

# Welcome to

# Libertalia

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The drive behind the  
Real Estate group,  
Libertalia

# We will guide you through...

## Part 1: Who is Libertalia

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- Meet our Founders
- Company Track Record
- Our Achievements
- Our Mission
- Libertalia's vision

## Part 2: What makes us Different?

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- How do we tackle the industry?
- What do we offer?
- What makes us Different?

Part 1:

# Who is Libertalia

Libertalia is a private company that offers the best source of the most exclusive real estate in South Africa as well as other investment opportunities to grow your portfolio. As an intermediary company, we also specialise in the expertise of Finance and Consultation.

Driven by customer service and tech advancement, we also provide a wealth of services that supply the needs of the general consumer and real estate related stakeholders.

# Meet our Founders



**Thembisa Winston Kunene**

Group Executive | CEO

## Background

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The property sector has been Thembisa's passion within the last 5 years. With a focus expanding and creating new opportunities for the latest generation and sharing his success.

## Training & Expertise

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Expertise within the finance and property sectors allow for an extraordinary skill in communication and guidance within each of those sectors.

# Meet our Founders



**Kyle McKay**

Managing Director | Co-Founder

## Background

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With an extensive career background in marketing and business analysis, Kyle has the captain that points Libertalia in the right direction, both creatively and logistically.

## Training & Expertise

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Expertise within Team management and Business Analysis allows for extraordinary skill in group trajectory and guidance that allows Libertalia and its team to grow.

# Company Track Record

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Founded in 2017 by Thembisa Winston Kunene & Kyle Mckay in hopes to create a new and fresh take on property sales. Keeping the team young, dynamic and driven. In the first few years that the company was formed, we noticed that the age bracket of property specialists was leaning towards elderly people.

That left us wondering why more of the younger generation had not picked up on the property industry. We ran market research for months in hopes to find out why the age group was so high and came to the conclusion that the majority of Agencies and Companies within the property sector take an 'old fashion' way to market and advertise properties. Hence we saw an opportunity to take the industry into the digital space as we are currently living in the 4th Industrial revolution.



Moreover, targeting the younger generation, offering educational courses as well as an inside look about how lucrative the property sector can be if invested in correctly; Keeping that in our focus but sticking to the traditional ways of marketing well and simultaneously bridging the 2 generations together.

Rather than asking which generation is to buy more property, we should rather ask 'How can we incorporate everyone into this sector?'. With Our founders being young yet experienced, they had the ability to spot what was missing from the industry and apply it, moving everything to a digital platform. We have succeeded in Email Marketing, Social Media incorporation and everything that falls under digital networking.

With our partnerships and expansion plans, we have added a platform where people sell, buy, invest and even get other service providers related to real estate with just a click of a button.

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# OUR ACHIEVEMENTS

Here at Libertalia, we experience milestone on a daily basis but we wanted to narrow down some of our greatest achievements. We are extremely proud of each step that we take as a cooperation, which inevitably brings us closer to our overall goal.

- Appeared on an international podcast with American property mogul, Joe Mendoza. (<https://youtu.be/YSliksENPSA>)
- Established a partnership with OOBA Home loans.
- Established a partnership with well known Real Estate brand, Keller Williams.
- Have listed over R1,1 Billion worth of property portfolios.
- Had the privilege to feature on the same podcast as our Minister of Finance Tito Mboweni; A show about property and finance called UNPACKED hosted by Lerato Bambo (<https://unpack.co.za/real-estate-agent-south-africa/>)
- Appeared on Private Property Podcast hosted by Zamantungwa Khumalo.
- Appeared on uncovering greatness hosted by Marco Martins, Teaching how to build a personal brand to South Africa's youth.
- Featured on Kickass Bosslady Magazine (<https://kickass-bosslady-magazine.business.site>)





# OUR ACHIEVEMENTS

- Featured on Real estate talk show Hosted by Lorreta  
([https://www.instagram.com/reel/CTK26\\_nDnsL/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/CTK26_nDnsL/?utm_source=ig_web_copy_link))
- Featured on Hireanagent H.A.G. on a show called "The Spotlight Agent" hosted by Xoliswa Shabalala and Naledi  
([https://www.instagram.com/reel/CTmLs-PDD7w/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/CTmLs-PDD7w/?utm_source=ig_web_copy_link))
- Featured 2x on radio station, Salaam Media on Property discussions  
(<https://www.facebook.com/salaamedia/videos/612981456787997>)
- Featured on the Largest Entrepreneurship Network in Africa for Entrepreneur of the day award-  
(<https://www.instagram.com/africasyoungentrepreneurs>)
- Received a Realtor of the year nomination at the FOYA (Founder of the year awards)  
[https://foya.thefounder.africa/south-africa/realtor-of-the-year/under\\_30](https://foya.thefounder.africa/south-africa/realtor-of-the-year/under_30)
- Established a partnership with Baldwin Properties.

# OUR ACHIEVEMENTS

- Libertalia has been nominated and shortlisted for the inaugural Top 16 Youth-Owned Brands – Education Category. (<https://patonbrands.com/top-16-about/>)
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- The SAIBPP Top100 (the 'Black Book') is a showcase of the most accomplished and influential black leaders in the property sector and individuals that have significantly contributed to our sector and continue to lead in their respective areas: been nominated to feature in the SAIBPP Top 100 Property Sector Business Leaders under the category : Business Leaders



# Our Mission

Libertalia's mission is to transform the African economy by providing a wealth of services and expert knowledge to a society that is driven by innovation, change and opportunities.

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# Libertalia's vision

Libertalia's vision is to be the leading Finance and Real Estate organization to enrich every mind in the African continent.

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Part 2:

# How do we tackle the industry?

Aiming to have a young dedicated team of South African property specialists all over the country, we want to be a household name within every continent.

# What do we offer?



## Property

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Everything from property sales , to purchasing a clients dream property.



## Investment

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Our skilled team will be able to assist a client in choosing the most lucrative investment property to add to their portfolio.



## Finance

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We can assist a client in receiving something as simple as a Home Loan at some of the best rates available.



## Education

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Offering courses on topics related to real estate, , investments and finance all to whomever would like to broaden their horizons.

# What makes us Different?

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## 1 Age

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We have a strong & dedicated team of young individuals. We believe that our generation can make a massive impact within the industry.

## 2 Digital platforms

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With our focus on digital platforms and providing necessary training to our team member, we use digital platforms efficiently and effectively.

## 3 One stop shop

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We are aiming to become a one stop shop for everything property related. From simple purchasing and sales to the financial aspect of assisting with Bond Approvals , Home Insurance and eventually investments

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# CONTACT DETAILS

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For anything property related.

## ONLINE FORM

[www.Libertalia.co.za](http://www.Libertalia.co.za)

## MOBILE PHONE

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