



BUILDING ON
TRUST



COMPANY
PROFILE



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Executive Summary

As a highly regarded real estate company with a dedicated team of professionals, **SuCasa Properties** is addressing Ghana's core housing opportunities and challenges. Well-equipped in all aspects of the real estate industry, we operate with the single aim of achieving the highest possible customer service standards. We work in several different vertical in the industry including residential and commercial construction, renovations or facelifts, property sale and rental, and property management.

The **SuCasa** brand echoes a sound of hope and re-assurance. The continuous increase in demand for our country's housing infrastructural asset, presents a real challenge to the government. The various interventions from the government and private real estate managers and other home providers have not sufficiently, addressed the menace. The government's call for public-private partnership engagement is commendable, but what is required at present is the state-of-the art technology and economic model capable of furnishing the housing infrastructural deficit gap with the needed units of affordable homes equally accessible to every nook and cranny.

The housing infrastructural deficit gap of 1.8million units implies that about 85,000 units of annual housing demand is impending - putting the market scissors of demand and supply at a non-equilibrium scale, where demand outweighs supply. In fact, the consequences are dire. To adequately, bridge this gap, and factor the ordinary Ghanaian's purchasing abilities to own a home into the solution trajectory, requires pragmatic innovations. The private sector, usually driven by profit maximization motive has not successfully, addressed the housing demand index of the low to middle income earners of the economy. This is a worrying trend, if our resolve to providing affordable housing for all the citizenry is to be gauged on a realistic scale.

Many factors including the global economic crisis and its direct ramifications on rising cost of living and other debilitating consequence such as high cost of building materials on one hand; land management issues, challenges with easy and convenient access to domestic credit facilities, fraudulent intermediate brokers (Agents), rapid population growth and urbanization, and increasing middle means on the other-all account for the opposition to society's inability to completely nip the problem in the bud.



Here, when we talk about innovation, we are addressing strategic innovation, technological and scientific deficits in our social intervention schemes already on the roll out, and most importantly, engaging with the right economic model to effectively arrest the challenge. Incorporating all these into the solution benchmark has evoked the thinking, passion, and the evolution of the **SuCasa** Affordable Housing Scheme on the market with such an unbelievable practical and pragmatic initiative, both on the side of planning, technological invention and economic affordability of the solution to the country's current housing infrastructural development deficit.

The Population Growth Trend.

While more established markets such as Europe, India and China have aging and often declining populations, Ghana's young population is rapidly growing. From a population strength of 29.77 million in 2018, Ghana's population growth is projected to hit 50-60 Million by 2050.

Fueled by this population growth, Ghana is experiencing a strongly rising demand for reliable housing. The flipside of the coin is rising levels of homelessness due to overpriced and inadequate housing options in many parts of Ghana.

Leveraging the most emergent technologies, highly skilled and dedicated leadership, labor force and modern construction or renovation and marketing strategies, **SuCasa Properties**, envisions itself as more than just a real estate; it is a lifestyle company, committed to informing and connecting worldwide communities by becoming the number one real estate company on the entire African Continent.



Our Projects

SuCasa Properties, currently, has properties under construction, renovation, sale and rental throughout most urban areas of Africa. We currently have 350 properties, over 200 clients and operating and served in 6 cities in Ghana



- KUMASI ●
- TAKORADI ●
- ACCRA ●



Background

In 2013, **SuCasa Properties** started as a small company initially known as Sugarcane Estates with approximately 3 employees.

Founder, **Michael Kwabena Owusu O'Granston-Agyapong**, said the purpose of setting up the company was to "Aid people avoid litigation and fraudsters in the real estate industry". Since then, the company has established a proud reputation and tradition for providing top quality homes and services.

Over the years the young company has come of age and completed high profile projects in exclusive suburbs in **Accra, Kumasi and Takoradi**.

Mission

SuCasa Properties' mission is to modernize and to lead the way in the delivery of real estate services and projects in the real estate industry.

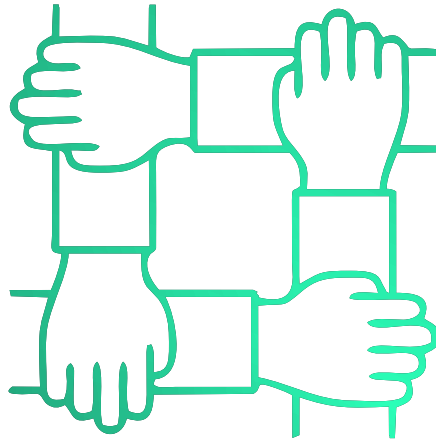
We aim to modernize and advance the experience of constructing, renovating, buying, selling & renting of properties by cultivating a spirit of collaboration, innovation, and integrity.

Assuring our clients of free litigation and convenience of service by doing our due diligence.



Values

Our values define how we do business and interact with our colleagues, partners, customers and consumers. Our three core values are integrity, collaboration, and innovation.



Innovation

We employ the use of modern technology and unique marketing techniques to provide impeccable services to our customers. We combine technology, expertise, assets and partnerships to deliver projects and services in new ways.

Integrity

Doing business with integrity is at the heart of our corporate responsibility commitments. Integrity defines how we behave, how we do business; wherever we are. It guides us to do the right thing for the long-term success of the company. We apply the highest ethical standards in everything we do.

Collaboration

The principle of building strong foundations in structures also applies to the relationship we build between our clients and us. We work closely and openly together with our clients, partners and suppliers to deliver strong results for all



Diversity And Inclusion

At **SuCasa Properties** we strive to create an inclusive environment, empower employees and embrace diversity. We do not discriminate on who we employ or do business with based on race, gender, religion, ethnicity, nationality, and viewpoints. We focus on activities that foster inclusive relationships between colleagues, partners, customers, and consumers.





Our Products

The Company's office located at Lagos Avenue in East Legon in Accra is now rolling out its Affordable Housing units on sales for its 2-bedroom unit, 3-bedroom with an outhouse and the 4-bedroom with an outhouse for ***GH¢400,000 Cedis***; ***GH¢560,000 Cedis*** and ***GH¢840,000 cedis*** respectively, in places like ***East Legon Hills, Ayi Mensah, Pokuase*** etc.

SuCasa's sales policies are varied and designed to meet every unique individual's capability and preference options of acquisition, thus, we build on off plan policy basis, that means, we build on your order. The sustainable development architectural and design considerations are so flexible that individuals may request a particular design within the main architectural aesthetics to suit a certain lifestyle preference for a home – and the ***SuCasa*** brand could conveniently accommodate that.

Aside from this consideration, individuals with their privately acquired lands at any location in the country could equally request for the ***SuCasa*** brand of its housing project to be erected on their private properties at a differently negotiated price than advertised.

Individuals are afforded the opportunity to own one of our properties through:

- A. Our outright payment with 3% discount option,
- B. 4 trenches of 25% payment over 16 weeks,
- C. 1 year instalment at an interest rate of 12% with a base payment
- D. 2 years instalment payment at an interest rate of 15% with a base payment or even
- E. A customized payment, where customers could negotiate reasonably with the company on what best suit them to reimburse in their home purchase agreements.



2Bedroom



3Bedroom



4Bedroom

Our core principle of value for money is a cardinal philosophy embedded in our slogan: ***Building on Trust.*** We do not compromise on standards and our state-of-the-art technology incorporates best global practices on sustainable development and climate change.



The Management



THE CEO

Mr. Michael O'Grantson-Agyapong is a Ghanaian Business Mogul; Consultant and an Investment Advisor; an Investor; Marketing Executive; Writer; Producer; Philosopher; a Philanthropist and a Politician.

He is a Co-founder and CEO of The ERMCRI Group - an Investment Partners and Advising Organization; the CEO of *Sucasa Properties* – a distinguishable Marketing, Brokerage and Construction Company in Accra. He also, doubles as the CEO of Sugar Cane Estates, and of the OGEE Promotions - a Boxing and Events Promotion Company in Accra.

As an astute and a very accomplished Chief Executive Officer, Mr. O'Grantson-Agyapong combines expertise from Cross-functional Organizational Leadership and Corporate Communications in shaping investment advising, negotiations and partnership contracting.

He has featured as a Speaker in the maiden edition of the Annual African Continental Free Trade Area, AfCFTA - Policy Network and Diaspora; African Globalization Investment Summit, held in Accra from the 25th -27th October, 2021, in his capacity as the CEO of the ERMCRI GROUP.

He is mostly known for his role in projects like the "Affordable Housing Infrastructural Expansion in Ghana and beyond.

He served as the Chief Operations Officer of Print Limited (2011-2013). Around the same period, he also, functioned as a Marketing Officer for Consumer Finance Company- Ghana.

Mr. Michael O'Grantson-Agyapong is presently, a strategic investor and owns a remarkable proportion of shares in an appreciable number of medium to large scale businesses around the world. Prior to taking his investment initiatives, he characterized in entrepreneurship – between 2007-2015, establishing, a good number of companies such as: Prime Dogs, Giot, O'G Kente and many others.

It is remarkable to mention, that at the tender age of 13, Mr. O'Grantson-Agyapong began work as an Assistant Video Editor with the African World Studios. His determination and tenacity of purpose defines his enviable successes chalked so far.



THE GENERAL MANAGER

Mr. Abdul Rahman Shehab is the General Manager at **SuCasa Properties**, where he liaises with various department heads to ensure the successful daily operations, management and project developments, and also, provides management reporting to the Chief Executive Officer. He holds a B.A. degree in Marketing and Management from the Lebanese American University in Lebanon (01/1990).

He is an accomplished fellow with enumerable business growth and development acumen. This is a summary of His past experiences.

The Marketing Director with GTT Gulf Trading and Technology in Saudi Arabia (2014 -2016), where he worked on the SABIC Project, and other Building and Construction projects with the Saudi Arabian government's Ministries of Health, Education and the Interior.

He collaborated with the Trade Manager and Communication Manager for the ideation, planning and budgeting of all company activities, including point of sales materials and promotions, and in collaboration with the Production Manager and the Marketing Team, built sales promotions and product communication.

Between February, 2012 and March, 2014, Mr. Shehab occupied the role as the Marketing Manager for Al Harbi Electronic Company in Jeddah, Saudi Arabia, where he oversaw and evaluated market research, and adjusted marketing strategy to meet changing market and competitive conditions.

As a Sales and Marketing Specialist with D1 Production House in Riyadh, Saudi Arabia, he conducted marketing research to identify industry trends and commercial opportunities, and developed and implemented a marketing strategy aligned with the company's objectives and budget., where he worked on various projects worth \$US 200, 000 to 1,000,000 between January, 2010 and January, 2012.

He was the Marketing Manager for South Business Innovation Center in Saida, Lebanon (11/2007 to 12/2008), where he developed and implemented systems and standards of programs management and wrote several project proposals. He trained on EU-funding policy, project management and entrepreneur EU projects management. He also, monitored the activities related to industry, development, and Enterprise, and helped build the Organization's knowledge base.

He was the Assistant Director of Marketing for Future Television in Beirut, Lebanon from January, 2000 to November, 2007, where he was tasked with the implementation of new market-oriented strategy based on segmentation analysis, the development and implementation of pan Arab account database and promotional calendar for strategic planning. He also, was responsible for the management and control of the quality of the production of all marketing materials, concept selection and final execution and delivery.

He made sure to check the accuracy of public data and materials, and kept those updated and current. He led content development and execution of several promotions with consistent results against brand priorities, and worked on sponsorships to the tune of \$US 3million to maximize organizational output and targets.

His expertise spans from Marketing, Project Management Analysis, Negotiations and Contracting.



THE CHIEF OF STAFF

Mr. Isaac Boateng is the Chief of Staff to the CEO of **SuCasa Properties**, and Head of Special Operations. He holds a degree in BA Computer Science and Management from Wisconsin University.

He is also, a Certified System Engineer from Microsoft. As the Founder and CEO of Absolute Fitness Studio, Mr. Boateng combines critical leadership skills for business growth and organizational development.

He is a Rotaract, and has participated in various social and community development projects with Rotary. His hobby is Coaching and Training

He has successfully built a Direct Sales Business as a Herbalife Independent Member, and has to his credit, 'Top Achievers Business Team' (Global Expansion Team) Level, where he built and developed a sales team of over 700 Independent Member Teams of which he led.



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