

# Profile



Zimbabwe's  
**Most Trusted**  
Property Developer

**CARDINAL**  
CORPORATION

Zimbabwe's **Most Trusted** Property Developer

Residential | Commercial | Industrial

[www.cardinalcorporation.co.zw](http://www.cardinalcorporation.co.zw)

# Profile

Cardinal Corporation was founded in 2006 to explore the vision of its shareholders who recognized a shortage of high quality housing development in the country, as well as a land investment opportunity next to the Harare Airport. This land was later to become Arlington Estate, Cardinal's flagship project.

## Who we are

Cardinal Corporation is a Zimbabwean property development organisation comprising an accomplished team of experienced professionals with over 150 years of collective experience in senior management roles. Our small and capable team is quick to adapt to the complex and diversified needs of investors ranging from individuals looking for residential stands to large corporates seeking land and build options. Our team has proven industry expertise and commitment to service, that is second to none. Our broad portfolio of services include land acquisition, building construction (residential, industrial and commercial), project management and appropriate financial solutions.

## Our core values and what we believe

A rigorous internal due diligence process has to be signed off before the Cardinal Corporation brand emblazons a development. Central to the high standards we set are our **core values**:

- Our customers are our business
- To always act with integrity
- We value our people
- We invest in our society
- We believe in teamwork
- We are obsessed with quality and executional excellence

Furthermore, our product development is inspired by these **core beliefs**:

- **Local Knowledge** can only be gained by living it
- **Our Products** are designed to meet client needs
- **A Product** for every purchaser
- **Product Diversity** creates an advanced skill set
- **Each Skill** set must add value to the final product
- **Our Service** is measured by bettering regional benchmarks
- **Curiosity** leads to differentiation and constant improvement
- **We are only as satisfied** as our least satisfied customer
- **Alone we are good** together we are great

## Our Team - The Executive Committee



### **Jeremy Brooke** - Executive Chairman

From 2007 until late 2014, Jeremy was the Group Chief Executive Officer of National Foods. Jeremy had previously held senior management positions with Innskor Africa, which he joined in 2001, prior to which he was Managing Director and equity partner of Shearwater, a tourism and adventure company. Jeremy sits on a number of boards and charitable trusts.



### **Tania Sanders CA (SA)** – Inventory Director

Having completed her professional accounting qualification through Deloitte in Cape Town, Tania continued to work for Deloitte first in New York and then in Cape Town before immigrating to London, where she held increasingly senior roles within finance and IT at Anheuser-Busch Europe Ltd, culminating in her role as European IS Manager. Upon returning to Zimbabwe, Tania was for a period, Financial Director of Zimbabwe focused investment Group, Cambria Africa plc before assuming her role as General Manager of Arlington and Director of Cardinal Corporation.



### **Graeme Bird BSC (QS)** – Operations Director

Graeme has more than 25 years' experience in the property industry and until most recently was the resident partner and Managing Director of JHI Properties Zambia. After starting work as consultant Quantity Surveyor in 1990 Graeme joined with a partner and Innskor Africa to start Mbanje Bird, a pan-African property development company that undertook a wide range of projects in 13 countries in East, West and Southern Africa. Graeme then spent 9 years with Innskor, with diversified roles including Managing Director of Innskor International the company responsible for the franchising, development, marketing and brand management of a pan-African retail network, comprising some 300 stores. In 2012 Graeme acquired a stake in JHI Properties Zambia Limited and became the new locally resident partner and Managing Director before joining Cardinal Corporation in 2016.



### **Rachel Mabaudi CA (SA)** – Head of Finance

Rachel is a Chartered Accountant with 10 years experience in finance management and business leadership attained while working for companies such as, the World Bank and ESET Southern Africa. Rachel currently enjoys the challenges encountered in her department and prides herself as a team player and problem solver. Preceding her CA qualification Rachel obtained a Bachelor of Commerce (Accounting) from Rhodes University, her Certificate in the Theory of Accounting and Honours in Accounting Science from UNISA.



### **Joshua Silcock Bcom (SA)** – Head of Sales

With a passion for business, Joshua obtained a Business Commerce degree, majoring in Entrepreneurship and Business Management at the University of Pretoria in 2012. From there he took up an operational and sales roles with the Innskor Conglomerate, as well as taking part ownership of a small distribution company, before assuming his role as Head of Sales at Cardinal Corporation in 2014.



### **Anthony Kinnaird CM (SA)** - Head of Marketing

Anthony Kinnaird has spent the last 20 years at Innskor Africa Limited working in various positions from Finance to Business Development. He has spent the last eight years with National Foods. From 2011-2015 he was Head of Marketing and qualified as a Chartered Marketer (SA) in 2015. Anthony was involved in the turnaround of a National Foods acquisition and left as the business reached its pre acquisition highs dealing very closely with key customers to achieve these numbers.



### **Peter Chadwick BComm, BAcc, CA(Z)** - Head of Treasury

Peter holds a Bachelor of Commerce degree from the University of Cape Town and a Bachelor of Accounting Science (Honours) degree from UNISA. He is a Chartered Accountant, having articulated with Deloitte and Touche. He has worked in Corporate Finance with Merchant Bank of Central Africa, was the Financial Director and subsequently Managing Director of Haggie Rand Zimbabwe (a subsidiary of Anglo American South Africa), Managing Director of Imara Corporate Finance and CFX Merchant Bank. Peter is currently Non Executive Chairman of the Brown Engineering Group.

# Profile

## What we do

### ACQUIRE AND OWN LAND

Cardinal Corporation owns or co-owns 7 land projects in Zimbabwe currently, 6 located within 25 km of the capital city of Harare and 1 exciting development in Victoria Falls.

To deliver on our mantra, 'A product for every purchaser', Cardinal Corporation supplies the full range of customer property needs, from high to low density stands, cluster and luxury housing, as well as commercial and industrial land. The Group actively seeks innovative ways to build its land bank with a goal of managing over 1,000 saleable Hectares before the year 2020. Cardinal Corporation will only develop land that is deemed to represent a compelling and safe value proposition according to our in-depth market research analysis. Land acquisition and deal structuring can take several forms:

- Outright acquisition
- Joint Ventures
- Consultancy partnerships

### OWN BUILDINGS

An identified area of future potential growth is Commercial, Office Space and Retail Development within each of our project. Cardinal Corporation will look to own commercial building as well as initiate Joint Ventures with third parties, with up-coming developments at Arlington Estate, Borrowdale and Ruwa.

Possibly the most exciting commercial opportunity currently on the table is the Arlington Estate Phase 9 Retail Centre, situated along Seke Road's dual highway. The 9 Hectare piece of land has the potential to revolutionize the shopping convenience for all Chitungwiza residents commuting to Harare daily, as well as the large catchment area spanning Logan Park, Waterfalls, and Sunningdale.

### DEVELOP AND SELL LAND

We work closely with outsourced contractors to develop all of the civil works for the designed projects.

Civil works include road formation and development, water and electricity reticulation, water provision and storage and storm water drainage. Outsourced contractors work to achieve Engineering approval, an integral part of receiving building compliance, whilst maintaining the development standards that have made us so popular in the market.

All Sales and Marketing operations are done in-house with our experienced marketing team. By keeping these channels in-house, our sales team have gained a greater product understanding, and have been able to maintain strong client relations during the sales process from point of sale to transfer of title.

### OFFER PROPERTY MANAGEMENT SERVICES

Cardinal Corporation consists of an accomplished team of experienced professionals in key positions holding over 150 years of management experience. Through all channels including finance, administration, sales and marketing and each function adds value to create a compelling value proposition.

### OFFER FUNDING SOLUTIONS TO OUR CUSTOMERS

Focusing on our diverse target market and in uncertain economic times, we have identified funding solutions as a key tool in the value proposition offered to clients. Negotiations for credit lines have allowed us to extend up to 5 years tenure for our products.

### CONSTRUCT BUILDINGS

Cardinal Corporation works with outsourced contractors to build properties that align seamlessly with purchaser's needs and ambitions. One of the most notable builds to date is the Arlington Estate Show House which helped customers visualize their dream home, and which received critical acclaim from Zimbabwe's Home and Style magazine in 2015.

Another of our prominent developments within Harare is the Arkenstone Villas, located in Harare's most sought after housing development, Borrowdale Brooke. Located atop the tallest hilltop with magnificent panoramic views, the villas are highly aspirational and seen as a trophy purchase to a fast growing premium market.

### PROJECT MANAGE DEVELOPMENTS

In instances where private investors are seeking a collaborative joint venture, Cardinal Corporation has successfully undertaken several of these initiatives. Every aspect of the project will be overseen by us, with each paint brush stroke taken by Cardinal Corporation defining the overall picture.

## Most Recent Harare Developments

### **Arkenstone** - [www.arkenstone.co.zw](http://www.arkenstone.co.zw)

Arkenstone is an exclusive complex of ten beautifully appointed homes, designed to maximise the uniqueness of the hill-top site, and is the ultimate in discreet, luxurious living. Offering unrivalled and commanding 360 degree views of panoramic landscapes, this truly is a premium location. All the villas are designed to capture the warmth of the Northern orientation and to take best advantage of the natural light and picturesque view.

Project Commenced March 2016 ~  
Completed December 2017



### **100 on Montgomery** - [www.100onmontgomery.co.zw](http://www.100onmontgomery.co.zw)

100 on Montgomery is a landmark luxury townhouse development in the much sought after leafy suburb of Highlands. Situated at the confluence of Arcturus and Montgomery Roads it enjoys close proximity to the CBD and amenities including shopping centres, multi-denominational churches, adult and children entertainment facilities, restaurants and coffee houses, medical facilities, & veterinarian clinics.

Project Commenced September 2017 ~  
Completed September 2018



# Profile

## Most Recent Harare Developments

### **Arlington Estate** - [www.arlington.co.zw](http://www.arlington.co.zw)

Arlington Estate is an up-market mixed use property development situated to the South of Harare, bordered by dual highways; Airport Road (Joshua Mqabuko Nkomo Road) and Seke Road. The aspirational ethos of Arlington Estate incorporates high quality infrastructure, desirable housing which is encapsulated by the Arlington Estate show house, shared security, beautifully maintained common areas including a dam for recreational purposes and an up-market shopping complex that will cater for surrounding suburbs, as well as serve as a stop-over point between Chitungwiza and the CBD.



### **Sunbird Villas** - [www.sunbirdvillas.co.zw](http://www.sunbirdvillas.co.zw)

Sunbird Villas is a private upmarket residential complex in the heart of Harare's fastest growing project, Arlington Estate. The units are ideal for family living or for investment purposes and are in close proximity to town and the gateway to Zimbabwe – the Harare International Airport. Renowned international architectural firm Pantic Architect has utilized both local and regional design styles to fashion a modern development that every Zimbabwean will want to call home.



Project Commenced April 2018

## Up-coming Projects



Up-market townhouses, Greendale



Low Density stands, Ruwa

**Tivoli Gardens**

Luxury townhouses, Chisipite

**Greystone Park**

Luxury townhouses

**Victoria Falls**

Up-market residential project

## Our Victoria Falls Team



### Victoria Falls Investments

Victoria Falls Investments (VFI) is a wholly Zimbabwean owned organization based in this resort town. It offers well researched business consultancy solutions based on its detailed and intimate knowledge of the region and the people. It has a small, dynamic and diverse team that allows it to offer clients (from diverse backgrounds) assistance primarily in (but not limited to) its core areas:

- Property Development
- Project Management
- Business Advisory Services
- Sales and Marketing
- Tourism

#### The Team:

Andrew Lane	:	Managing Director
Siphiwe Ngwenya CA (Z)	:	Head of Finance
Brandyn Murray	:	Operations Manager
Trevor Lane	:	Non-Executive Director



### WE Construction

Formed in 2009, WE Construction is based in Victoria Falls, and has to date completed several diverse projects ranging from offices, warehouses, residential homes and most recently the renovation of luxury lodges in Hwange National Park sleeping 80 pax. Together with their loyal team of locally based, skilled artisans, WE Construction is an intrinsic part of the success and growth Victoria Falls has seen in recent years.

#### The Team:

Daniel Jones	:	Managing Director
Lenore Jones	:	Director
Caniso Chidzere	:	Head Builder / Site Foreman
Matthews Kulube	:	Operations Manager and Human Resources
Charity Ganyani	:	Accountant

## Contact details

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