighbourhood associations. Every location will have different requirements. Before any design work begins, the necessary due diligence is required.

### 2. Design Concept

This is the documentation of the client's requirements as a way of confirmation of the total scope of the project and a project plan. Based on the scope document, prepare sketch design layouts of the space; volume & lighting requirements (preliminary plans, sections and elevations); proposed finishes; and specific detail elements e.g. patio skylights. This might require a number of meetings depending on design resolution. The team works directly with the client in a collaborative effort to meet their needs and achieve their goals.

### 3. Design Development

On approval of the scope and concept design, development of the general working drawings; details drawings; interior elevations; colour schemes; cupboard designs & details. Followed by, specification documents and council submission. There are a number of illustration techniques we utilize depending on the proposed purpose, from conceptual sketches to highly detailed and realistic renderings.

### 4. Construction & Technical documentation

The management and administration of the construction contracts and processes, including the preparation and co-ordination of the necessary documentation to facilitate effective execution of the works. Clear construction documents are critical for a variety of reasons: in the bidding process to obtain clear and competitive bids; in the construction process to assure the design intent is clearly and concisely communicated and eventually for maintenance and repairs throughout the life of the structure.

### 5. Contract management and inspection (Construction)

During the construction period, the team is available to the contractor to answer any questions and address any concerns they may have. The company is involved during the construction to represent the owner and to respond to any contractor enquiries, to conduct site observation visits, to monitor progress, to prepare any required change orders, to review drawings and pay applications. When appointed as Principal Agents, the team prepares tender documentation, adjudication and appointment of contractors as well as sub-contractors; establish a project team; hold monthly progress meetings to report on progress, budget as well as manage scope changes and workmanship.

### 6. Site Close Out

This is the process of managing and administering the project closeout, including preparation and of the necessary documents to facilitate the effective operation of the project.





# Opulent

# Interior Design

## 06

### Interior Design Services

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Our Interior design team specialises in creating beautiful opulent spaces which are tailored to the client's needs.

We offer a full-service approach that includes furnishings and fabrics, planning additions and architectural specifications, remodelling and new construction.

The company offers unrivalled expertise in the field of residential interior design, working closely with local suppliers and contractors to ensure that your project runs smoothly. We draw inspiration from all over the world in order to create elegant and contemporary interiors that are a cut above the rest.

The client is included in every step of the process, from start to finish, and only the best quality materials and products are used. We believe that a successful design involves the essential chemistry between the interior designer and the client. By understanding both buildings and the people that use them, we create interior spaces that are truly unique.

Our products and services help homeowners create nurturing and welcoming spaces with happy memories.



“  
To advance culture,  
architects must  
embrace the power  
of unrealized ideas  
and nurture wild  
propositions. By  
realizing the seemingly  
unimaginable,  
architects lay down  
a new milestone of  
tangible realities.”

- Jimnez Lai

# 07

## Project Management

Our objective is to always achieve timeous completion of the project within the allocated schedule and budget.

Fully integrated into the design and construction process, our Project Management expertise provides assurance of minimum risk and optimum efficiency. We value design as a collaborative process where experience and dialogue with, consultants, contractors, and clients develop the most appropriate solutions.

As principal agents and professional team leaders, we maintain direct oversight of the design and construction process. Areas of risk and uncertainty are identified and dealt with early on.

Our proven systems provide ongoing co-ordination and support amongst consultants and contractors through all phases of the project, with regular feedback and a single point of contact in keeping clients up to date with progress.

We have extensive experience working not only in Johannesburg but also the rest of South Africa, engaging with a variety of contractors and suppliers and so broadening our Project Management services across the country.





# 08

## Real Estate Services

We encompass all facets of Real Estate, from property marketing, property sales and property management.

Our expert property agents provide free appraisals, comparative market analysis within your area, photography, videography, listing, and advertising on all the major real estate sites, ensuring a smooth and hassle-free home-selling experience.

We aim to help you turn your real estate dreams into a reality. We know that property dealings are far more than mere business transactions. After all, our homes are where we choose to live and where precious memories are made for a lifetime. That is why nothing is more important to us than the needs and aspirations of our private and institutional clients.

PHORI is managed and owned by a team of experienced property professionals who are committed to realising the objectives of buyers, sellers, and investors.

We are a proudly South African company that believes in the education, growth and development of our country's real estate sector.



### Buy a home

A true passion for finding the dream home, tailored to your taste and needs.



### Sell a home

Dedicated to helping sellers realize a good return on their home and investment.



### Rent a home

Helping you find the perfect house or apartment to rent, a place you can call home.

Six Steps from Sale to Sold :



**Contact Agent**

Arrange a site visit with our agents, who will help with navigating a successful sale.



**Home Valuation**

After visiting your home, we will provide an in-depth property valuation at no cost.



**Marketing Strategy**

Discuss a marketing plan which is tailored to the needs of your property.



**Schedule Viewings**

Professionally scheduled appointments for buyers to view the home.



**Accept Offer**

Review your offers and our agents will negotiate the best deal on your behalf.



**Stay in Touch**

Our agents will stay in touch, and continue to provide property related information.





PHORI

SOLD  
FOR SALE

078 208 7093

Architects | Realtors | Developers

**Bespoke**

**Dream**

**Homes**

**09**

Property Development

Our experienced professionals have an established track record as developers of commercial, industrial, retail, and residential properties for institutional and private investors.

With a strong focus on luxury design, we create exclusive developments that offer homeowners and investors uniquely South African architecture, state-of-the-art security, and the best of contemporary living

We lay the foundations for valuable property investments and create spaces for sought-after lifestyles. We achieve this by carefully selecting prime South African locations for our property developments, using appealing architecture, appointing experienced professionals for construction and only using quality materials.

From the moment you step through any of our properties' doorsteps, you will see how our developments reflect its beautiful surroundings yet provide a lifestyle that combines style and international technology. With this approach, we are creating developments that speak to South Africans that want their property to reflect their current success.



“There are no secrets to success. It is the results of preparation, hard work and learning from failure.”

- Tom Hopkins

# 10

## Strategic Framework

Developing a company spanning all facets of property doesn't come without the dedication and experience of a team that is focussed on delivering comprehensive knowledge on how real estate markets work and analytical tools that can be used to identify and interpret market signals in today's economy.

PHORI is a diverse company servicing all areas of architecture, real estate and property development. Our vision is to create a group that can service any property requirements from design, selling, buying, leasing, and construction.

The property market has evolved into a billion dollar industry and the knowledge required to provide accurate feedback is critical in the decision making for both property owners and potential buyers. Our expansion through all market areas will see our team constantly growing, and our motto is to ensure that through growth we maintain a high level of service and experience through continual training and upskilling.

I am proud to lead a team of property professionals through a market that is ever changing, providing the culture and teamwork required to succeed in today's business sector.

- Moeketsi Phori (Chief Executive)



