

ICONIC

MELROSE

Make your mark in Melrose's
most iconic development

AN ICONIC INVESTMENT FROM ALL ANGLES





Developed to celebrate the best of Joburg, Iconic hits the sweet spot for investors looking for value in 2026 and beyond.

The development is at the intersection of Johannesburg's most desirable districts, is driven by established business and lifestyle precincts, and Melrose continues to experience consistent residential demand.

APARTMENT OFFERING AND PRICING



Studio Apartments (33m² to 36m²)
From R1 259 000

2 Bedroom Apartments (65m² to 95m²)
From R2 145 000

3 Bedroom Apartments (105m² to 153m²)
From R3 180 000

PRODUCT HIGHLIGHTS

Designed to embrace the duality of Joburg living, Iconic is a place where comfort, convenience, and flexibility come together.

- *Designer kitchens*
- *High-end appliances (hob, oven, extractor)*
- *Floor-to-ceiling windows in living rooms*
- *All units are fibre-ready*
- *Essential solar and water backup*
- *Prepaid water and electricity meters*
- *Space for 2 appliances and a fridge*
- *Upgrade packages available (appliances, finishes)*
- *Contemporary kitchen with gas hob and electrical oven (2 & 3 bed only studio fitted with induction stove top)*
- *Lock-up garages and storage space (selected units)*
- *Transfer and Bond costs included*
- *Levies from R1005 per month*

*Note: All priced at 2026 values. Sales prices exclude upgraded packages. T's & C's Apply.



ICONIC ESTATE FEATURES

From moments of movement and connection to quiet pauses surrounded by greenery, Iconic was purposely built to support modern lifestyles without compromise.

- *State-of-the-art fitness facility*
- *Semi-serviced co-working space & daily coffee bar*
- *Indigenous trees with landscaped gardens & walkways*
- *Multi-level atrium with integrated gardens*
- *Recreational play area with a swimming pool (child-friendly)*
- *Landscaped deck with city vista*
- *Environmentally friendly building features*
- *24-hour access-controlled security estate with off-site monitored CCTV*
- *Controlled pedestrian and vehicle access*
- *Electric fence along perimeter*

UNIT RENTAL PERFORMANCE AND RETURNS

UNIT TYPE	SIZE (m ²)	PRICE (R)	GROSS YIELD	NET YIELD	MONTHLY RENTAL (R)	BREAK-EVEN (YEARS)	YEAR 1 CAPITAL GROWTH (R)
A	33	R 1 259 000	11.9%	8.0%	R 12 500	12.5	R 1 347 130
B	36	R 1 295 000	12.0%	8.1%	R 13 000	12.4	R 1 385 650
C	65	R 2 145 000	10.1%	6.5%	R 18 000	15.3	R 2 284 425
D	71	R 2 350 000	10.0%	6.5%	R 19 500	15.5	R 2 502 750
F	122	R 3 770 000	12.1%	7.3%	R 38 000	13.8	R 3 996 200
G	99	R 3 180 000	10.2%	6.1%	R 27 000	16.4	R 3 370 800
E	121	R 3 710 000	11.3%	6.8%	R 35 000	14.7	R 3 932 600

Iconic is a prime income-generating asset positioned in a resilient urban node. Delivering strong yields, sustained capital growth potential and premium market appeal.

WHY INVEST IN THE ICONIC?

Located in the suburb of Melrose, adjacent to Rosebank and Illovo, Iconic offers a premium residential investment opportunity with strong rental yields, consistent capital growth potential, and prime tenant demand. Whether you're a seasoned investor or starting your portfolio, Iconic provides the perfect balance between secure income and long-term appreciation.

With a blended gross yield of 12.1%, a net yield of up to 8.1%, and an average annual rental growth of 6.4%, Iconic stands out as one of the most attractive residential investment opportunities in Johannesburg.*

*Ts and Cs apply

SITE PLAN





UNIT FLOOR PLANS

UNIT TYPE A

FLOOR:	APARTMENT NR:
1 st	104, 107, 119, 122
2 nd	206, 209, 221, 224
3 rd	306, 309, 321, 324
4 th	406, 409, 421, 424

AREA SCHEDULE:

FLOOR AREA	29m ²
BALCONY	4m ²
TOTAL AREA	33m ²

ROOM BREAKDOWN:

1	Kitchen
2	Bathroom
3	Bedroom
4	Living Room
5	Balcony



UNIT TYPE Am

FLOOR: APARTMENT NR:

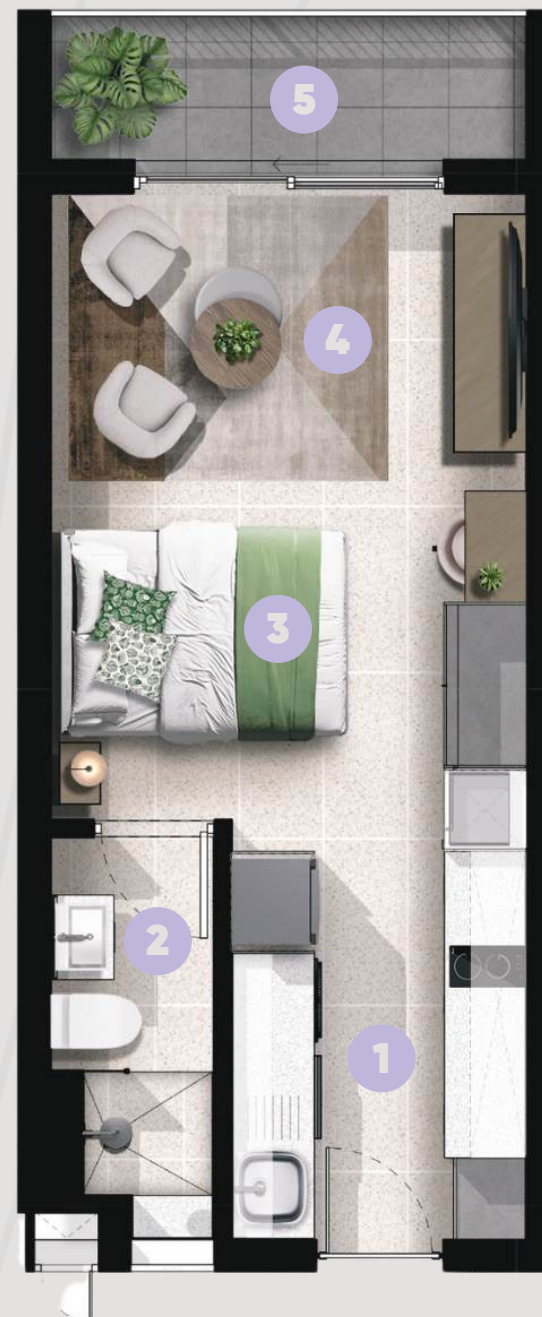
1 st	105, 121
2 nd	207, 223
3 rd	307, 323
4 th	407, 423

AREA SCHEDULE:

FLOOR AREA	29m ²
BALCONY	4m ²
TOTAL AREA	33m ²

ROOM BREAKDOWN:

1	Kitchen
2	Bathroom
3	Bedroom
4	Living Room
5	Balcony



UNIT TYPE B

FLOOR: APARTMENT NR:

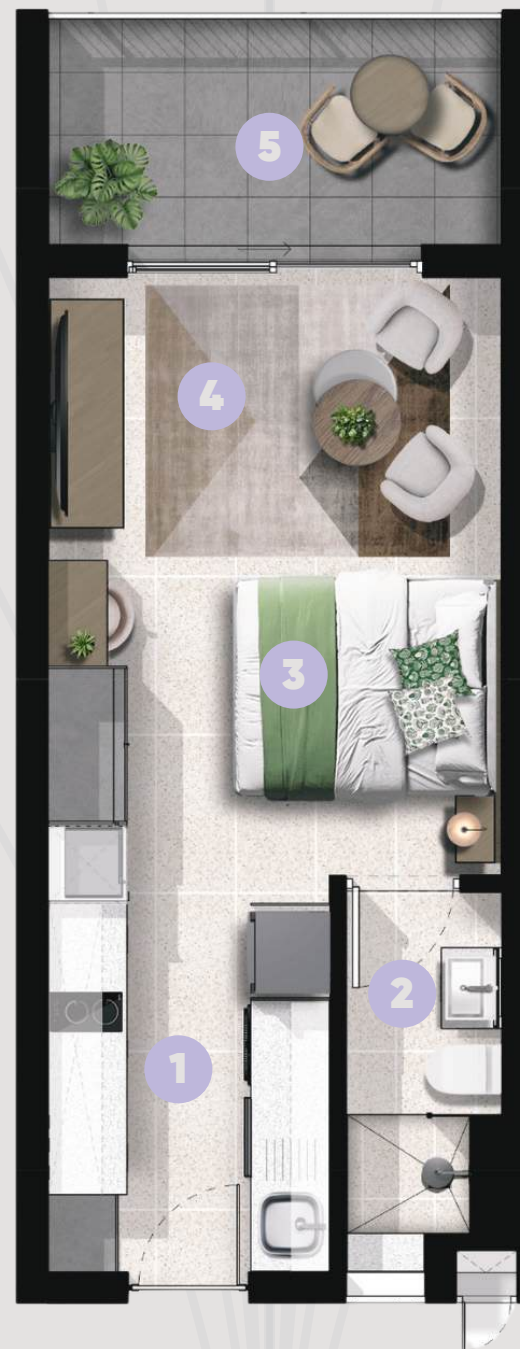
1 st	114
2 nd	216
3 rd	316
4 th	416

AREA SCHEDULE:

FLOOR AREA	29m ²
BALCONY	7m ²
TOTAL AREA	36m ²

ROOM BREAKDOWN:

1	Kitchen
2	Bathroom
3	Bedroom
4	Living Room
5	Balcony

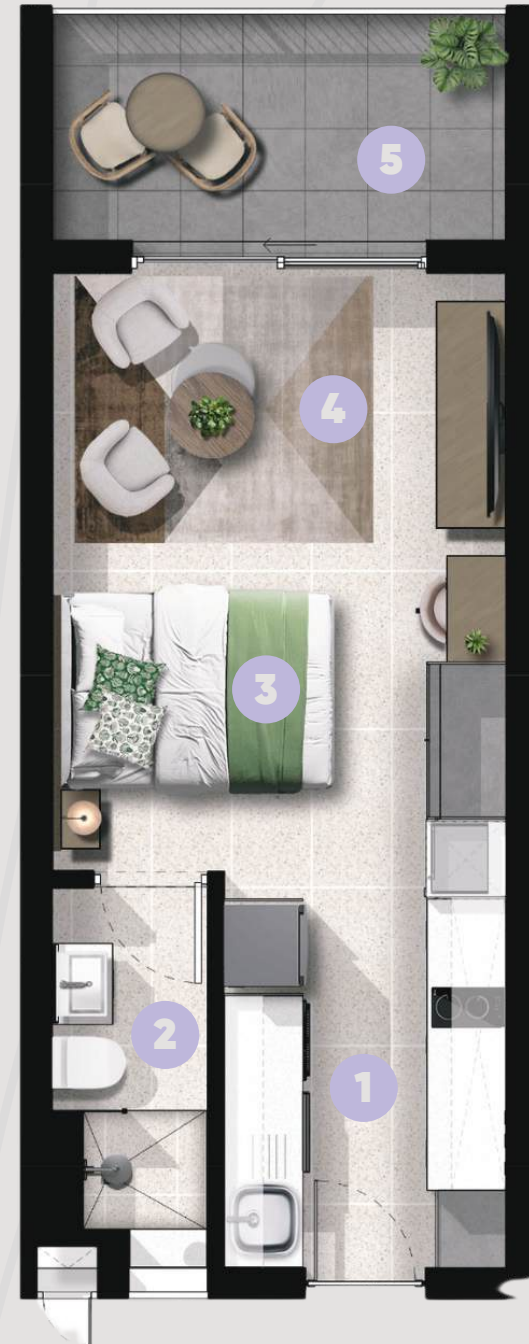


UNIT TYPE Bm

FLOOR:	APARTMENT NR:
1 st	112
2 nd	214
3 rd	314
4 th	414

AREA SCHEDULE:	
FLOOR AREA	29m ²
BALCONY	7m ²
TOTAL AREA	36m ²

ROOM BREAKDOWN:	
1	Kitchen
2	Bathroom
3	Bedroom
4	Living Room
5	Balcony



UNIT TYPE C

FLOOR: APARTMENT NR:

1 st	106, 120
2 nd	202, 208, 222, 226, 229
3 rd	302, 308, 322, 326, 329
4 th	402, 408, 422, 426, 429

AREA SCHEDULE:

FLOOR AREA	61m ²
BALCONY	4m ²
TOTAL AREA	65m ²

ROOM BREAKDOWN:

1	Kitchen
2	Living Room
3	Balcony
4	Bedroom 1
5	En Suite 1
6	Bedroom 2
7	En Suite 2



UNIT TYPE Cm

FLOOR: APARTMENT NR:

1 st	
2 nd	201, 204, 228
3 rd	301, 304, 328
4 th	401, 404, 428

AREA SCHEDULE:

FLOOR AREA	61m ²
BALCONY	4m ²
TOTAL AREA	65m ²

ROOM BREAKDOWN:

1	Kitchen
2	Living Room
3	Balcony
4	Bedroom 1
5	En Suite 1
6	Bedroom 2
7	En Suite 2



UNIT TYPE C.1

FLOOR: APARTMENT NR:

1st 124, 125
2nd
3rd
4th

AREA SCHEDULE:

FLOOR AREA 61m²
BALCONY 4m²
TOTAL AREA 65m²

ROOM BREAKDOWN:

1	Kitchen
2	Living Room
3	Balcony
4	Bedroom 1
5	En Suite 1
6	Bedroom 2
7	En Suite 2



UNIT TYPE C.1m

FLOOR:

1st
2nd
3rd
4th

APARTMENT NR:

101, 102

AREA SCHEDULE:

FLOOR AREA	61m ²
BALCONY	4m ²
TOTAL AREA	65m ²

ROOM BREAKDOWN:

1	Kitchen
2	Living Room
3	Balcony
4	Bedroom 1
5	En Suite 1
6	Bedroom 2
7	En Suite 2



UNIT TYPE D

FLOOR: APARTMENT NR:

1 st	110, 113, 115, 117
2 nd	212, 215, 217, 219
3 rd	312, 315, 317, 319
4 th	412, 415, 417, 419

AREA SCHEDULE:

FLOOR AREA	64m ²
BALCONY	7m ²
TOTAL AREA	71m ²

ROOM BREAKDOWN:

1	Kitchen
2	Living Room
3	Balcony
4	Bedroom 1
5	En Suite 1
6	Bedroom 2
7	En Suite 2



UNIT TYPE Dm

FLOOR: APARTMENT NR:

1 st	109, 111, 116
2 nd	211, 213, 218
3 rd	311, 313, 318
4 th	411, 413, 418

AREA SCHEDULE:

FLOOR AREA	64m ²
BALCONY	7m ²
TOTAL AREA	71m ²

ROOM BREAKDOWN:

1	Kitchen
2	Living Room
3	Balcony
4	Bedroom 1
5	En Suite 1
6	Bedroom 2
7	En Suite 2



UNIT TYPE E

FLOOR: APARTMENT NR:

1 st	
2 nd	227
3 rd	327
4 th	427

AREA SCHEDULE:

FLOOR AREA	117m ²
BALCONY	4m ²
TOTAL AREA	121m ²

ROOM BREAKDOWN:

1	Kitchen
2	Dining Area
3	Living Room
4	Balcony
5	Bedroom 1
6	En Suite 1
7	Bedroom 2
8	En Suite 2
9	Bedroom 3
10	En Suite 3



UNIT TYPE Em

FLOOR: APARTMENT NR:

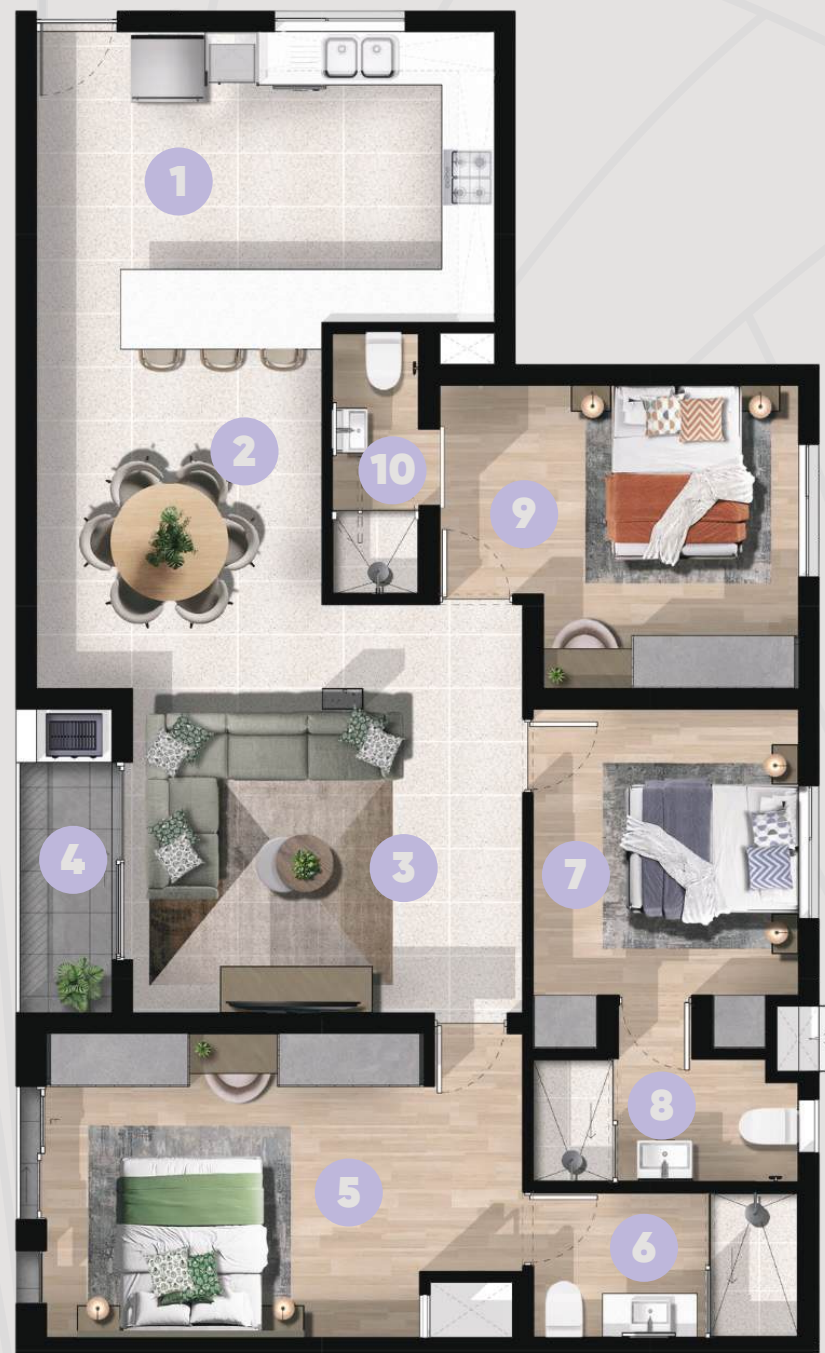
1 st	
2 nd	203
3 rd	303
4 th	403

AREA SCHEDULE:

FLOOR AREA	117m ²
BALCONY	4m ²
TOTAL AREA	121m ²

ROOM BREAKDOWN:

1	Kitchen
2	Dining Area
3	Living Room
4	Balcony
5	Bedroom 1
6	En Suite 1
7	Bedroom 2
8	En Suite 2
9	Bedroom 3
10	En Suite 3



UNIT TYPE F

FLOOR: APARTMENT NR:

1 st	118
2 nd	220
3 rd	320
4 th	420

AREA SCHEDULE:

FLOOR AREA	112m ²
BALCONY	10m ²
TOTAL AREA	122m ²

ROOM BREAKDOWN:

1	Kitchen
2	Guest WC
3	Living Room
4	Balcony
5	Bedroom 1
6	En Suite 1
7	Bedroom 2
8	En Suite 2
9	Bedroom 3
10	En Suite 3



UNIT TYPE Fm

FLOOR: APARTMENT NR:

1 st	108
2 nd	210
3 rd	310
4 th	410

AREA SCHEDULE:

FLOOR AREA	112m ²
BALCONY	10m ²
TOTAL AREA	122m ²

ROOM BREAKDOWN:

1	Kitchen
2	Guest WC
3	Living Room
4	Balcony
5	Bedroom 1
6	En Suite 1
7	Bedroom 2
8	En Suite 2
9	Bedroom 3
10	En Suite 3



UNIT TYPE G

FLOOR: APARTMENT NR:

1 st	103
2 nd	205
3 rd	305
4 th	405

AREA SCHEDULE:

FLOOR AREA	95m ²
BALCONY	4m ²
TOTAL AREA	99m ²

ROOM BREAKDOWN:

1	Kitchen
2	Dining Area
3	Living Room
4	Balcony
5	Bedroom 1
6	En Suite 1
7	Bedroom 2
8	En Suite 2
9	Bedroom 3
10	En Suite 3



UNIT TYPE Gm

FLOOR: APARTMENT NR:

1 st	123
2 nd	225
3 rd	325
4 th	425

AREA SCHEDULE:

FLOOR AREA	95m ²
BALCONY	4m ²
TOTAL AREA	99m ²

ROOM BREAKDOWN:

1	Kitchen
2	Dining Area
3	Living Room
4	Balcony
5	Bedroom 1
6	En Suite 1
7	Bedroom 2
8	En Suite 2
9	Bedroom 3
10	En Suite 3





Artist Impression

BOOSTING PORTFOLIO PERFORMANCE

Iconic has been designed to meet exactly what today's urban market demands. Apartments are priced from R1 259 000 million to R3 800 000 million, offering a range of studio, 2 and 3 bedroom units that cater to multiple tenant profiles and buyer strategies. Iconic offers flexible entry points without compromising on quality or location.

ICONIC'S KEY INVESTMENT DRIVERS:

- *Contemporary, low-maintenance apartments ideal for lock-up & go living*
- *Fibre-ready homes with smart prepaid water and electricity meters*
- *Essential solar and water backup, reducing operational risk and appeal to tenants*
- *Competitive levies, bond and transfer costs included**
- *Secure estate living with lifestyle amenities that enhance rental desirability*



Artist Impression





UNIT
1-22



A TRULY ICONIC LIFESTYLE

Residents of Iconic can step straight into the rhythm of Johannesburg's urban culture, where ambition, creativity and city energy intersect. With secure, lock-up & go apartments, 24-hour security and well considered shared spaces, the development supports both focus and flow, while its position between Melrose, Rosebank and Illovo places residents at the centre of the city's business pulse, street art, design, nightlife and café culture.

THE ATRIUM IGNITING LIGHT AND LIFE

At the heart of Iconic rises a striking atrium that gives the building its breath and its identity. Flooded with natural light, this airy, vertical space draws sunshine deep into the architecture, softening the urban edge with warmth and clarity while lush internal landscaping introduces layers of green that calm and uplift. The atrium becomes a living connection point where residents cross paths, gather and feel part of a shared address.



CENTRAL TO CONVENIENCE AND LONG-TERM VALUE

Iconic is positioned at the centre of Johannesburg's most reliable investment triangle, linking Sandton, Rosebank and Illovo. The established urban pocket of Melrose benefits from constant demand driven by business hubs, transport access, retail density and lifestyle convenience.

LOCATION DRIVERS FOR INVESTOR VALUE:

- **Gautrain Connectivity** - Close proximity to both Rosebank and Sandton Gautrain stations, connecting tenants to the CBD, OR Tambo International Airport and major business districts.
- **Major Retail & Lifestyle Destinations** - Easy access to Rosebank Mall, Sandton City, Hyde Park Corner and Melrose Arch, offering premium shopping, dining and entertainment.
- **Employment & Business Nodes** - Neighbouring Sandton CBD, Rosebank commercial precinct and Illovo business district, home to corporate offices, financial institutions and creative industries.
- **Education & Medical Facilities** - Surrounded by top private schools, tertiary institutions and leading medical facilities, supporting long-term residential demand.
- **Established, Low-Risk Suburb** - A mature, well-maintained area with limited new land supply, reinforcing capital preservation and sustained rental desirability.





Artist Impression

DEVELOPING TRUST SINCE 1993.

Craft Homes™ is a proven residential developer with over three decades of experience delivering quality projects across South Africa. Backed by the Abcon Group, the company benefits from a diversified skill base and a fully integrated model encompassing development, construction and sales, enabling strong project control and risk management. Craft Homes™ actively invests as a shareholder in its developments, aligning interests with partners and investors while unlocking sustainable, long-term value.

ON SHOW

Saturday & Sunday: 12PM – 5PM
Wednesday: 12PM – 4PM

GET IN TOUCH

Our friendly Craft Homes™ sales team is ready to take your call or to connect online.
info@crafthomes.co.za | crafthomes.co.za | 08600 272 38

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