

# OUTDOOR ADVERTISING

COMMON PROPERTY ADVERTISING  
SOLUTIONS FOR COMMUNITY SCHEMES



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Block 1 Northdowns Office Park,  
17 Georgian Crescent West, Bryanston



SECTIONAL  
TITLE  
SOLUTIONS



## OUR COMPANY

Sectional Title Solutions (Pty) Ltd (“STS”) is focused on providing value-add solutions to sectional title bodies corporate and homeowners' associations (“community schemes”) across South Africa. Solutions offered include innovative Funding and Treasury, Efficient Energy, Smart Technology, Legal Advisory Outdoor Advertising and a host of other service solutions.

Our success is based on over 150 years of combined experience within the community scheme property sectors, partnering with market-leading service and solution providers and offering significant value propositions to our clients nationwide.

Our core focus is to provide sustainable, value-added solutions that will benefit all unit owners and stakeholders, reduce inefficient costs and generate much-needed revenue for community schemes, to ultimately ensure financial sustainability and protect the unit owner's value of their property investment.



## OUR OUTDOOR ADVERTISING SOLUTIONS



### COMMON PROPERTY ADVERTISING

Bespoke, fully funded and serviced advertising opportunities for community scheme common property areas. Community schemes benefit from the use of the infrastructure, whilst generating upfront revenue for the initial placement of advertising.



### LARGE SCALE ADVERTISING

Our large-scale advertising solutions include building wraps, billboards and public-facing digital signage that can be applied for by your community scheme. Whilst not all municipalities' by-laws permit large scale advertising for residential properties, there are opportunities in select areas and circumstances.

# COMMON PROPERTY ADVERTISING



We fund, install, maintain and service all common property advertising infrastructure on behalf of your community scheme.

We have various common property advertising infrastructure to choose from, including park benches, outdoor picnic benches, jungle gyms, waste bins, notice boards and street poles, all at no cost to the community scheme.

The community scheme benefits from the use of the infrastructure, whilst generating upfront revenue for the initial placement of advertising on the infrastructure.



## REVENUE GENERATING ADVERTISING

The STS Outdoor Advertising solution can assist in generating outdoor advertising revenue for your community scheme.

The need to look at alternative income generation is vital for any community scheme. At STS, we seek to create these opportunities with our clients. We do so with sustainable value add solutions tailored for community scheme clients, with the unit owners' interests in mind.



## FULLY FUNDED INFRASTRUCTURE

We will fund the initial capital expenditure of the common property advertising infrastructure. We will also insure, maintain and service the infrastructure for the period of the advertising agreement with your community scheme.

In consultation with your community scheme's trustees and/or directors, we will discuss and agree on the placement of the outdoor advertising infrastructure in your community scheme to ensure that the unit owners receive the benefit of its use.

STS Outdoor will replace outdated and broken infrastructure at our cost.



## ADDING VALUE TO YOUR PROPERTY

The common property advertising infrastructure is aimed at adding value to your shared property, by increasing the attractiveness of the common property areas to prospective buyers.

The outdoor infrastructure provides softer benefits for unit owners and residents who may enjoy the use of common property facilities in and around the community scheme.



## RECYCLED MATERIALS

All our common property outdoor advertising infrastructure is made from fully recycled polypropylene wastage to make plastic "timber" and is currently available in green and brown.

The materials used are non-corrosive and decorative. No maintenance will be required and the products are manufactured specifically for outdoor use.

The use of recycled materials is very much aligned to our business principles of sustainability, win-win-win philosophy and going green.

# WHY CHOOSE OUR OUTDOOR ADVERTISING SOLUTION?

STS, in partnership with STS Outdoor (Pty) Ltd, specialises in funding, installing, maintaining and servicing of common property advertising infrastructure in community schemes. We work together with your community scheme and build long term sustainable business relationships with our clients.



**No upfront capital expenditure**



**Ongoing maintenance and servicing of infrastructure included**



**Free use of value-add infrastructure**



**Value enhancing for your property**

**WE HAVE ASSISTED  
SEVERAL COMMUNITY  
SCHEMES IN GENERATING  
MUCH NEEDED OUTDOOR  
ADVERTISING REVENUE  
FOR THE BENEFIT OF UNIT  
OWNERS**

The common property advertising solution is made possible in proud partnership with STS Outdoor (Pty) Ltd.

#### **Disclaimer:**

*Please note all outdoor advertising projects are subject to our preferred partners' feasibility assessment and approval.*



**STS  
OUTDOOR**

# EXAMPLES OF OUR COMMON PROPERTY ADVERTISING

Bespoke, fully funded and serviced advertising opportunities for community scheme common property areas. Community schemes benefit from the use of the infrastructure, whilst generating upfront revenue for the initial placement of advertising. The outdoor common property infrastructure we have on offer varies from outdoor furniture, waste bins and jungle gyms, which ultimately make your community's shared space more functional and enjoyable for all unit owners.

## PARK BENCHES



## PICNIC TABLES



## JUNGLE GYMS



## WASTE BINS



# CONTACT DETAILS

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Driven by our "win win win" philosophy, Sectional Title Solutions offers various tailor-made solutions that reduce costs, maximise income and increase property value for our communities to thrive. Through our collaborative approach, we have built sustainable relationships and partnered closely with industry leaders and niche service providers to offer you the best value.

CONTACT US FOR MORE INFORMATION AND TO DISCUSS HOW OUR VALUE-ADDED SOLUTIONS CAN HELP YOU



## FUNDING AND TREASURY

Innovative arrear levy  
and project funding  
solutions



## EFFICIENT ENERGY

Cost-saving energy  
efficiency and solar  
solutions



## SMART TECHNOLOGY

State of the art fibre to  
the home and smart  
technology solutions



## LEGAL ADVISORY

Legal and levy client  
services and  
solutions



## OUTDOOR ADVERTISING

Revenue generating  
outdoor media  
solutions

