



SINGING
IN THE RAIN
PROPERTY DEVELOPMENT

COMPANY PROFILE

Property Evolution



A division of

**uphiwekonke
holdings**



OVERVIEW

Singing In The Rain (SITR) is a property development, rental, letting, sales, and property management company based in KwaZulu-Natal, with expansion plans across South Africa.

SITR provides professional letting, renting, selling, and property management services, working in hand with UHCon, the construction subsidiary of Uphivekonke Holdings. This integrated partnership ensures quality construction, structured management, and long-term asset performance.



**A property developer,
rental, letting, sales, and
property management
company**

GROWTH STRATEGY

SITR's growth is driven by:



Expansion into major metropolitan areas across South Africa



Development and management of student accommodation and affordable housing



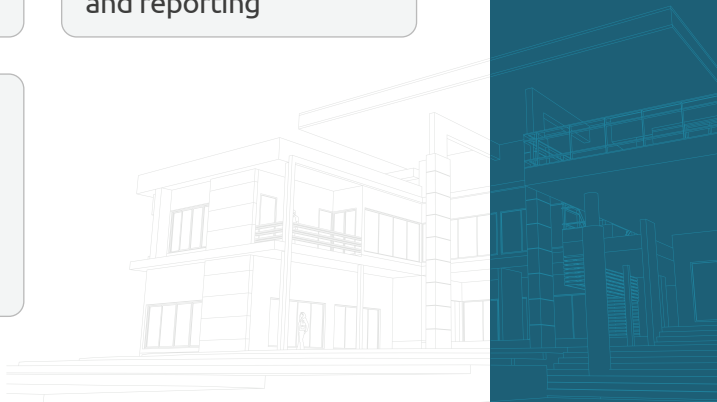
Strategic partnerships with developers and financial institutions



Adoption of Prop Tech solutions for efficient property management and reporting



Building scalable, high-yield rental portfolios





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MISSION AND VISION



MISSION

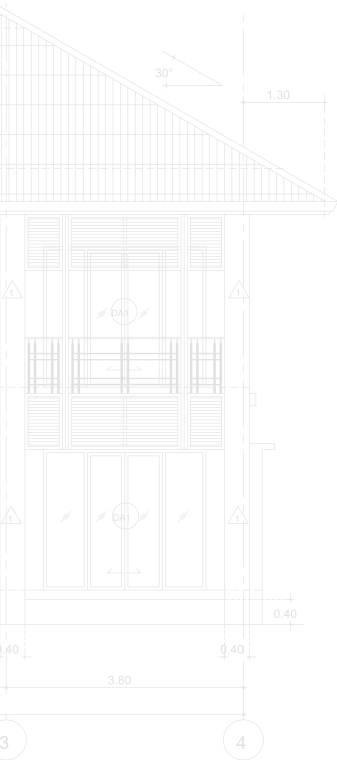
To deliver reliable, compliant, and customer-centric property rental and management solutions that create value for landlords, tenants, and investors.



VISION

To become one of South Africa's most trusted and innovative property management and rental agencies, recognized for operational excellence, transparency, compliance, and measurable community impact.

OUR CORE VALUES



INTEGRITY

Transparent and ethical dealings in all transactions

EXCELLENCE

Commitment to high service standards and quality delivery

ACCOUNTABILITY

Responsible management of client assets and tenant relationships

INNOVATION

Adoption of modern systems and sustainable property solutions

COMMUNITY IMPACT

Driving inclusive growth through housing and development initiatives



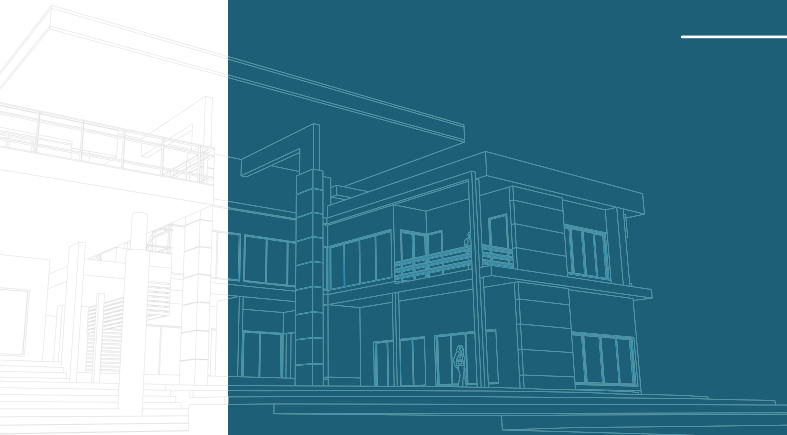
SINGING
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OUR SERVICES

OUR SERVICES

SITR delivers comprehensive property solutions including:

- Property Letting & Rentals
- Property Sales & Investment Support
- Tenant & Lease Management
- Facilities & Property Management



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PROPERTY LETTING & RENTALS

- ✓ Residential letting and rental management
- ✓ Commercial property leasing
- ✓ Student accommodation management
- ✓ Short-term, holiday, and vacation rentals





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OUR SERVICES

PROPERTY SALES & INVESTMENT SUPPORT

- ✓ Property sales facilitation
- ✓ Investment advisory support
- ✓ Portfolio management for property investors



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TENANT & LEASE MANAGEMENT

- ✓ Tenant sourcing, screening, and placement
- ✓ Lease agreement drafting (fully compliant)
- ✓ Rent collection and arrears management
- ✓ Deposit handling through regulated trust accounts





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OUR SERVICES

FACILITIES & PROPERTY MANAGEMENT

- ✓ Maintenance coordination and contractor management.
- ✓ Facilities management and operational oversight
- ✓ Property inspections and reporting
- ✓ Asset performance monitoring and occupancy optimization



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Construction
Partner:



CURRENT PROJECT: AMANI VIEWS

Amani Views is a flagship residential rental development located near Inanda Dam in KwaZulu-Natal. The development is designed to provide modern, sustainable, and community-oriented living spaces.

Key Features

- ✓ Contemporary rental units with efficient architectural design
- ✓ Integration of renewable energy solutions
- ✓ Water-saving and environmentally conscious infrastructure
- ✓ Secure living environment with recreational facilities



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CURRENT PROJECT: AMANI VIEWS

Construction
Partner:



IN PARTNERSHIP WITH **UHCon** AS A CONSTRUCTOR, **SITR** OVERSEES

- ✓ Rental and tenant management
- ✓ Facilities and maintenance operations
- ✓ Occupancy optimization strategies
- ✓ Long-term asset value preservation

Amani Views reflects SITR's commitment to sustainable development, cost saving technology, and quality living experiences.



COMMUNITY IMPACT

SITR is committed to contributing to socio-economic development through:



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- 1 Supporting student accommodation initiatives
 - 2 Promoting access to affordable housing
 - 3 Creating local employment through property development and management
 - 4 Encouraging sustainable and responsible property practices

The company believes that property development is not just about buildings but about building communities and improving lives.

SKILLS DEVELOPMENT

SITR integrates skills development into its property projects, using developments such as Amani Views as practical training environments. In partnership with UHCon, the company provides on-site construction training, property management exposure, and facilities operations experience for local youth.

The programme includes learnerships, internships, and mentorship opportunities, while also supporting small local contractors and service providers through subcontracting and enterprise development.

Through this approach, SITR contributes to job creation, skills transfer, and long-term economic empowerment, Also building a pipeline of skilled professionals within the property and construction sectors.





LEGAL & COMPLIANCE COMMITMENT

SITR operates in full compliance with South African property legislation, including:

- ✓ Registration with the Companies and Intellectual Property Commission
- ✓ Fidelity Fund Certification from the Property Practitioners Regulatory Authority
- ✓ Adherence to the Rental Housing Act
- ✓ Compliance with the Consumer Protection Act

SITR uses legally compliant lease agreements and structured trust account management to protect both landlords and tenants.



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031-065 1048 | 076 376 3719
info@sitr.co.za



90 Escom Road,
Pinetown Office No.A7, KZN

Construction
Partner:

