



Our Offer

At Leapfrog Property Group, we provide a range of attractive offerings to our associates and franchise owners, ensuring their success in the industry. Our well-supported franchise opportunities allow entrepreneurs to thrive under our reputable brand. We offer world-class software systems that streamline operations and enhance efficiency.

Additionally, our up-to-date training programs keep our associates at the forefront of industry knowledge and best practices. With our eye-catching branding, featuring the memorable Leapfrog "green," we stand out in the market and capture attention.

The Group

At Leapfrog Property Group, we firmly believe that the strength of our business lies in the people who make it thrive. With visionary leaders like Bulelani Ngcuka and Jan le Roux guiding our path, we are dedicated to creating a supportive and empowering environment where individuals can excel and contribute to our collective success.

Join us on this extraordinary journey and experience a new standard of success in the industry.

Our Leaders

Our Chairman:

"I am truly proud to be associated with Leapfrog, a company that embodies the ideals of a democratic South Africa," says Bulelani Ngcuka, Chairman since inception. Bulelani Ngcuka is not only a qualified legal practitioner but also a key figure in the struggle for equality, having contributed significantly to the nation's progress. As the former head of the renowned Scorpions, he brings a wealth of experience and leadership to our company. Recently, Bulelani published a memoir that chronicles his remarkable journey and highlights his dedication to making a difference.

"It's not just sometimes about the people; it's always about the people,"

Our CEO

With a career spanning over 40 years in the real estate industry, Jan le Roux has amassed extensive experience in every facet of the industry. His deep understanding of the importance of individuals in a business has been a driving force behind Leapfrog Property Group's commitment to recognising and valuing every team member. Jan's expertise and unwavering belief in the power of people have shaped our company culture and ensured that we prioritise the well-being and success of our associates.




leapfrog
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www.leapfrog.co.za

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OUR STORY

Leapfrog Property Group is a dynamic and progressive real estate company that sets itself apart from traditional real estate enterprises. Since our establishment in 2007, we have been at the forefront of transformation in the industry, offering unique opportunities for agents and business partners of all races to share in our success. With a commitment to recognising the value of every individual, we strive to build a company where everyone can prosper and be rewarded accordingly.

In 2007, Leapfrog Property Group made history as the first national Level 2 BEE (Broad-Based Black Economic Empowerment) contributor Real Estate Group in South Africa. With a strong focus on empowerment, we have grown to encompass 30 operating franchises and a dedicated team of 300 agents. We continue to lead the way in creating a diverse and inclusive real estate environment.

Leapfrog Property Group is redefining the real estate landscape with its commitment to transformation, wealth creation, and inclusivity.

Our Associates have a say and get recognised

At Leapfrog Property Group, we believe that true transformation comes from giving our associates a voice and the opportunity to build wealth. Through the Forme Share Trust, 25% of the company's shares are allocated in tranches to agents, franchisees, and support staff.

This unique structure ensures that all Leapfrog associates have a stake in the management and success of the Group. Our unwavering focus on creating wealth sets us apart from other real estate companies, making us exceptional in the industry. In addition to formal recognition programs, we actively encourage a culture of support and collaboration.

We also foster an environment where ideas and innovations are welcomed, empowering our associates to contribute their unique perspectives and make a real impact on the growth and success of our company.

At Leapfrog Property Group, we understand the importance of recognizing and celebrating performance and achievement. We have implemented a comprehensive performance recognition program that rewards outstanding achievements and milestones. Acknowledging the hard work and dedication of our associates is key to fostering a culture of excellence and driving continued success.

Real Transformation

We are proud to be a company driven by real transformation. Over 50% of the shares in the Group are held by the New Deal Trust and New Deal Investments Pty Ltd, both dedicated to empowering previously disadvantaged individuals.

These entities serve as transformation vehicles, with beneficiaries and shareholders who are supported in their personal and professional growth within the Group. Our commitment to empowerment is unmatched in the South African real estate landscape.