

# MidCity Property Group celebrates 30 years of success

On 01 September 1983, 30 years ago the MidCity Property Group opened its doors for business with an office of 55 m<sup>2</sup> and two employees, Dawie de Villiers and a personal assistant. MidCity has had phenomenal growth over the years and now occupies 2 005 m<sup>2</sup> of offices, employs 142 staff and manages over 20 000 client accounts.

“MidCity strives to give its clients consistent, professional service. With a strong emphasis on integrity and the innovative use of technology, we believe we can provide a sustainable, holistic service experience. We have a proud history filled with many wonderful successes and we certainly live up to our sustainability

motto!’ says Dawie de Villiers the Executive Chairman.

The Company’s business values are based on four non-negotiables and represented in the four corner stones of its logo, which are; integrity, service, sustainability and innovation.

“In celebration of our 30th anniversary, we have also embarked on a brand upliftment exercise which entails a little bit of the old and a little bit of the new. We are most pleased with the outcome of our new brand and will be embarking on a marketing drive during the first two weeks of October in release of the same to our clients” says David Hwer, Managing Director of the MidCity Group.

MidCity has been responsible for the development of many of Pretoria’s landmark buildings which includes; Alexander Forbes, Maupa Naga, Autumn Star and the Absa Home Loans buildings to name but a few. There are also a number of exiting developments currently in progress.

MidCity is also completing the construction of its new MidCity Corner offices which will be situated directly across its existing MidCity Square offices in Jorissen Street, Sunnyside. These offices will house its Sectional and Full Title management, Insure City Insurance Brokers as well as Khwela Power Metering departments.

MidCity’s drive towards innovation is paramount and the company has committed to continual investment in its IT infrastructure which includes the development of its own utility management software as well as enhancing its already successful customer web portal.

“The future is up to us and we look forward to exponential growth after laying a sound foundation over the last 30 years” says David Hwer.



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**Front (ltr):** Dawie de Villiers, Marlene van Vuuren, Dominic Sewela, David Hwer

**Back (ltr):** Sherry Brown, Des Reed, Davey Mabotja, Dr Reuben Mahlre, Koos Croukamp