

SAREit, Property Point partner to support SMMEs

The SA Reit Association (SAREit) has signed a memorandum of understanding with Property Point with the aim of further supporting SMMEs within the property sector.



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Says Shawn Theunissen, founder and head of Property Point, “At Property Point, we strongly believe that partnerships and collaboration are the building blocks for providing real value to entrepreneurs’ development and success. Through our strategic partnership with SAREit, we can collectively empower and nurture the SMMEs sector as they navigate the challenging business environment.”

Established in 2008 by its anchor partner Growthpoint Properties Limited, Property Point’s main objective is unlocking opportunities for SMMEs operating within South Africa’s property sector while assisting them mitigate risks associated with small businesses through reputation building and establishing solid relationships. This relationship was the catalyst to a formidable stakeholder collaboration model which has since seen Property Point partnering with key industry associates. These associates include Attacq Limited, the Small Enterprise Development Agency (SEDA), Fortress REIT Limited, Pareto Limited, Women’s Property Network (WPN), Public Investment Corporation (PIC) and the National Business Initiative (NBI).



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9 Mar 2021



Enabling economic growth, job creation

“Our partnership with SAREit is a testament to the industry’s commitment to supporting SMMEs through innovation and human-centric ways to enable economic growth and job creation while transforming South Africa one small business at a time,” commented Theunissen.

The strategic partnership forms part of SAREit's revised strategy, of which one of the core themes is to engage with other industry players to establish a stable, conducive business environment for all involved in the sector.

"The changing environment requires improved collaboration in order for the industry to remain progressive, which is why it was imperative for the association to partner with Property Point to create a conducive operating environment for SMMEs. I am delighted that we have made our partnership official and look forward to working with Property Point as we leverage both our networks to make a meaningful impact on small businesses," concluded Joanne Solomon, CEO of the SAREit.

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