

CORPORATE PROFILE (PVH)

Introduction

Priority View Homes is a Ghanaian owned Real Estate Developer managed by experts with over twenty (20) years of experience in the real estate industry.

We are modern Home Builders and Construction Company providing home and landowners a one-stop shop for all their real estate and construction needs through our unique Joint Venture Partnership across Ghana.





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You may have thought once, twice or many times that a luxury apartment in an elite area costs a fortune... now you have the rare opportunity to acquire one at an unbelievably lower price that will blow your mind. Rush before it's too late.

We also take over individuals' building construction projects from any stage, complete them the fastest way possible with internationally acceptable standards on convenient payment arrangements.

We provide tailor-made facility management services to ensure a perfect property maintenance that makes one's property look new even after many years; making sure that one's property continues to grow its value even with time.

Who We Are

At PVH, we believe that “who we are” goes a long way to affect our relationships, work culture and output success of undertaken projects. As such, we have built a unique team that is at all times Knowledgeable, Very Connected, Passionate, Playful, Upstanding and Effective. We are;

Passionate: We believe that working with “all heart” can change the world.

Connected: Relationships are everything to us; we connect people to their homes and to their communities.

Knowledgeable: We strive to understand our markets and our clients' needs.



Playful: We love what we do and it shows.

Upstanding: Our clients' needs and best interests are at the heart of everything we do.

Effective: We set a high bar and move mountains to exceed expectations.



Our Vision

To be the iconic popular brand of choice in the real estate industry.



Our Mission

Our mission is to be the catalyst of building Generational Wealth through real estate by providing residents with exemplary service in a quality home environment, providing employees' unparalleled opportunities for personal and professional development, and providing partners and clients with maximized real estate asset value.

To Our Residents We are dedicated to delivering exemplary service in a quality home environment. Our goal is to be the real estate service provider of choice. A goal we attain through our residents and employees.



We understand that our customers define the standard of quality and service, and their loyalty must be earned. To our employees, we are dedicated to developing them personally and professionally. We understand that by supporting our employees with a dynamic work environment, ongoing training, performance-based recognition and opportunities for advancement, our business will continually succeed. We believe that by encouraging personal and professional growth, our employees will exceed their expectations with the benefits being realized by all. To Clients and Partners, we are dedicated to maximizing real estate asset value. We quickly adapt to the diversity of individual investors, markets and residents through sound leadership, an unparalleled industry expertise and our unwavering commitment to service.





What Makes Us Unique

Unlike the polarized system already in place in the estates industry in Ghana where people are made to buy and choose from already made homes, Priority View Homes offer homeowners the opportunity to have their homes built to meet their specifications and are completed at the fastest pace with convenient payment arrangements. We give the home and landowner the opportunity to be part of the building construction process in making sure every step meets the required standard. We provide global standards, efficiency and reliability in our service delivery.



Why We Are Needed

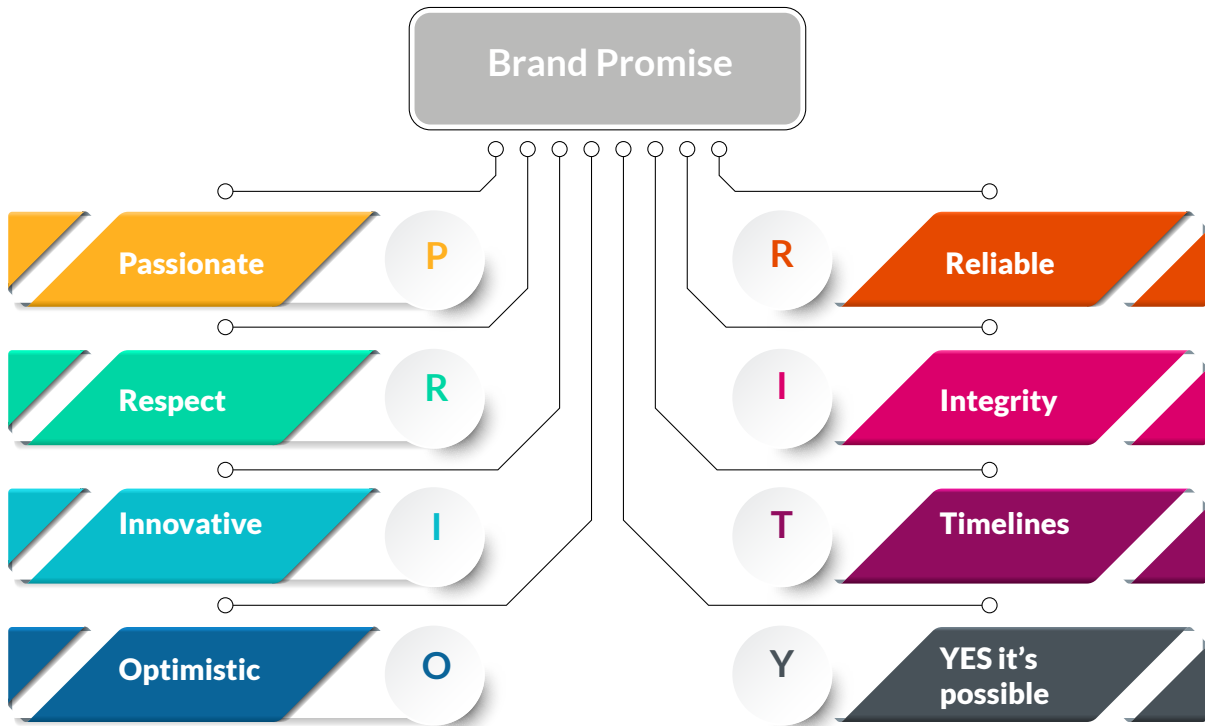
We are needed to make one's dream home possible the fastest way. We believe that the earlier a home is completed, the better it is for the owner. We are also needed to help bridge the housing deficit gap in the country by taking over the individual's projects so we can complete them on time to save them money. We provide clients with the most efficient home management services adding value to their property.



Shared Value

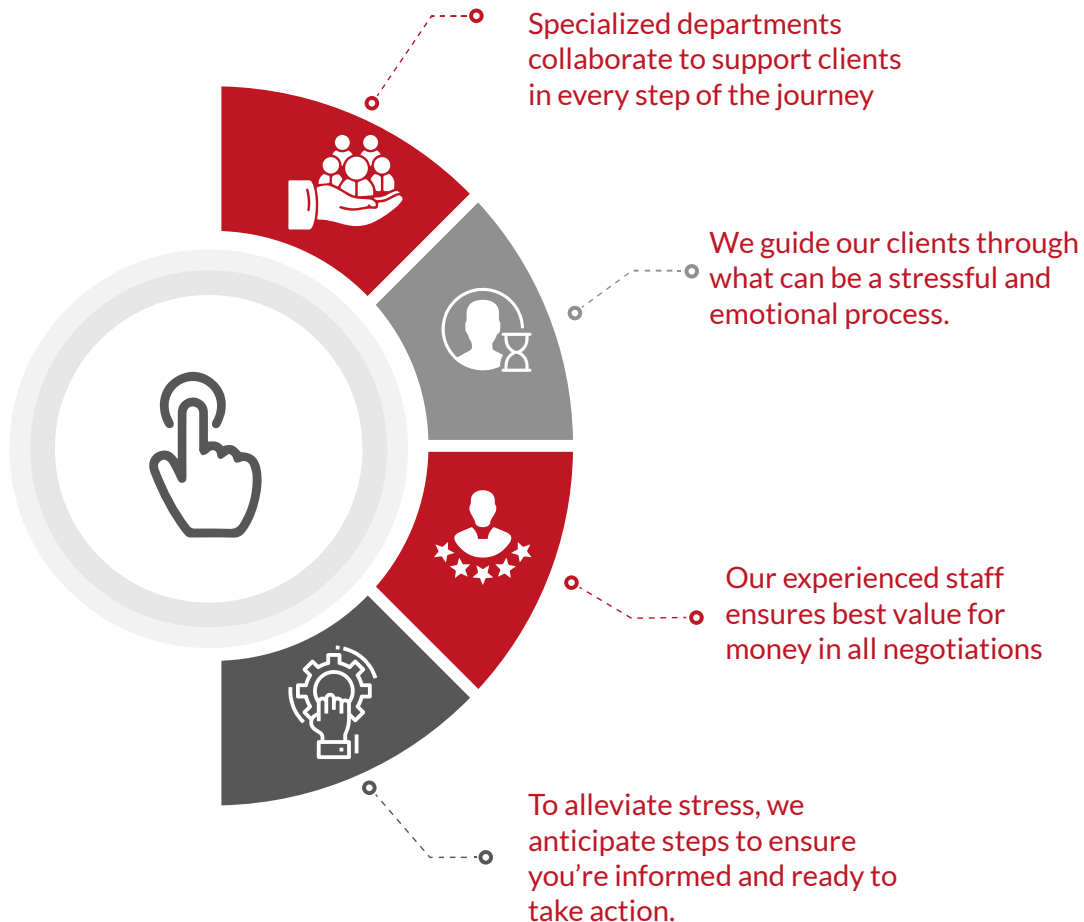
We value visionary thinking, profitability, and hard work driven by a passion for success. Our goal is to make your dream home a priority and forever change the real estate industry through superior talent, proven systems & models, and

revolutionary technology. We will be #1 in each of five categories: residential real estate, development/investments, mortgage, title, and insurance. We believe that integrity, teamwork, passion, accountability, and a learning mind-set are the key tenets of real success.



What We Do

We redefined the traditional model by building specialized departments ready to give clients unparalleled expertise and a positive experience.



Product & Services:

Business Module for Corporate and Individual Clients



Huge projects based on Funding, Planning & Execution



Off-Plan Module



Cash & Own module (Sales on Completion)



Types of Houses



Penthouse



Executive Lounge



Detached House



Semi- Detached House



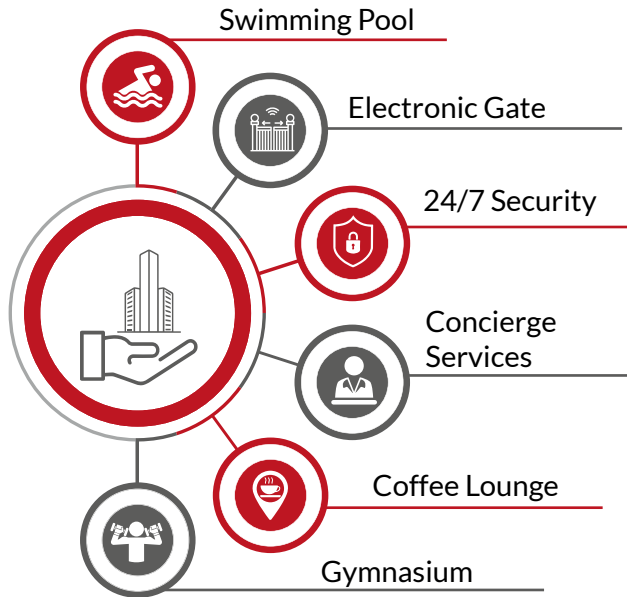
Condominium



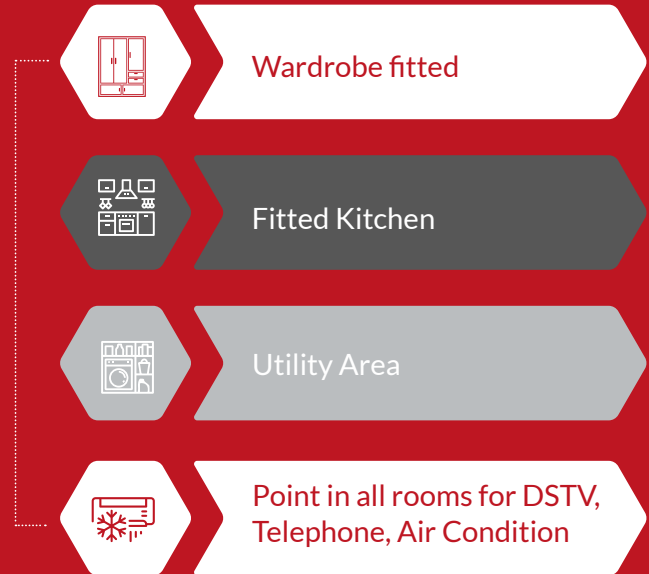
Apartment

2 Bedroom
3 Bedroom
4 Bedroom
5 Bedroom

Facilities



Features



FUTURE AMBITION:

As part of our strategy to bring construction cost to the barest minimum, we are setting up Dry Pre-mix Mortar Cement factory to facilitate and augment our raw material base. This, when completed, will provide an affordable building and construction materials to the company.

Professional And Advisory Support:

In order to provide professional and advisory services to our cherished customers, we put in place the following support systems for customer engagement and satisfaction: Call Centre, Experienced & Professional Real Estates Partners, Management Advisory Board, Attorney, Accountant, Insurance Agent, Banker, Consultants, Mentors and Key Advisors.

Our Management Team

PVH values teamwork and interdisciplinary collaboration as a path to insight and excellence in our work. Our company's team of committed professionals embrace the following core values:



Quality: We deliver only excellence and aim to exceed expectations in everything we do.



Integrity: We conduct ourselves in the highest ethical standards, demonstrating honesty and fairness in every decision and action.



Agility: We execute expeditiously to address our clients' needs.



Courage: We make decisions and act in the best interests of our clients, even in the face of personal or professional adversity.



Respect and Trust: We treat our clients and each other with dignity and respect at all times.



Eric Affaidu: Chief Executive Officer

Eric Affaidu is a renowned Brand Management Consultant with over twenty years (20) experience in Entrepreneurship and Business Management, with in-depth knowledge in Branding and Real Estates Development.

He has BA in Social Sciences from the University of Ghana, MA in Media, Communications & Technology from Brunel University, UK, and an MPhil in Marketing Management from Leicester College of Professional Studies, UK. Eric has travelled and conducted businesses in other parts of Africa, UK and United States of America.

His experienced has seen the completion of state of the art individual homes in Accra, Tema, Kumasi and Dorma Ahinkro. Other projects include two major skylights buildings comprising of 14 and 20 apartments respectively with a penthouse.

The success being chalked up by PVH is largely credited to the project management skills and strategy as well as overall oversight responsibility of its CEO. Priority View has come this far due to his vision, dream, influence and passionate saying that “there is no place like home”.

Eric loves soccer, a game we call football in Ghana.





Ama Gifty Amoah El-Saboath: Managing Director

Auntie Ama, as affectionately called in the corporate world has over 22 years of rich experience in the banking industry and business sector. From a humble beginning as a customer service person, Ama rose through the ranks to a Chief Business Officer and currently serves as a Consultant for AIDEC Consultancies International and a Volunteer for OBAAPA Development Foundation. Her broad experience and knowledge have made her a household name in areas such as strategy & growth, business growth & development, credit/risk administration, brand & communication, customer relation management,



setting up startup businesses, corporate governance, human capital & team building, trainer for capacity development both on individual and corporate levels.

She served on the boards of Ghana Savings and Loans Association (GHALSAC) and Ghana Institute of Management (GIM).

She served in various capacities also on the Bank of Ghana (BoG) Deposit Protection Scheme and implementation committee and the University of Professional Studies Alumni Association as the current Vice President.

She is a Chartered Marketer from Chartered Institute of Marketing (MCIM-UK)

Also a member of the various bodies:



She holds an MBA and Bachelor's Degree from UPSA and Methodist University respectively and an Executive Mastery Certificate in Leadership & Human Resource Management from Professional HR Centre.

Outside the corporate world, Ama is married with seven wonderful children. She loves to sing. This love for music of all genres has inspired her to write, compose and release several singles and an EP (Extended Play) entitled "You're the Man".

At church, she is a worshipper, a counselor and a marriage and family life advocate. Raising generational leaders is her passion. In her opinion, everything is possible, only if you believe.

Business Approach

PVH is different by design. Our work is much more than real estate. Our work is your life, your dreams, and building your legacy. We will be the catalyst for change in real estate by revolutionizing the way the industry does business and serves others.





Our Strategy:

To use the industry best practices to achieve quality work at less cost. We have adopted the (3) three business approach as follows:

Corporate Strategy:

To be very efficient and effective in applying stakeholder investments to guarantee return on their investments. The company believes that the best practice to have stakeholder confidence is to apply the best approach in ensuring that investments made in the business is paid back the quickest possible way. We can proudly say that: Obtaining returns on investments on our building construction has been effective and forthcoming.

Business Strategy:

We implement a very effective Off-Plan sales policy to achieve quicker returns on our investments. What keeps working for our business of housing construction has been our ability to sell the homes we build in advance. We are able to sell our houses even at the foundation stage and sometimes even before the ground breaking works starts. Our effective implementation of Off-Plan Sales Policy which comes with a comparatively cheaper option to buy, has always brought quicker returns on our investments.



Operational Strategy:

Our operations revolve using well trained, skilful and highly motivated personnel to achieve efficiency in execution of work:

Our own in-house study has shown beyond every reasonable doubt that, sub-contracting or contracting third parties increases the cost of construction by over 45%. To save that huge cost, Priority View Homes has its own trained and skilful in house personnel with the required expertise to be efficient in construction which enables us make huge savings.

To achieve this, we adhere to stricter supervision and checks & balances at every stage of construction; adopting modern supervision rules and technology for safety protocols.

We have built strong & good standing partnership relations with our suppliers for good terms of credits at no extra cost. This enables us to avoid borrowing from the bank at a higher interest rate.

- Affiliated Member: GREDA
- Foreign Partners: MKP-South Africa
- Auditors: AAB 7 ASSOCIATES CHARTERED ACCOUNTANTS,
- Bankers: STANBIC BANK, GUARANTY TRUST BANK

Contact:

Call Center:

+ 233 (0) 302-543981, 0209288911

CEO: 024 4068477

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Thank you

for Buying. Give us a call for further enquiries

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Priority View Homes..... No Place like Home.....