

**the**

dotted LINE

Retail leasing



Business  
Portfolio

# Table of Content ●●●

1. Cover Page
2. Table of Content
3. Introduction
4. About us
5. Our Strengths
6. Past Developments
7. Portfolio Management
8. Notable Projects
9. Professional background
10. Conclusion
11. Contact

# Introduction ●●●

Founded in 2019 by Janine Siebrits, The Dotted Line specializes in delivering tailored property solutions for developers and retailers. Drawing from extensive experience in the local retail leasing and development market, we have established ourselves as a key player in the industry.

# ●●● About Us

With a deep understanding of complex processes and market norms, we navigate contract signings and negotiations around tenant specifications.

Our commitment is always to meet the mandates and feasibility outlined by landlords and retailers for each project.



# ● ● ● Our Strengths

At The Dotted Line, our strengths extend beyond cultivating robust relationships with retailers and landlords. With a vast knowledge and extensive relationships across South Africa, we offer comprehensive services to retailers, ensuring a seamless experience in navigating the dynamic landscape of the retail industry.

## **Our Strengths Include:**

- **Strategic Retailer Services:** We go beyond leasing by providing dedicated services to retailers. This includes offering insights into the best locations for specific target markets, crafting expansion strategies, and developing new store initiatives for our clients.
- **Extensive Network:** With well-established relationships with retailers and landlords throughout South Africa and neighboring countries such as Zambia, we bring a wealth of connections to every project. This network allows us to tap into prime opportunities and collaborate effectively.
- **Location Expertise:** Armed with a deep understanding of the retail landscape, we specialize in identifying the optimal locations for businesses. Our expertise ensures that each location aligns with the unique requirements and target audience of our clients.

# Our Strengths ●●●

- **Expansion Strategies:** We excel in developing expansion strategies, guiding retailers through the process of entering new markets and growing their presence. Our insights help clients make informed decisions, mitigating risks associated with expansion.
- **Premises Acquisition:** The Dotted Line is adept at securing premises and negotiating lease agreements for new shops, whether for emerging businesses or existing retailers seeking additional locations. Our goal is to facilitate smooth processes and favorable terms for our clients.
- **Comprehensive Knowledge:** Our in-depth knowledge of all shopping malls in South Africa and neighboring countries positions us as industry experts. This knowledge allows us to advise clients on the most suitable venues for their ventures and tailor strategies based on specific mall dynamics.
- **Execution Excellence:** Through close collaboration with professional teams, we ensure not only the development of clear leasing and tenant mix strategies but also the successful execution of each project. This involves a hands-on approach to delivering results that meet the mandates and feasibility outlined by landlords.

# Past Tenant Placements ●●●



- **Dlamini Shopping Centre, Soweto:** Anchored by Shoprite, includes Pep, Chicken Licken Drive Thru, and Roots Butchery.
- **The Firs, Rosebank Redevelopment:** Placement of Rockets Man, restaurants and complimentary services.
- **Starbucks:** Clearwater Mall & Centurion Mall.
- **Al Capone:** V&A Waterfront, Menlyn Park Shopping Centre & Colt 45 (sister brand) in Westgate Shopping Centre.
- **Placement of Various Retailers:** Within Redefine, Broll, and Sasol Pension Fund Portfolios.

# ●●● Portfolio Managment

Handled leasing requirements for vacancies in existing centers within Retail Africa and Abland portfolios.



## **Locations include:**

Chilli Lane  
Farrarmere Square  
Wonderboom Junction  
Hazeldean Square  
Centurion Lifestyle Centre  
Irene Village Mall  
Southdowns Shopping Centre  
Fountains Mall  
Westwood Mall  
Ballito Junction expansion  
The Village Mall expansion.



# Notable Projects ●●●

Under Janine Siebrits' employment with various property developers:

- **Loftus Park:** Mixed-use development anchored by Checkers and Dischem.
- **Soshanguve South View:** Anchored by Shoprite.
- **Centurion Lifestyle Extension:** Includes "big box" tenants like Stodels Nursery, Decathlon, and Jonssons Workwear.
- **Fleurhof Mall, Soweto:** Anchored by Shoprite, Spar, and Clicks.
- **Goldfields Mall, Welkom:** Anchored by Checkers, Edgars, and Woolworths.
- **Manda Hill in Zambia:** Redevelopment and expansion.



Loftus Park



Manda Hill



# Professional Background

Janine Siebrits, with over 13 years representing various landlords, is a seasoned professional in the retail property sector. Prior to establishing The Dotted Line, she served as the National Property Manager for Nando's for a distinguished seven-years. In this role, she not only honed her skills in negotiating and securing prime premises but also gained invaluable insights into the tenant's perspective, essential for effective site selection.



# Professional Background

## **Janine's Expertise Encompasses:**

- **Vast Regional Relationships:** With an extensive network cultivated over the years, Janine holds strong relationships across key regions, including the Eastern Cape, KwaZulu-Natal, Gauteng, Free State, Cape Town, and even extending into Zambia. This regional reach enhances her ability to facilitate transactions and provide valuable insights tailored to the nuances of each location.
- **Comprehensive Knowledge of Shopping Malls:** Janine possesses an in-depth understanding of all shopping malls in South Africa and neighboring countries, allowing her to offer informed advice to clients seeking the most suitable venues for their retail ventures.
- **Strategic Retailer Services:** In addition to her role in representing landlords, Janine goes beyond conventional leasing. She offers strategic services to retailers, leveraging her insights into the best locations for specific target markets, crafting expansion strategies, and providing support in the development of new stores.
- **Premises Acquisition Expertise:** Janine is adept at securing premises and negotiating lease agreements for new shops, drawing on her wealth of experience to ensure favorable terms for her clients.


# Conclusion ●●●

Established in 2019, The Dotted Line continues to deliver innovative property solutions and leverage a wealth of industry experience to meet the diverse needs of developers and retailers. Janine Siebrits' multifaceted experience, encompassing landlord representation, national property management, and strategic retailer services, makes her a dynamic and insightful professional in the retail property sector. The Dotted Line is committed to excellence and industry knowledge which positions us as a trusted partner in the realm of property development and retail leasing.

# Contact



**Janine** *Siebrits*  
**Retail Leasing consultant**

 082 578 1527

 [janine@thedottedline.co.za](mailto:janine@thedottedline.co.za)