

Just Property Group appoints dual COOs

Deirdre Moore and Gavin Kelsey have been appointed dual chief operating officers at the Just Property Group, effective 1 November 2021.

Said Paul Stevens, CEO of Just Property, on the announcement: “This is a decision that I have taken my time on, given the importance of this role,” said Stevens. “I believe that through these two appointments we will be better positioned to take the company to the next level.”



Deirdre Moore, Gavin Kelsey appointed dual COOs at Just Property Group.

Moore is “obsessed with unlocking the talents and genius within individuals and with driving an organisational culture where everyone at Just Property is living our values”, Stevens continued. As chief operating officer - head office operations, she will be responsible for driving franchisor value, effectiveness and profitability. Moore has an Honours Degree in Psychology and more than 20 years’ organisational effectiveness experience at organisations including Goldman Sachs and Morgan Stanley.

Kelsey has over 25 years of experience as a real estate professional; from agent, franchisee, branch manager and a chief operations role, his passion for business strategy, growth and training have culminated in a unique set of skills to unlock business potential and expansion for Just Property franchisees. As chief operations officer - franchise operations, Kelsey’s primary focus is increased franchise network turnover and enhanced service quality throughout the network.

“These appointments have become necessary as the company looks forward to aggressively growing its franchise footprint and agent headcount in 2022 and providing more South Africans with the opportunity to create wealth through property,” said Stevens.

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