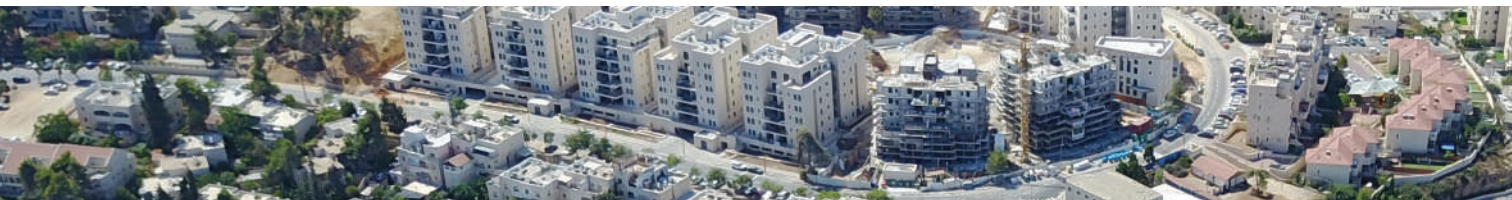




The Oldest Haredi City

Doubles in Size



8.41 Minutes away from Jerusalem to Telz Stone | Marketing of Property



Mevuot Yerushalayim

Not leaving the city

Located in a prime location among the hills of Jerusalem, in the heart of the community of Telz Stone and the Torah-based community beating within, a residential project will be built to provide a perfect solution for young couples, for people looking to improve their housing and for every family, in the midst of the intoxicating landscapes of Jerusalem, at the point where the Judean mountains meet with the entrances of the Plains and the hills of the holy city of Jerusalem.

The Mevuot Yerushalayim residential project sets a new standard in an ultra-Orthodox living. On the one hand, is not located in the expensive and bustling city while on the other hand is not located within short distance from the heart of Jerusalem.



Located near the highway leading to the capital, Telz Stone is the only town of its kind in Israel. The uncompromising ultra-Orthodox community, on the one hand, and the fascinating human diversity on the other, makes the community a center of attraction for tens and hundreds of families, people looking to upgrade their residence, young couples, families from Israel and immigrants from many countries.

The yeshivas, the Kollels and the Torah institutions, flourish and prosper throughout the town, illuminating the lives of the residents with the light of Torah. Members of the yeshiva who build their homes in the town, Telz-Stone is a current center of ultra-Orthodox life but also as a future for the ultra-Orthodox community in the Jerusalem envelope.



Tezel-Stone is located in the best location in the country, within minutes from Jerusalem and the country's main highway, and less than half an hour's drive to Bnei Brak and central Israel. Public transportation is efficient and accessible to every ultra-Orthodox center in the country.

All educational institutions are located close to home and close to the heart. Consumerism, shops, health and community services are accessible and available, complementing the perfect fabric of Torah and community life. Living in Telz-Stone means enjoying a quality community, a flourishing ultra-Orthodox-based culture, without sacrificing the highest quality and prestige!

It is exactly at this location that the prestigious "Mevo'ot Yerushalayim" project is being built, offering you optimal deal: uncompromising top quality housing in the best location on the map.

Your home will be built here,

At Mevuot Yerushalayim!

3 Stages

1

**Why is
agricultural land worthwhile?**

2

**What are the chances
that the land will be released?**

3

Costs and profits

(Based on assessor's report 10/2017)



What is agricultural land?

'Agricultural land' is a land whose uses permitted under the outline plans are agricultural in nature, and whose designated use has been converted to construction.

Why is it more worthwhile?

The value of agricultural land in Telz-Stone is significantly lower than the land available for immediate construction. Furthermore, the fact that the land is adjacent to an existing town accelerates the thawing process and significantly increases the chances of planning - an arrangement that allows immediate construction without waiting.

To whom does the land belong?

The land is privately owned and registered in the Land Registry (the advantage - no taxation to the manager)

Owner - Mandela S. Real Estate Marketing & Commerce Ltd



**Who should buy
agricultural land?**

What are the chances of the land being thawed?

Reference



The area appearing in NOP (National Outline Plan) 35 – the government will designated the land for combination conservation residential plan.

תכנית מתאר ארצית משולבת לבנייה, לפיתוח ולשימור

תמ"א 35

שינוי מספר 1

הוראות התכנית

אושר ע"י הממשלה - יוני 2016

יישוב	מרכז	נפה	אמין היישוב
קרית יערים	שמור משולב	ירושלים	מיוחד

בסעיף 6 - הוראות תכנון כלליות:


6.1.2 בינוי צמוד דופן בתכנית מקומית: תכנית מקומית במרכז שמור משולב או במרכז חופי, המשנה את ייעודו של שטח שאינו מיועד לבנייה לשטח המיועד לבנייה, תפקיד רק אם השטח שונה ייעודו חינו צמוד דופן לשטח המיועד לבנייה בתכנית מקומית תקפה.



Government Decision of 2016 – Expansion of Construction in Kiryat Ye'arim.

As part of the solution to the housing shortage for the ultra-Orthodox public, a decision was made to double the size of the ultra-Orthodox city of Telz-Stone, Kiryat Ye'arim

Reference



משרד ראש הממשלה
Prime Minister's Office

[משרד ראש הממשלה](#) [מזכירות הממשלה](#) [החלטות הממשלה](#) 2016
תכנון ושיווק מקרקעין לאוכלוסייה החרדית

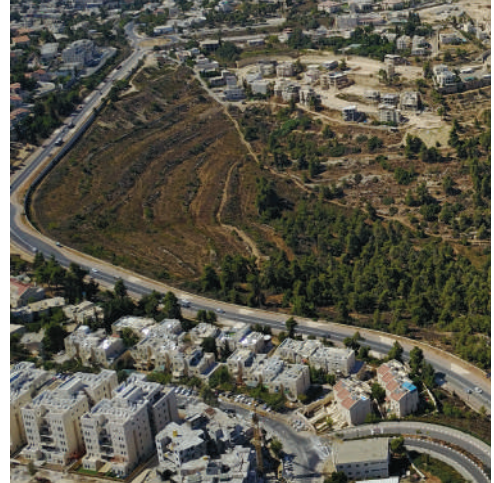
מזכירות הממשלה
החלטה מספר 82/דר' של ועדת שרים לענייני תכנון, בניה מקרקעין ודיר ("קבינט הדיר") מיום 25.07.2016 אשר צורפה לפרוטוקול החלטות הממשלה וקבלה. תוקף של החלטת ממשלה ביום 11.08.2016 ומספרה הוא 1823 (דר/82) הממשלה ה - 34 בנימין נתניהו

נושא ההחלטה
תכנון ושיווק מקרקעין לאוכלוסייה החרדית

מחליטים
על מנת לקדם יצירת פתרונות דיר ייעודיים למגזר החרדי במגזן דרכים, לרבות ציפוף אזורי יישוב חרדיים והרחבתם, ככל הניתן, הקמה או הרחבה של שכונות חרדיות בערים הטרוגניות והקמת ערים חרדיות, ומכאן אומדן צרכים העומד על כ-200,000 פתרונות דיר הנדרשים למגזר החרדי עד לשנת 2035, למקוטט בצעדים המפורטים להלן:

1. קביעת יעדים תלת-שנתיים לתכנון ושיווק מקרקעין
א. לקבוע כי בין השנים 2016 - 2018, יעמדו יעדי תכנון ושיווק מקרקעין עבור האוכלוסייה החרדית, כדלקמן:
יעד תכנון – 19,500 יחידות דיר בשנים 2016 - 2018
יעד שיווק – 15,000 יחידות דיר בשנים 2016 - 2018
2. מיצוי פוטנציאל ההתרחבות של ריכוזים חרדיים קיימים
א. להטיל על מנכ"ל משרד הבינוי והשיכון, בתאום עם מנהל רשות מקרקעי ישראל, לבצע מיפוי חסמים לתכנון ושיווק מקרקעין בריכוזים החרדיים הקיימים. בתוך 90 ימים יבא לפני שר הבינוי והשיכון דו"ח בדבר חסמים כאמור, הכולל מתווה לפתרון כל אחד מהחסמים, עלויות ומשכ.
- ב. להטיל על מנכ"ל משרד הפנים לבחון הקמת ועדת גבולות וחלוקת הכנסות בכל אחד מהיישובים הבאים: **קרית יערים**, רכסים, בית שמש ואלעד. באשר ליישובים מודיעין עילית, ביתר עילית וכוכב יעקב-תל ציון, יפעל שר הפנים לבחינת שינוי הגבולות, באישור אלוף פיקוד המרכז. מסקנות הבחינה יבאו לפני קבינט הדיר בתוך 120 ימים.

Approval of the Minister of the Interior for the expansion of Kiryat Yearim borders and the annexation of territories from the Mateh Yehuda Regional Council. A recommendation to be submitted for approval by the National Planning and Building Council for Priority Housing Complexes]



Reference

ד. כפי שנמסר למשרד הפנים, העמדה המועדכנת של מטה הדיור במשרד האוצר היא כי הוא מעוניין לבחון חלופות שונות, כולל אפשרות לותמ"ל, לשם התמודדות עם הביקושים הגדלים לדיור בקרית יערים.

לאחר שהמלצות הוועדה הוצגו בפני, כולל עמדת המיעוט, ולאחר ששמעתי את גורמי המקצוע במשרד ובחנתי את מכלול השיקולים בנושא, וכן את ההסכמים שנחתמו בין הצדדים המעורבים, הנני ממליץ לשר הפנים לאמץ חלקית את המלצות הוועדה, ולהעביר את שטח השיפוט לקרית יערים מיד, ומבלי להמתין לשינוי תכנית המתאר המחוזית.

בכבוד רב,

מרדכי כהן
המנהל הכללי


אריה מנכופי דרעי
שר הפנים

הנני מאשר את המלצות המנכ"ל

חתימה: י. כ.

2017 כ. כ.

What is NPBCPH?

The National Planning and Building Council for Priority Housing Complexes

What is the power and advantages of NPBCPH?

Streamlined approval of the urban building plan without a district and local committee. (A government body on behalf of the Ministry of Finance)

Prerequisites for approval and NOP:

1. Government Decision Dr. 82
2. "Adjacent to Kiryat Ye'arim" land is therefore the first land to be thawed in the Kiryat Ye'arim area.
3. Over 750 residential units.
4. Assurances of MKs - Interior Minister MK Deri (Shas), Moses (United Torah Judaism), Malchieli (Shas) and Deputy Minister of Education Porush (Agudath Israel) to resolve the housing shortage .

5. Tito Bauman Architects - The company plans and oversees the land, experts in filing with NPBCPH with an extensive track record and successes in previous filings for thousands of residential units.

In a special tour conducted by the head of the Yehadut Hatorah faction in the area of the project, which is supposed to double Telz-Stone, Moses said: "Hamechir le Mishtaken (Housing Lottery) cannot be an ultra-Orthodox solution. The solution to the housing shortage can only come from the expansion of ultra-Orthodox cities."

In a special tour conducted this week by MK Michael Malchieli in the expansion area of Kiryat Ye'arim (Telz-Stone), the Knesset member promised that he and his colleagues in Shas would work to expedite the approvals process so that this housing solution would be available in the next several years.

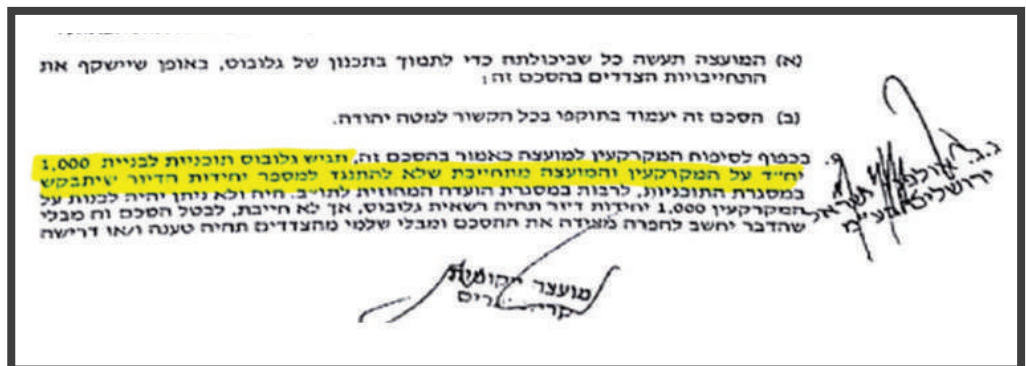
LPBC

1,000 units



The Telz Stone Council signed an agreement with the landowners to approve the construction of a minimum of 1,000 units.

Reference

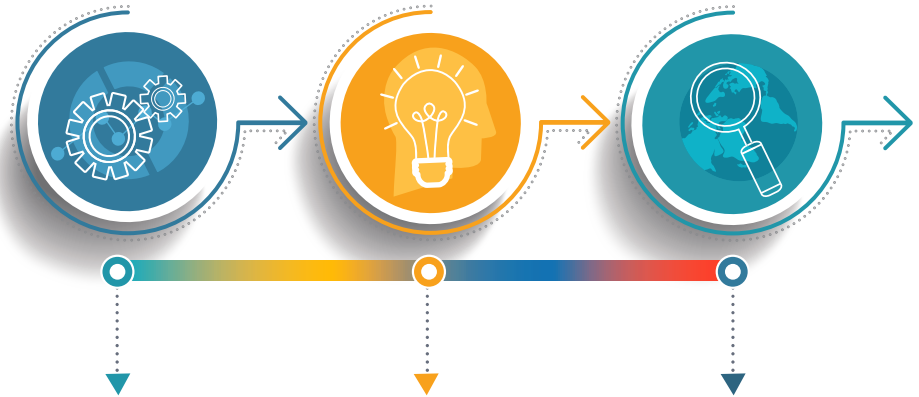




Field images

Costs and Profits

3



Costs

4,000 NIS

Attorney representing
the buyers

law firm

(MGR -Metzner Goldstein Rebbe)

9,000 NIS

Purchase tax

159,000 NIS

Property right
100 square meters

(Registration with Land Registry Bureau)

Securing buyers money until after registration with the Land Registry Bureau

Profits

**Following approval and NOP land value increases to NIS 580,000.
Land sale:**

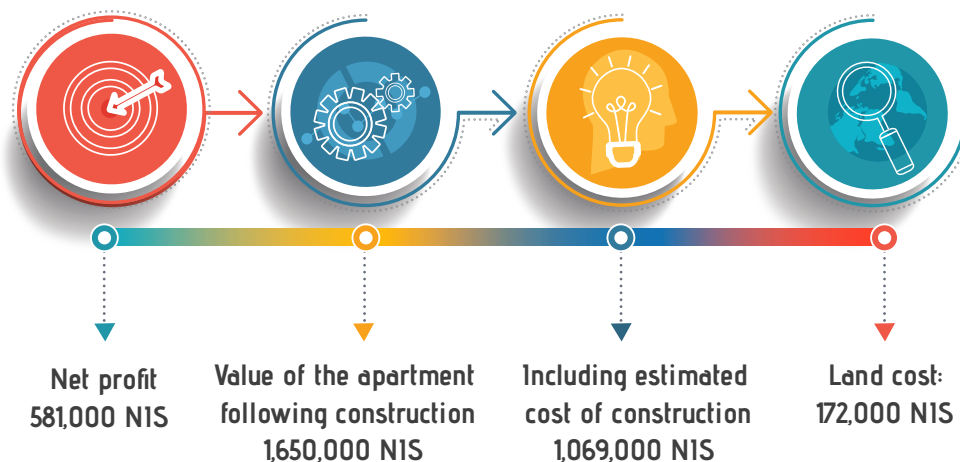
Net profit
328,000 NIS
Approximately 190%

Sale at:
580,000 NIS

Betterment tax:
Approximately 80,000 NIS

Land cost:
172,000 NIS

****Estimate according to the assessor's report**



**Delivery
of Keys**

Who are we?

Mevuot Yerushalayim has been specializing in marketing and real estate development for decades enjoying a sterling reputation for its professionalism and success in dozens of projects throughout the country. The real estate developers managing the company have been assisting land buyers from the moment of investment and until delivery of possession. The company has many successful projects in Jerusalem, Givat Ze'ev, Ramla and Ariel. In the Ariel, buyers have just received the apartment only four years after the tender was published.

Mevuot Yerushalayim specializes in identifying potential real estate, smart and solid investments, land betterment and land sale to buyers, modification of the urban building plan, management of all bureaucratic issues, until building permits are granted.

A large top quality professional team was chosen for each and

every project, each adapted to the particular project. For example, in the city of Ariel, the team of architects who spearheaded the construction, professionals who are familiar with the UBP modification procedures, people who have direct contact with the decision makers on various committees, etc. The company makes professional and skilled decisions from the first stage of the land improvement process and to connecting with the right contractors who are thoroughly familiar with the area in question, and that can provide optimal results with the latest and most advanced standards.

Mevuot Yerushalayim is managed by Lt. Col. Menachem Sheinberg, a resident of Ma'ale Mikhmash and a grandfather. Menachem (Mandela) Sheinberg has an extremely impressive track record in the field as well as extensive experience in managing tourism and real estate projects in Israel and abroad. As part of his expertise in project

management and promotion, Sheinberg was chosen to manage the director of "Lev Ha'Aretz" of the Ministry of Tourism for seven years, and was in charge of promoting tourism projects in Jerusalem and its surrounding areas.

For the project involving the doubling of Telz-Stone, Mevuot Yerushalayim recruited the most professional experts and professionals in Israel in land planning modifications in agricultural land. For this purpose, Yoni Cohen – former CEO of the Kiryat Arba-Hebron Economic Corporation, was hired. Cohen has an impeccable reputation in construction and development of hundreds of residential units. For some of the planners of the UBP modification, the company has hired the prestigious architectural firm of Tito-Bauman, which has been specializing for many years in modifying urban building plan and construction, and in the last two years has been working with the Local Planning and Building

Committee. The company has extensive and successful experience in obtaining the approvals of thousands of residential units that have undergone modification in the LPBC and in leveraging these types of projects.

Mevuot Yerushalayim is approaching this project after a thorough and serious examination by the leading experts who unanimously stated that the company's investment in recruiting experts and lenders is worthwhile and attractive. Even before the decision to purchase the land and to work together with the extensive professional team to obtain permits, "The project also recruited a talented and young team that reflects action, reliability and uncompromising professionalism that will work with buyers and investors alike.



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