



FCJ NEWS - APRIL 2024

FCJ at the RE/MAX Real Estate Conference & Expo

From left: Dirkette Cooper (Corporate Secretary - FCJ), Peta-Gae Soltau (Public Relations Officer - FCJ), His Worship the Mayor Andrew Swaby (Kingston & St Andrew), Fabian Brown (Director - FCJ), Kirk Benjamin (Director - FCJ) and Dara Smith (Marketing & Communications Manager - FCJ)

PROVIDERS OF SPACE

FCJ was one of 40 exhibitors at the first staging of the RE/MAX Real Estate Conference & Expo held at The Pegasus Hotel between April 14 - 16, 2024.

Branded 'THE' premier real estate expo in Jamaica, the three-day event featured local and international real estate professionals who engaged in fireside chats and panel discussions. They shared insights on happenings within the real estate industry as well as the opportunities that exist in the market for both buyers and sellers of real estate.

As a provider of premier commercial space, FCJ saw the benefits involved in participating in this event. This includes the opportunity to network with real estate connoisseurs, investors, stakeholders and potential clients for our projects.

As part of our strategic marketing objective to raise awareness of the company's major projects, we focused on highlighting 3 of our major projects, namely Naggo Head Integrated Business Centre, Morant Bay Urban Centre and Boundbrook Phase I.



Dara Smith, Marketing & Communications Manager speaking with an attendee to the FCJ booth.

With the use of audio visual equipment, we displayed the concept videos over the 3 days of the conference which captured the attention of persons in attendance wanting to know more about our company and our projects.

Over fifty (50) persons visited our booth during the 3 days event. From those visits, twenty-five (25) persons expressed interest in one of more of our projects, as well as properties for lease and divestment. The others expressed general interest in FCJ.



Team FCJ (from left): Shantal Brown (Client Service Officer), Peta-Gae Soltau (Public Relations Officer), Oshean Campbell (Client Service Manager) and Dara Smith (Marketing & Communications Manager)



Lyttleton ‘Tanny’ Shirley ,FCJ Chairman (right) in an interview with the Team at Power 106 FM.

Mr Lyttleton ‘Tanny’ Shirley, FCJ Chairman participated in a live outside broadcast with Power 106 FM. In his interview, Mr Shirley spoke about the Morant Bay Urban Centre and how the recent site tour hosted by the Prime Minister Andrew Holness lead to an increase in calls and queries from businesses wanting to get space.

Mr Shirley also spoke of Morant Bay Urban Centre - Phase II, to be built on an additional ten (10) acres of land which was acquired. On that ten (10) acres, he advised that FCJ will be “carving out a piece of it to do what you call a Community Micro Business Park to facilitate small businesses.”

FCJ looks forward to participating in more of these events as we build awareness of our products and services.

