



RE: PROFESSIONAL RECOMMENDATION FOR GENESIS ARTICLES – MARK SING

I have known Mark since 2013 as CEO of Genesis Articles Global Online Services.

He came highly recommended by a business colleague who had been working with Mark on content strategy for a while.

We were on the lookout for a content specialist to produce industry-specific articles for our group, Chas Everitt International Property. As the Franchising Director at Chas, I work with a growing number of franchisees across South Africa with a current network of well over 100 offices nationwide.

An understanding of our growing demands, our focus on quality content, coupled with our extensive online marketing endeavours call for well-written, researched, error-free, prompt articles/content representative of the highest industry standards was key to the appointment.

The team at Genesis provides us with a growing volume of content relating to geographic areas far and wide in SA - from popular internationally acclaimed estates and cities to humble, barely heard-of areas still under development. Apart from technical pieces based on analyses and interpretation of property market statistics, Genesis offers SEO expertise in drafting of articles designed for encouraging more website leads and hence sales. I can safely say we are pleased with the high level of workmanship and service Genesis provides to our network.

Our industry and brand communication entail frequent interaction with the public at large, our clients, landlords, tenants and specific key stakeholders. This is maintained through the regular release of press material and web content. Genesis also plays a significant role here, with regards to facilitating high end press releases - ranging from topical pieces covering changes in legislation all the way to covering our recent merger with Lighthouse Property Group, forming our new rentals specialist arm (CEPR).

I am of the opinion that quality, brand and industry-oriented content is indispensable for any business or sector that intends on remaining relevant and competitive in today's marketplace. Regular content and articles of a current, industry and brand-specific nature are imperative not only in maintaining and building ongoing relationships with existing clients – but also in reaching more of the market, penetrating new segments and ultimately getting more enquiries, and hence translating leads to sales.

BARRY DAVIES

FRANCHISING DIRECTOR

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