

# Live, work and play at Val de Vie



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Val de Vie is the embodiment of the live-work-play ethos that is fast becoming one of South Africa's biggest residential trends.

"There is a growing demand for homes at Val de Vie, which was voted Africa's safest residential estate. Properties on estates generally also command a higher price premium than others, and Val de Vie is an excellent investment option." - Surina du Toit, Pam Golding Properties area manager for Paarl, Wellington and Franschhoek

With an array of estate-types to choose from, all within the 1 000-hectare Val de Vie estate, it is now also possible to work from an office overlooking the picturesque mountain ranges of the Paarl-Franschhoek Valley. The estate's Polo Village Offices offer business owners the best of both worlds: top security and easy access from the N1, as well as Val de Vie's host of excellent amenities on their doorstep.

Pam Golding Properties has also opened an office on estate, with five residential sales agents and three rental agents working at from the Sports and Leisure Centre since December last year. "Pam Golding Properties has a strong sales record at Val de Vie, and being onsite will enhance our service offering. Some of Val de Vie agents have been involved with the estate since its inception in 2007," says Surina du Toit, Pam Golding Properties area manager for Paarl, Wellington and Franschhoek. "And one of our agents was among the first homeowners at Val de Vie. With this vast experience, and our longstanding involvement with the estate, Pam Golding Properties is able to provide expert advice and guidance for the selling or buying of a home at Val de Vie. We are also one of the accredited agencies that complies with the requirements from the Home Owners Association."

Val de Vie is synonymous with lifestyle – its polo field hosts numerous international events and the Veuve Clicquot Masters Polo is an annual calendar highlight. Italian maestro Andrea Bocelli recently performed at the estate, highlighting yet again that Val de Vie can more than hold its own in the international arena, and why it has been named by New World Wealth as South Africa's top residential estate for three consecutive years.

"Val de Vie is constantly adding to its offering to make sure it remains current and appealing to a broad range of buyers. There are an array of developments, each with unique characteristics and features. Interestingly, property data shows that more than half of buyers in the past year were between the ages of 18 and 35, suggesting that the appeal of Val de Vie's enviable lifestyle attracts young families," says Surina du Toit, Pam Golding Properties area manager for Paarl, Wellington and Franschhoek. "There is a growing demand for homes at Val de Vie, which was voted Africa's safest residential estate. Properties on estates generally also command a higher price premium than others, and Val de Vie is an excellent investment option." Val de Vie recorded R1.2 billion in total sales in 2018.

Acclaimed South African chef, Reuben Riffel, has recently opened Reuben's and Co Café, the latest in his portfolio of restaurants, at Val de Vie's new lifestyle centre, The Yard. Riffel says: "I'm proud to be associated with Val de Vie Estate and see it as a natural fit for the expansion of my restaurants. The new restaurant will be a great addition to the existing, unrivalled Val de Vie offering and I look forward to residents and visitors enjoying great food in this spectacular setting – The Valley of Life." The Yard is located next to an Olympic-sized outdoor pool – the first of its kind in South Africa. It will also feature one of the largest private gyms in the country. There are many established restaurants on the estate including The Valley, The Polo Club, the L'Huguenot Wine Cellar, as well as several other venues.

Val de Vie is always evolving, and one of the latest developments on the estate is The Reserve. Stands range from one acre to a hectare, allowing for boutique lifestyle farming. With stands ranging from one acre to a hectare, and suitable irrigation, it's possible to grow vegetables, citrus, olives or vineyards. As with all properties on the estate, residents have access to all amenities, including the Camelot Spa, the Fleet coffee roaster and various trails that can be explored on foot, bicycle or horseback.

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