

SA REIT repositioning strategy sees launch of institutional, research committees

Representative association for South Africa's listed property sector SA REIT is rolling out a repositioning strategy and additional capacity following its 2020 annual general meeting when the decision was taken to grow the body's responsibilities, activities and services to members as well as a wider stakeholder group. The transition is also on the back of the appointment of Joanne Solomon as full-time CEO.



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Commented Estienne de Klerk, chairman of the SA REIT Association: “We have made good progress to ensure that SA REIT is positioned to provide a compelling support structure to its members and meet their needs during this challenging time for our industry. Joanne Solomon’s appointment as CEO was a significant milestone, bringing a wealth of relevant experience and the dedicated capacity to fulfil our strategic objectives and drive new initiatives.”

New initiatives

As part of SA REIT’s repositioning process, a range of new initiatives are being rolled out, including the establishment of two new committees - institutional and research - and a stakeholder engagement plan to grow the involvement of institutional investors, universities and large private property investors.

Commenting on her role since being appointed as SA REIT CEO, Solomon said: “I have worked closely with SA REIT’s executive committee to update our strategic priorities in line with the changing environment. In particular, I look forward to strengthening relationships across a wider range of sector stakeholders to create a united voice on critical regulatory and business issues whilst also ensuring the availability of relevant statistics and information to support meaningful engagements.”

“The property sector continues to play a vital part in socio-economic development and our members have responded decisively to the environment by expanding SA REIT’s capacity to bring the sector closer together. I am excited to continue working with current and future members to drive good governance, innovation and international best practices that will maintain REITs’ position as an attractive investment class in the long term,” concluded Solomon.

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