

SPOTLIGHT

on Business Woman



Toni Mackrell is a wife, mother of three children, business woman and a highly motivated and goal orientated individual. Her passion is marketing, people and networking. This has led her to be involved in various community initiatives in the Jhb South area where she grew up, lives and works.

She currently co-owns and runs the Seeff JhbSouth Master License for the Jhb South, Alberton and Soweto area with her husband Shawn, which now boasts 15 branches and over 120 professional estate agents, ensuring people make the Smart Move when looking to buy, rent or sell a home.

Toni's mission is to assist and help businesses in Jhb South to promote and market themselves by supporting one another through networking and affordable creative avenues. Her strength lies in constantly supporting and connecting residents with businesses whilst helping non-profit organisations to market themselves via her various fundraising and networking events, fun days and workshops.

Toni assists her mom Tina Booysen with the marketing of Rietvlei Zoo Farm, a project that is close to her heart. Toni's vision is to ensure that Rietvlei Zoo Farm serves the community with education, recreation and family outdoor activities.

Toni is also the proud founder and owner of the womans' networking forum Woman@work that now boasts approximately 4000 members.

Due to the demand in the Jhb South area, she recently launched a new business called www.jhbsouth.co.za, which is a community networking website and directory that connects residents, businesses and organisations in the South of Johannesburg and Alberton area, working and living as "One Community", building a South we can all be proud of.

Living by the Eleanor Roosevelt quote: "Alone we are a drop, together we are an Ocean", Toni's goal is to place Jhb South on the map.

Toni enjoys triathlon training and road running in her spare time and her goal is to complete the Energade Triathlon series this year and run the Two Oceans half marathon next year.

