

# BEEKMAN GROUP'S JOURNEY OF GROWTH

The Beekman Group is one of South Africa's leading corporate players in the Property and Leisure sectors. The group has a diverse range of property investments, and is actively involved in a number of business sectors including: Investment Properties, Vacation Ownership, Leisure Services, Residential and Commercial Properties.

## FROM HUMBLE BEGINNINGS

Bram and John Beekman opened a paint contracting business called Beekman Brothers Painters in 1970. This expanded rapidly to become one of the larger contracting companies in Johannesburg with a staff compliment of approximately 80 people. The company was sold in 1980 when they moved to Durban to enter the Vacation Ownership industry.

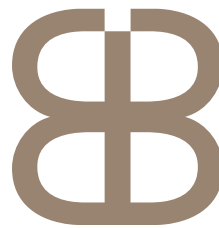
The brothers developed a number of resorts and then in 1993 further diversified with the establishment of The Holiday Club and the introduction of the flexible Points System, which has grown to over 100,000 members over the years.

The Beekman Brothers Group then expanded further into property developments within the commercial and residential sectors. Several completed commercial properties enjoy having blue chip clients as tenants, whilst a large number of South Africans own upmarket apartments at various developments.

## A NEW NAME

Having started with Bram and John, the Group has over the years drawn on the knowledge and experience of their children, and has now grown into a successful family business. To acknowledge this diversified leadership, the Group name has now been changed from **Beekman Brothers Group** to **Beekman Group**.

Along with the name changes, the company logo has also evolved to symbolise this migration. Elements of the old and new have been combined to represent the clear corporate focus of the Group which is to be exceptional in all aspects of the business.



**BEEKMAN  
GROUP**

