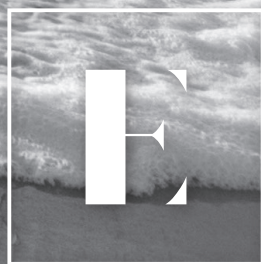


Berman
B R O T H E R S



PORTFOLIO



THE ESTATE

PORTFOLIO



THE ESTATE

WE **OBSESS**
ABOUT THINGS
MOST **PEOPLE**
ONLY IMAGINE



BORN TO **SUCCEED**

As trailblazers in their field, the Berman Brothers are breaking new ground - figuratively and literally - every day. With developments underway that are pinned to be South Africa's new benchmarks in luxury residential spaces and project innovation, they will undoubtedly attract the attention of many discerning local and international onlookers. Paul and Saul Berman believe in creating masterpieces out of their developments and see great beauty in each individual design, drawing inspiration from the surrounding areas and always taking functionality into account. No two projects are the same, Paul and Saul maintain they have left a piece of themselves in every development they have created, thanks to the love and passion they pour into each masterpiece.

They wake up each morning with a hunger for this city and this propels them to create, recreate and inspire greatness in all that they do.



IN THE **PRESENCE** OF A TRUE **SUCCESS** **STORY**

The journey of the Berman Brothers evokes an air of respect and acknowledgment for their challenges and achievements. Standing in the presence of a true success story is incredibly inspiring.

Paul and Saul Berman have a remarkable passion for the vista that their eighth storey panoramic office overlooks. This is their playground with countless Berman Brothers developments in sight; some long established, some in progress and then the limitless potential of dream projects yet to be embarked upon.

One can only imagine the gravity of the responsibility that these giants of industry must carry. It is this strength that has ultimately brought the pair to a point of great success that so many strive for, but so few achieve.

Paul and Saul persevered for their place in the sun, earning their status as a property development giant not just in the Western Cape, but also in the rest of the country and abroad. The brothers have an undeniable bond and a genuine, mutual respect for one another that has forged the cornerstone of this family business.

Grit and hard work paired with innate talent truly makes them a force to be reckoned with. The Berman Brothers are at the forefront of even greater success as they transform the Cape Town landscape day by day, and it is a privilege to witness their dreams becoming our reality.



LIVE.LIKENO-ONEELSE...

THE STORY

We did not build an Estate, we created an Estate.

A design masterpiece, original in every form

THE BEST OF THE BEST

'Never before has it been done' is the perfect challenge for the Berman Brothers. Their vision for this ground breaking, feat of design and lifestyle excellence began over 6 years ago when the brothers looked to the Atlantic Seaboard landscape to discover what the absolute best product on the market was. They looked internationally for the ultimate benchmark and asked themselves, "What is the best of the best that's out there? Now, how can we do better?"

By identifying golden nuggets in different types of developments around the world, fine tuning these to meet the needs of a discerning market and then consolidating them into one epic masterpiece, they were able to create a vision of what the ultimate in luxury living truly meant. If you can dare to ask, "What does it really mean to have the best of everything?" The Estate is undoubtedly the answer.

A WORLD CLASS EXPERIENCE

The Estate is more than a building. It is an experience. As you arrive, you are greeted by a glass expanse that opens to a menagerie of light and art. The majestic Atlantic Ocean glistens at your back while you walk towards the face of Table Mountain right at your fingertips.



As you enter the palatial lobby, you are greeted by a personal concierge awaiting your arrival. You are led directly to the door of your mansion in the sky. Effortless access is all finished with a personal touch. To arrive at The Estate is to come home to your own private sanctuary.

AN EFFORTLESS ARRIVAL OF EXPERIENCE

Seamless and effortless access finished with a personal touch, the stately drive leads directly to your mansions door. As a resident, you will drive in and take a lift directly up to your apartment with beautiful finishes and exceptional views. We strived for exclusivity and we achieved this by having fewer apartments and increasing their size and ceiling heights.

CREATED WITH YOU IN MIND

Seventeen uniquely designed residences await, each customised to your taste with a dedicated valet, a grand lobby and private elevators. Every detail has been considered, curated and refined. Each residence has been perfectly crafted with superb materials into environments that are nothing short of extraordinary. Designed for you are the impeccably landscaped pool, bar and coffee stations.

Take in the amber sun setting behind the vast expanse of the Atlantic straight ahead of you as you unwind your day at the sunset deck and realise that this truly is your beautiful life. Live this day, live this way, every single day.

EXPERIENCE IT FOR YOURSELF

The Estate is unparalleled, designed and set for a 6 star experience.

The penthouse is unlike anything else, it is truly a work of art with Gregor Jenkins' exclusive designs coupled with magnificent views. The Estate is a lifestyle choice that few will ever get to make. Make it yours!



ARTISTS' IMPRESSION

WELCOME **HOME**

At the Estate, we have redefined luxury living in order to create an exclusive combination of extraordinary location, unparalleled views, elegant designer spaces, privacy and an altogether authentic lifestyle experience.

The design is modern, yet timeless. It is inspired by the rich textures of the local setting and culture. Generous private balconies, unobstructed views, crisp, natural light, seamless flow and limitless space are all integral components of The Estate's holistic design aesthetic.

We cordially invite you to join the perfectly designed space of the residences to experience inspired living that goes far beyond even your most luxurious expectations.







CLASSIC



MODERN

A TIMELESS **MASTERPIECE**

The Estate is where it all begins. It's a living statement of timeless elegance. It sets the new benchmark for quality living. This 4000+ m² exclusive residential development offers the luxury of choice between 2/3 bedroom in Modern or Classic apartment styles.

The pièce de résistance is The Estate Penthouse; a superior finished duplex penthouse unit accommodated in Estate 1 with breath-taking panoramic views.

CLASSIC

The Classic Apartment is lighter and brighter. It receives the eye with a soft welcome, the synergy between 'home' and luxury. There is a confidence in its maturity, the way a classic book deservingly fills its position on a shelf.

MODERN

The modern is a warmer, moodier and darker pallet. There is a sense of assertion inviting you in for a drink. A feeling of accomplishment, a notion of 'there' – the summit has been conquered, sit down, relax – you are home.





CLASSIC









MODERN











An aerial night view of a city, likely Johannesburg, South Africa, showing a dense urban landscape with numerous illuminated buildings and streets. The city lights create a warm, golden glow against the dark night sky. In the background, a range of mountains is visible under a deep blue twilight sky. The overall scene conveys a sense of a vibrant, active city at night.

WHEN YOU
REALISE
ALL IS WITHIN
YOUR REACH







A **BOUQUET** OF AMENITIES & FACILITIES

The Estate is the first of its kind, original in every way.

Set on the expansive foot of Table Mountain, this exclusive, multi-level collection of residences presents the finest in luxury living on the Atlantic Seaboard.

These luxury homes are accessible via stately lobby areas and are manned by a 24-hour concierge. Security at The Estate is state of the art. It is safeguarded by a sophisticated security system and team. Every amenity is within reach: luxury shopping, fine dining, glamorous lounges, pools and luxurious spas as well as world class fitness facilities.

The Estate 1 and 2 are connected by shared facilities located at the ground floor level. Magnificent 2 and 3 bed apartments are available in designer Classic or Modern finishes, either furnished or unfurnished. The covetable duplex penthouse unit is accommodated in the Estate 1 with breathtaking panoramic views, a private pool and expansive entertainment areas.

The Estate Residences are unparalleled in Cape Town and are set right up against the exquisite face of Table Mountain which presents a natural garden right in the heart of the Atlantic Seaboard.



SHARED AMENITIES & FACILITIES

- Exclusive concierge
- 24-hour on site security personnel and video surveillance monitoring
- Secure covered parking and secure storage units
- Elegant lobby and reception area
- Dramatic staircase leading up to a cozy lounge and an entertainment area that could be ideal for hosting events
- Infinity pool (situated at ground floor) with panoramic sea views, daybeds and loungers with separate tanning sun deck
- Outdoor bar
- Contemporary elegant interiors
- Options available to furnish units (modern/classic)
- High-speed wi-fi internet throughout The Estate

LIGHTING CONTROL

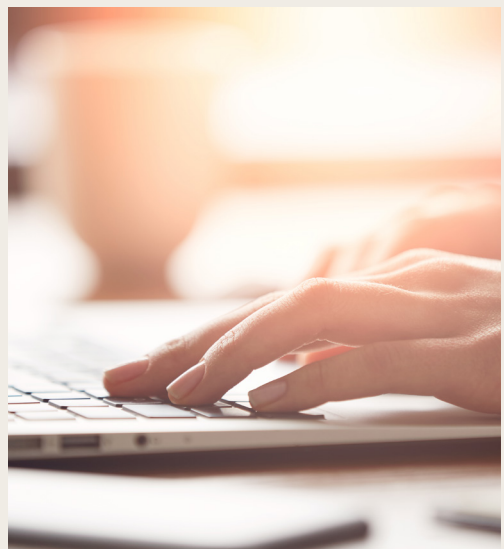
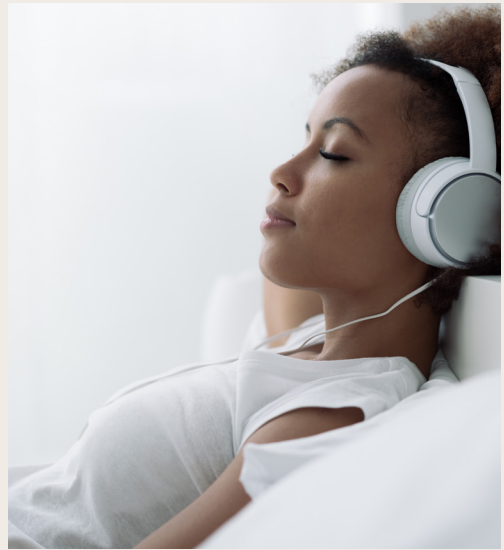
The mood is always right.

With Lutron intelligent lighting control, ensuring the building and its common spaces are always appropriately lit to suit the occasion, highlighting the beautiful lighting elements and design features incorporated into the building.

SOUND & MUSIC

A simple way to complement the perfect setting at the bar is with a touch of music.

The key entertainment area in The Estate has been designed with a centrally controlled sound system. This allows background music to be streamed at select times in the day, helping to set the scene.



THE **RESIDENCES** AMENITIES & FACILITIES

AUDIO & VISUAL

- All the TV points have been wired with the best cabling and to the latest specification, ensuring you are ready to go live without putting in any more cables
- Affords the latest in Fibre Optic satellite DSTV connection to every apartment, ensuring that as Multichoice upgrades their HD services and network and equipment, you can get the signal and enjoy the benefits. A simple connection of your decoders and accessories and you're set to go
- Speaker provisions have been made throughout, allowing one to easily upgrade their AV setup and enjoy high quality audio to every room
- This combined with the high- speed Internet will enable you to stream your favourite music service throughout the apartment like Deezer, Spotify, Apple Music, Tidal and more

SHADES & BLINDS

- Each apartment has been equipped with all the provisions you need to enjoy motorised blinds, shades and curtain tracks
- Lutron blinds can be added to each apartment as an optional extra, which seamlessly link into the lighting and automation system, allowing easy and simple control of the whole apartment

HOME AUTOMATION & LIGHTING CONTROL

- A home automation system is designed to seamlessly integrate your sound, security, lighting and comfort services to provide convenience, safety and energy efficiency
- Lutron, a world-leading Intelligent Lighting Control System, has been supplied and integrated into each apartment

- Control your lights via dedicated in-wall keypads as well as via any iOS or Android mobile device in the home (or remotely while on holiday with the extra connect)
- Set mood and scene settings
- Provides energy management, convenience and practicality
- Provisions have been made for the following Control4 elements:
 - 10-inch Control4 touchscreen in the entrance lobby of the apartment.
 - Control4 remote and processor in each bedroom allowing for easy control of audio visual equipment
 - Lutron and Control4 can be controlled by the latest voice recognition systems, like Amazon Alexa and Google Home

PRIVATE NETWORK & Wi-Fi

- Continued throughout the building and into each apartment, ensuring you are always connected
- High-speed fibre Internet with speeds starting at 200Mb/s and easily upgradeable
- Network cable infrastructure in each apartment
- Each apartment has been designed with all electrical provisions returning to the server cabinet
- There is a low voltage server rack (3 Bedroom apartment) or a provision for a Board (2 Bedroom apartments) supplied to facilitate house all the IT and AV equipment infrastructure

HIGH QUALITY KRONE CAT6 DATA CABLING TO THE FOLLOWING LOCATIONS:

- TV Points - Enabling:
 - Smart TV support at each TV
 - Streaming of Apple TV, Netflix and ShowMax to name a few
 - HD Video distribution – Get DSTV in HD at each TV

BEDSIDE - ENABLING

- VOIP (Voice Over IP) Telephone connections
- Allows you to call anywhere in the world at lower call rates
- Plug a laptop directly into the Network at your bed

STATE-OF-THE-ART SECURITY

Comprehensive security systems protect the owners, guests and building by means of:

- Advanced keypad access control
- Electric 3-lever locks on every front door, powered by the access control with manual key override
- Full High-Definition CCTV cameras and servers
- Paradox intruder alarm system and touchscreen keypad
- Intruder detection linked to alarm systems throughout
- A comprehensive PBX calling/Intercom system

(When in need, the concierge is just a call away using the direct apartment-to-concierge extension)



THE **FACTS**

Monthly Levies & Rates

- R45 per sqm interior, R15 per sqm balcony
- Long, medium and short term rentals
- Unlock the full potential of your apartment and this superior location and generate the highest return on your investment
- Short term accommodation is legal through all platforms such as Airbnb and private short terms representatives
- Engage with us to discuss the different rental projections

How do I purchase an apartment?

- 10% deposit in seven working days of signing the sales agreement
- Deposit will be paid into an interest bearing conveyancers attorney trust account
- 30 Days to submit bank guarantee or bond approval

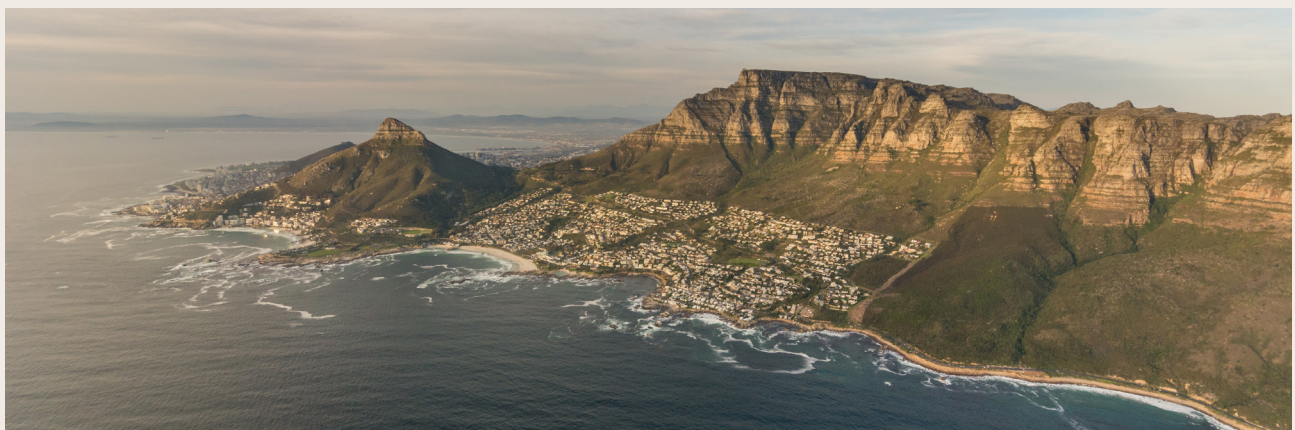
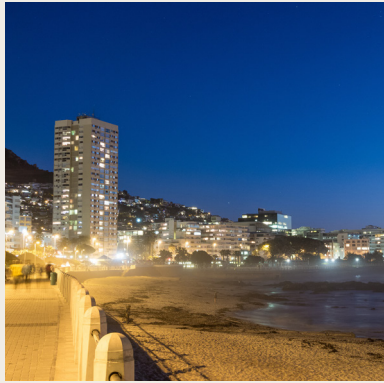
Date of Transfer

- Anticipated date of transfer will be October 2018





THE ATLANTIC
SEABOARD
CAPE TOWN'S
RIVIERA



AT YOUR **FINGERTIPS**

Sea Point

The Point Shopping Center in Sea Point offers you a bouquet of experiences, retail, professional services, medical, fitness, beauty and convenience.

Mouille Point

Mouille Point, Sea Point and Three Anchor Bay are more ocean front than beach but the small tidal pool at Saunders Rock and Three Anchor Bay's small beach are favourite spots amongst locals. However, it's the promenade that draws people here. This famous walkway hugs the shoreline along most of the Seaboard and is the haunt of joggers, walkers, dog walkers and families.

Clifton

This is the ultimate hangout spot of local beauties and international jet setters. Feel free to stare behind designer sunglasses or bask in the golden sun among the hip and the fashionable. This immaculate area has four beaches (conveniently named 1st, 2nd, 3rd and 4th Beach) and has achieved blue flag status due to the turquoise water and white sands. These four beaches are Cape Town's premier beaches, divided by majestic granite boulders and flooded with gorgeous bodies during summer time.

Camps Bay

Just up the road from Clifton you'll find Camps Bay – a long, sandy beach with palm trees and an incredible promenade lined with cafés, restaurants and cocktail bars. Here Cape Town's fashionistas mingle with tourists against the spellbinding backdrops of Lion's Head and the Twelve Apostles. Have a lazy stroll or a cool cocktail on a sultry summer's afternoon. Or go further towards Llandudno and try to find the local hidden gem of a beach called Bakoven.

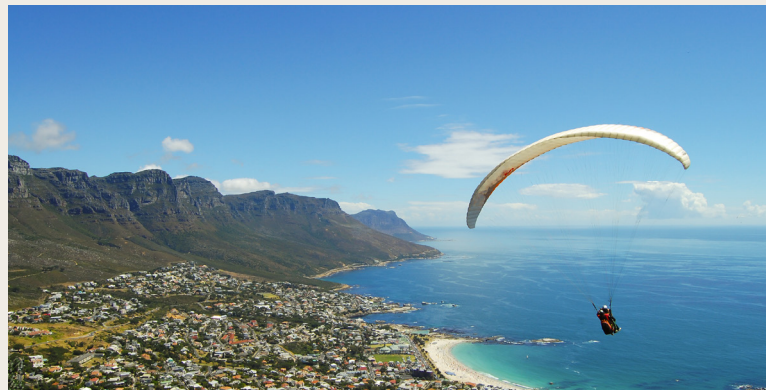
Glen Beach

Within walking distance from Camps Bay, Glen Beach is a small beach set in a little enclave and is a favourite surf spot for locals. The area also features Maiden's Cove: a fantastic family beach just in front of the Glen Country Club.

Bantry Bay

Bantry Bay lies perched on the rocks overlooking the Atlantic Ocean in one of the most exclusive bays on the Atlantic Seaboard. Long known as the area in Cape Town with the least amount of wind, Bantry Bay is much sought after and, because of its location, it's an ideal base from which to explore the livelier neighbouring Sea Point and surrounds.

Granger Bay



Situated in its own little bay on the doorstep of the V&A Waterfront, the suburb of Granger Bay has some of the most sensational views of Table Bay and Robben Island – resulting in a view of the most spectacular sunsets the Mother City has to offer. With its close proximity to the promenade, Granger Bay is ideal for dog walkers and seaside runners and cyclists.

Look upon the ships entering the harbour or spend time with a good book on one of the many benches along the shoreline.

Signal Hill

With the best bird's eye view of the Atlantic Seaboard Signal Hill connects Kloof Nek to Lion's Head in the distinctive shape of a lion's rump. Locals have long favoured the view when packing a picnic basket and champagne and from the vantage point of its 350m high summit, the view on a clear early evening is simply out of this world.

Table Mountain

Yes, the mountain does indeed seem to be as flat as a tabletop when seen from below. But once you've climbed your way to the top, you'll realise that the mountain has many secrets – jealously guarded by the blanket of clouds often surrounding it. For the last 50 years or so, the world-famous cable car has made access to the top easier, but the mountain hasn't lost any of its appeal to hikers, rock climbers and nature lovers.

For Capetonians, the mountain is a symbol of the ethos of Cape Town itself – unpredictable, majestic, multifaceted but always welcoming. You'll spend a lifetime living in the shadow of the mountain and still discover a new side to it every day.

V&A Waterfront

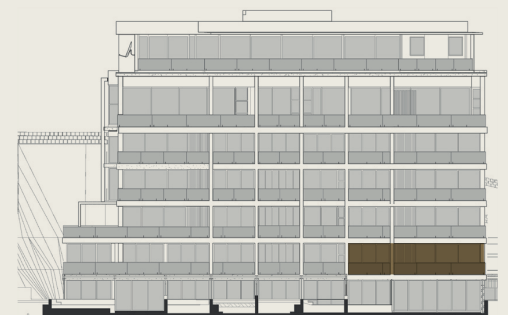
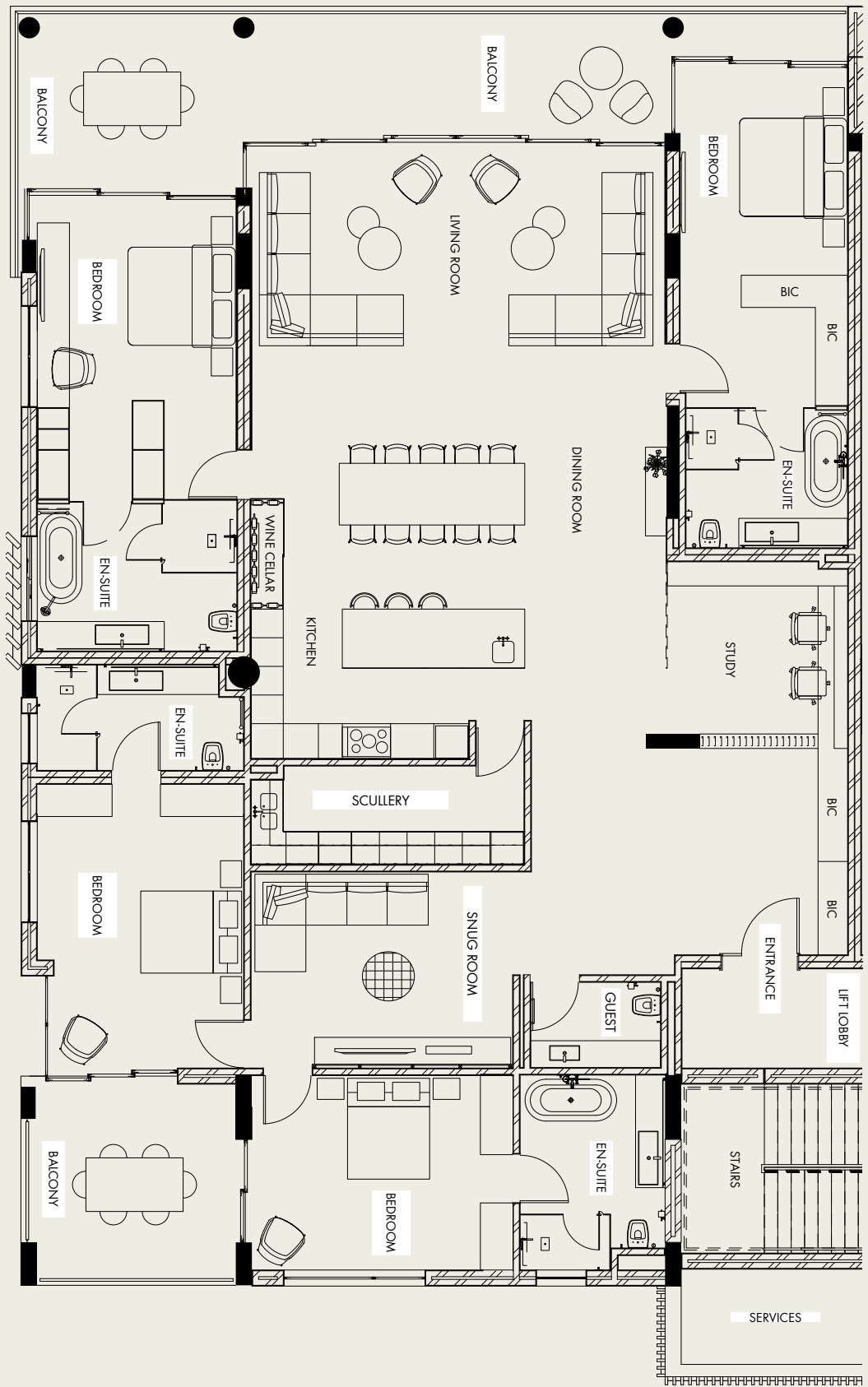
Nestled in-between Robben Island and Table Mountain in the heart of Cape Town's working harbour, the Victoria & Alfred Waterfront has become South Africa's most visited destination. With magnificent ocean and mountain views, and incorporating the old harbour in its innovative design, the premier shopping centre and entertainment venues rub shoulders with creative office locations, world-class hotels and luxury apartments in the residential marina. Shop, play, work, live... it's all happening at the continent's most famous shopping centre.



FLOOR **PLANS**

SPECIFICATIONS

Total Area:	343m ²
Internal Area:	292m ²
External Areas:	51m ²
Bedrooms:	4
Bathrooms:	5
Study:	1
Balconies:	2
Parking Bays:	3
Unit Style:	Classic/Modern
Erf No:	1806
Address:	55 St Johns Rd, Sea Point



LUXURY RESIDENCE

SUITE 108

SPECIFICATIONS

CLASSIC STYLE

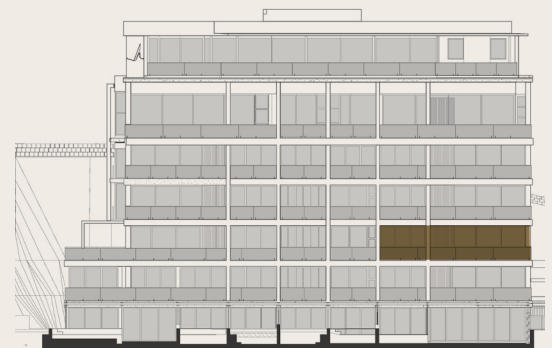
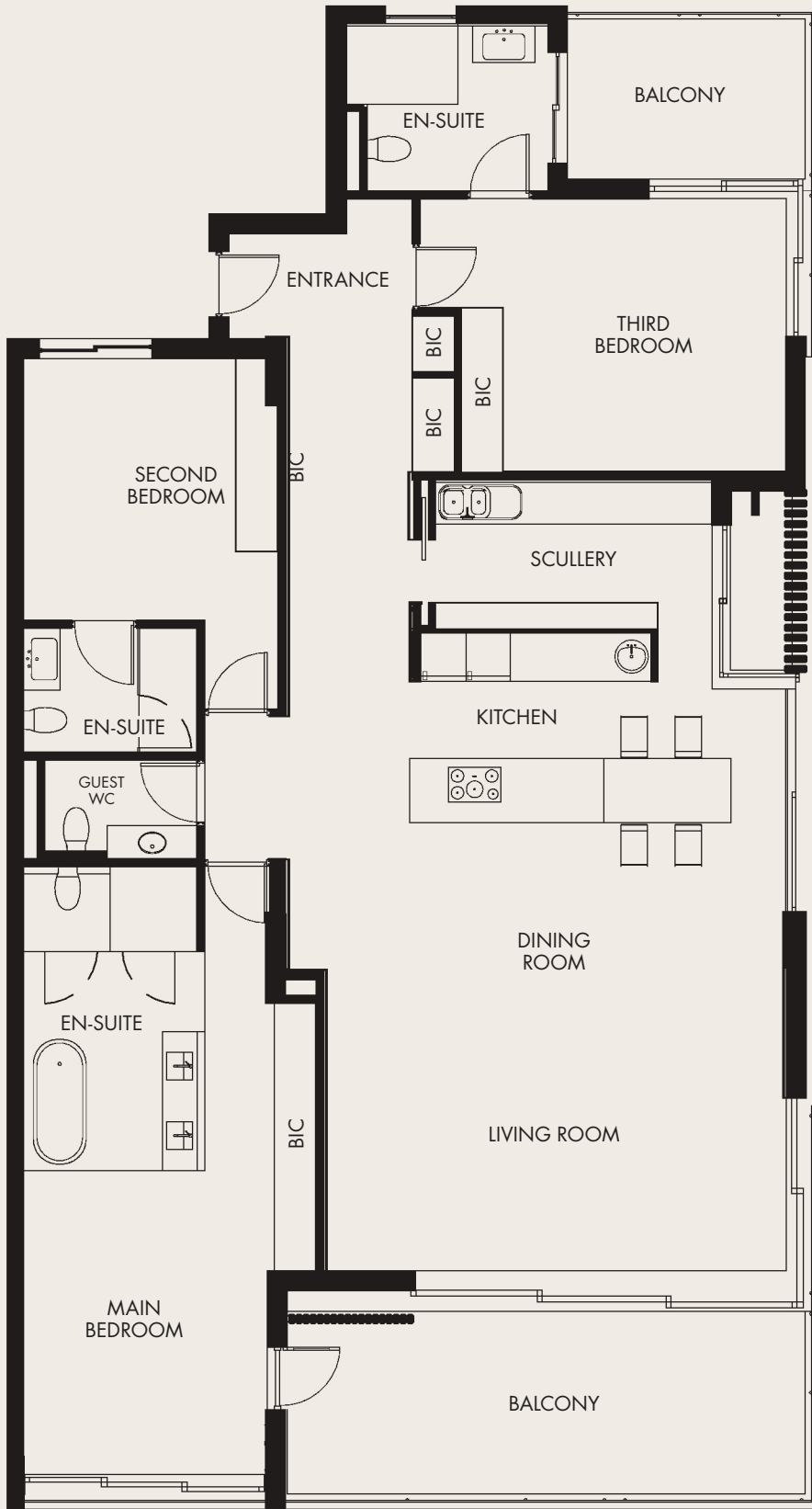
Open-Plan Living/Dining Room/Kitchen

- 1 Scullery
- 3 Bedrooms – En-Suite
- 1 Cloakroom
- 2 Balconies
- 2 Parking Bays

Internal: 190 sqm

External: 34 sqm

Total Area: 224 sqm



NORTH-WEST ELEVATION

LUXURY RESIDENCE

SUITE 203

SPECIFICATIONS

CLASSIC STYLE

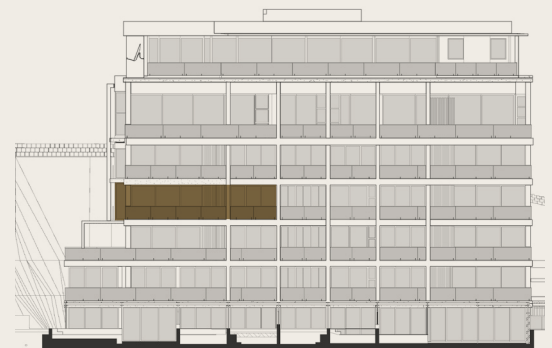
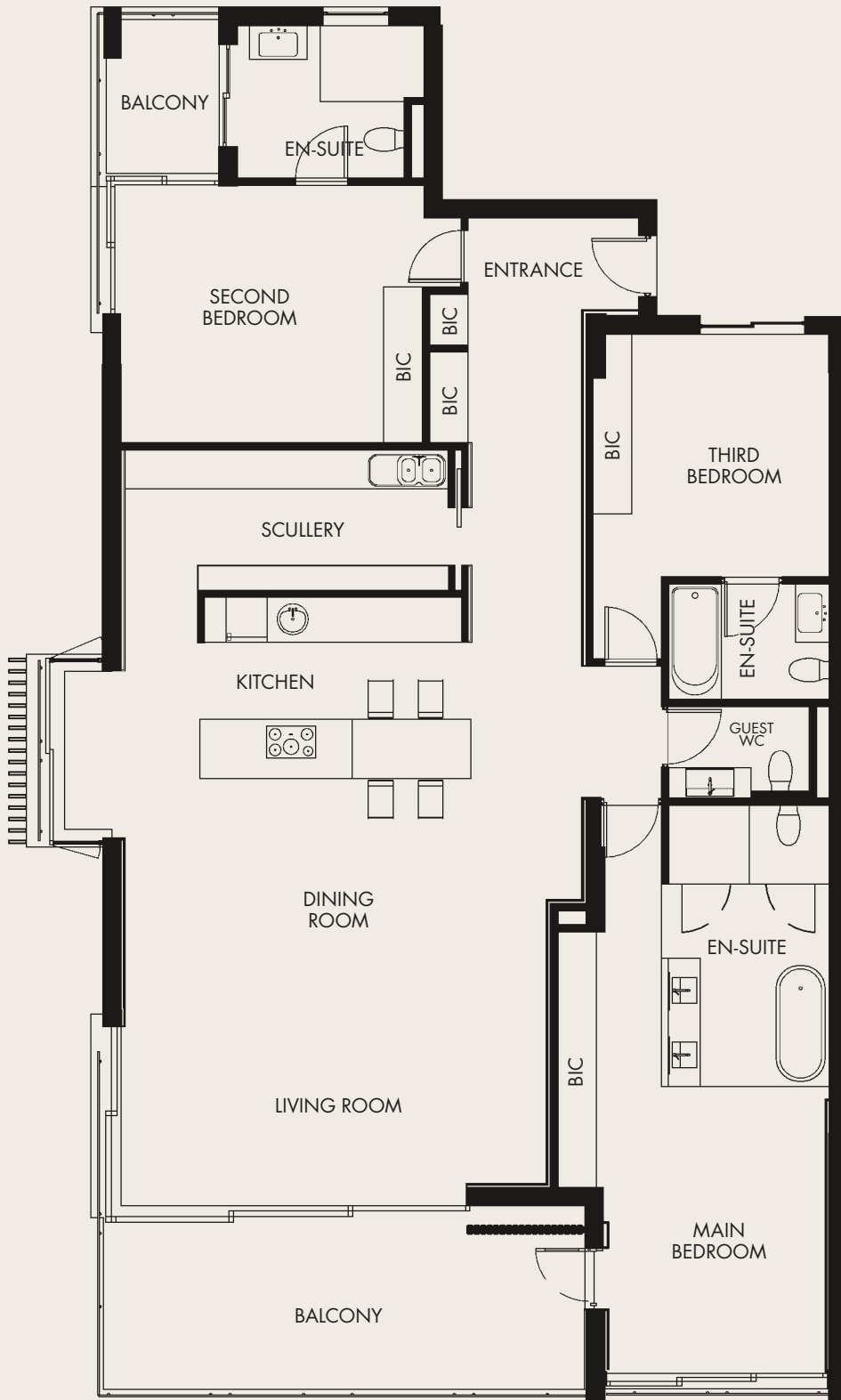
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- 2 Balconies
- 2 Parking Bays

Internal: 190 sqm

External: 34 sqm

Total Area: 224 sqm



NORTH-WEST ELEVATION

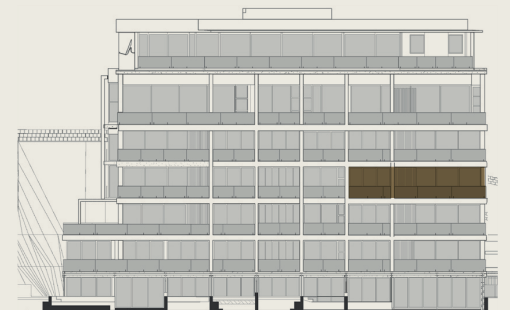
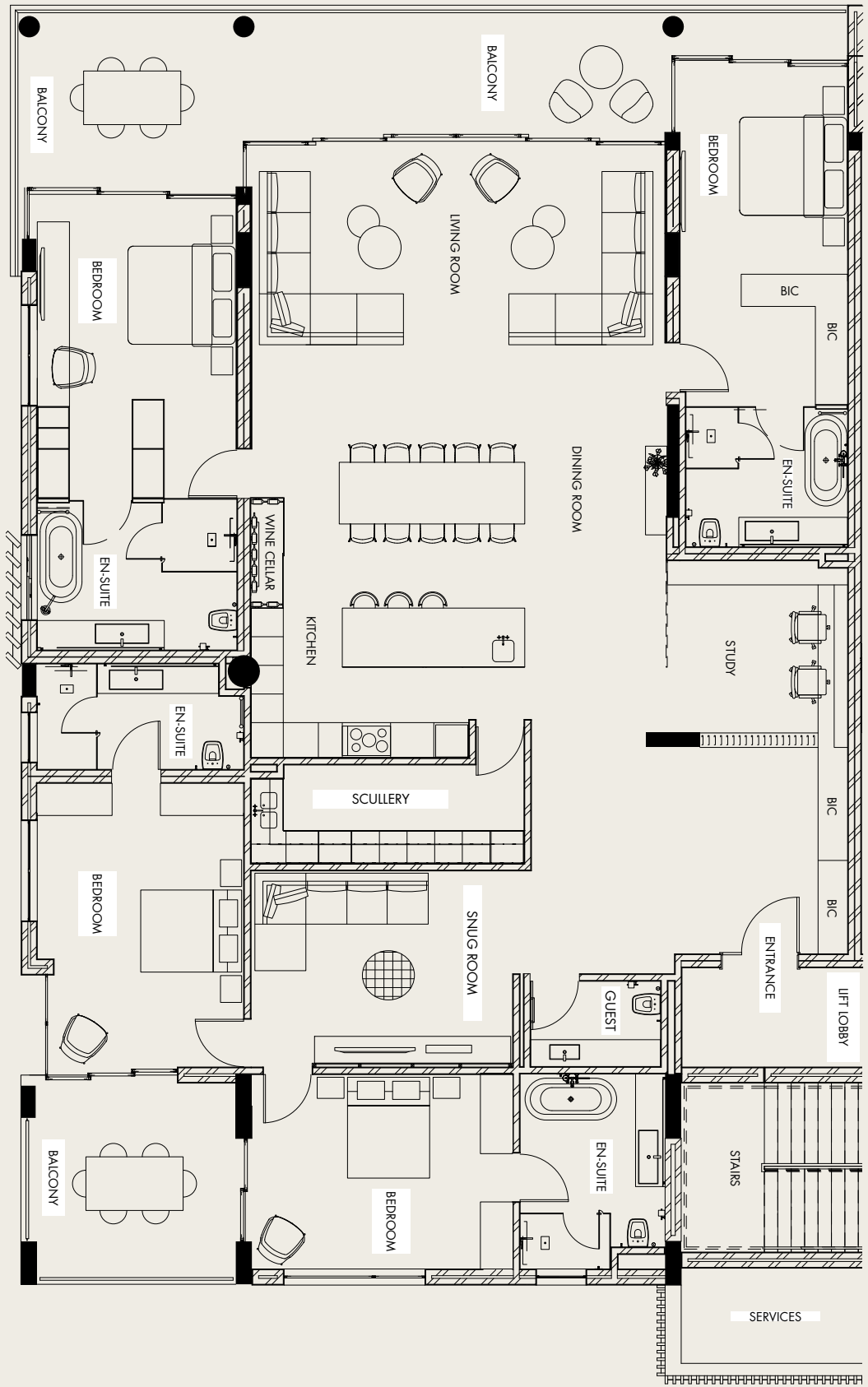


LUXURY RESIDENCE

SUITE 301

SPECIFICATIONS

Total Area:	343m ²
Internal Area:	292m ²
External Areas:	51m ²
Bedrooms:	4
Bathrooms:	5
Study:	1
Balconies:	2
Parking Bays:	3
Unit Style:	Classic/Modern
Erf No:	1806
Address:	55 St Johns Rd, Sea Point



LUXURY RESIDENCE

SUITE 307

AFTERSALES **SERVICE** THE **NEXT** STEP

Excellence in world-class customer aftersales care

Created for the individual who appreciates a turnkey solution.

The next step concept...

The same question often arises once an investor has concluded a real estate purchase; 'Who will assist me through the next steps of my investment?'

We fully understand that the experience does not come to an end after the sale has concluded. In fact, the journey for the investor and the developer is only just beginning...

Timing is everything

RISK VALUE RETURN

Whether you decide to sell or retain your investment, we aim to ensure that you receive the best overall return possible simply by taking the perfect action, at the perfect time.

Maximum exposure for your unique, limited supply, luxury lifestyle investment to the rest of the world is guaranteed through us. This promotes not only a consistent return on investment, but also a demand that will ensure growing returns, capital growth and undoubtedly, satisfaction in your purchase.

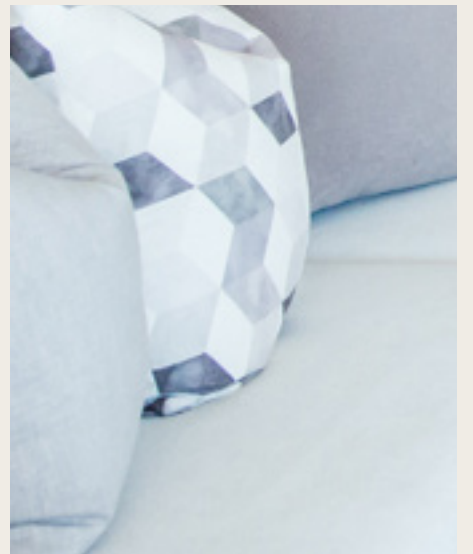
The next step is to create a modern, yet warm environment for those who occupy this space, ensuring a unique and enjoyable experience.











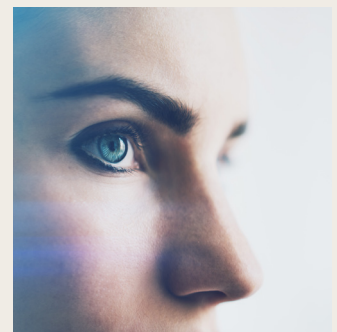
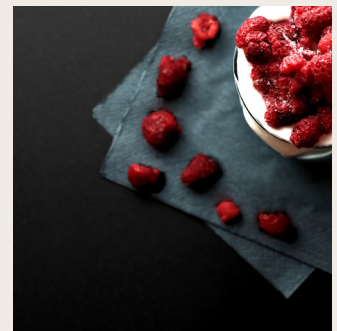




An aerial photograph of a coastal town, likely Cape Town, South Africa. The image shows a large, dark, conical mountain peak (Table Mountain) in the background. The foreground and middle ground are dominated by a dense residential area with many houses and buildings. The town is situated along a coastline with several bays and beaches. The water is a deep blue, and there are some rocky outcrops in the sea. The sky is clear and blue.

THE FUTURE

THE BEST
WAY TO PREDICT
THE FUTURE IS TO
CREATE IT



IT'S **TIME** TO GET **TOGETHER**

The Berman Portfolio Café, opening right in the heart of Sea Point, is pinned to be a groundbreaking development in the South African property space.

The very first of its kind, this elite "coffee house"- come-property agency experience will be a melting pot for creative brainstorming, networking, property marketing and sales.

As a consolidation of what estate agencies across the world are evolving into, it will be a hybrid property agency meets 3D virtual reality centre, taking you all the way into the 22nd century with cutting edge design and the latest that digital technology has to offer.

Visitors will be able to view current property stock as well as what's on the horizon. Individuals and businesses alike may use this unique platform to sell and promote their very own homes, while a skilled barista brews them the best coffee in town.

*"Our challenge is that we can't do what's normal. We need to be different
and constantly better than even our best" Paul Berman*



EXPERIENCED **EXCELLENCE**



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