

 PRAGMA
BUILD EASY



Making
Homeownership

Attainable

Since 2009



PRAGMA

BUILD EASY

About Us

Pragma is a proudly family-run company dedicated to making housing more accessible in Hamilton's growing neighborhoods. With over 15 years of experience and 1000+ homes built, we combine expert local knowledge with a commitment to building strong, vibrant communities.

We believe in delivering superior quality at a great price, with transparent, full-turnkey service and exceptional customer support throughout the entire journey. At Pragma, we're not just building homes, we're helping families create a brighter future.



01

Mission

To be the one-stop shop for homebuyers, providing a transparent, accountable path to homeownership for all. We empower our clients with expert guidance and tailored financial solutions while challenging the status quo. Through corporate responsibility and strategic collaborations, we strive to uplift individuals, families, and communities, delivering mutually beneficial outcomes for every stakeholder.

02

Vision

To be the leading catalyst for positive change in the housing market, fostering a future where first-time homebuyers are equipped with the tools, resources, and support they need to succeed. We envision a thriving community in Hamilton and beyond, where accessible housing, strong infrastructure, and vibrant neighborhoods create lasting opportunities for everyone.

Our Story

Established in 2009, Pragma brings over 15 years of development experience in Hamilton and has delivered more than 1,000 homes across the region. As a family-owned business specialising in Kirikiriroa, we are committed to creating positive and lasting outcomes for our local community.

We have worked closely with Community Housing Providers and lease residential and commercial properties to not-for-profit organisations, including charitable housing providers. Our long-term objective is to continue strengthening our community involvement through developments that deliver meaningful social impact.

In addition to residential development, Pragma has expanded into the hospitality sector. We currently operate three motels, with one opening soon and two further projects in progress. These accommodation services support a range of visitors and residents, contributing to Hamilton's evolving housing and community needs.

Above all, we are driven by a commitment to applying our expertise, local relationships, and resources in ways that give back and support the future of our city.



- Pragma Homes
- Rent Easy
- Maintain Easy
- Pragma Hospitality
- Pragma Catering
- Ruakura Industrial Park

OUR STRATEGY

Our strategy to implement and deliver on our vision, covers five key areas:

1. UNLOCKING UNDERUTILISED LAND

We target underutilised sites near existing infrastructure and transport networks, particularly areas where current housing is no longer fit for purpose. By investing in locations other developers may overlook, we regenerate neighbourhoods and create vibrant, higher-quality living environments.

2. HEALTHY HOMES, HEALTHY PEOPLE

We build warm, dry, modern homes designed to meet Healthy Homes standards and future demand. Through trusted supplier partnerships and smart material choices, we ensure our homes are affordable to build, maintain, and run. This contributes to healthier people and helps ease long-term pressure on the health system.

3. CREATING SUSTAINABLE NEIGHBOURHOODS

Our developments are designed to last for generations. We incorporate appropriate covenants, low-maintenance design, fibre-ready connectivity, and access to essential infrastructure to support thriving communities.

4. PARTNERING FOR BETTER OUTCOMES

We work collaboratively with local partners to deliver innovative and responsible housing solutions. Our integrated recycling system, for example, reduces construction waste and supports sustainable building practices.

5. STRENGTHENING COMMUNITY WELLBEING

Every development is designed to enhance social connection, environmental responsibility, and long-term resilience, contributing positively to Hamilton's growth and future.



Unlocking potential



Enabling Accessible Home Ownership



Delivering shared outcomes



Design Principles



Our developments are guided by key design principles that ensure high-quality, integrated residential environments:

Planning & Integration

Our developments are carefully designed to connect with existing transport links, infrastructure, and natural surroundings,

Public Spaces

We prioritise safe access, strong connections, and welcoming shared spaces that support community life for people of all ages.

Community Identity

Our projects respect and enhance the character of each area, fostering pride, diversity, and a strong sense of belonging.

Sustainability

Sustainability guides our design decisions, balancing environmental, social, and economic outcomes to support long-term resilience and positive neighbour relationships.

Form, Layout, Location

Developments complement surrounding character and landscape while providing central access to bus routes, markets, and all levels of schooling.

Access & Circulation

Safe and integrated transport networks support commuting by car, walking, cycling, and public transport.

Social & Economic Infrastructure

Lots are designed to provide quality outdoor space with low upkeep, with opportunities for community gardens and vegetable patches to promote wellbeing.

Character & Identity

Developments enhance the unique sense of place within the Enderley area, strengthening neighbourhood gateways and local identity.

Design Quality & Amenity

We provide a 12-month post-defect review and a 10-year structural guarantee on our durable, low-maintenance homes, which are designed to last over 50 years. Guidance is provided for long-term care & upkeep.

Community & Environmental Wellbeing

Our proposals enhance access to existing infrastructure and foster thriving neighbourhoods, guided by sustainable practices that promote efficient resource use and integrated communities.

Ngaruawahia

- 1 25 Galbraith Street

Rototuna North / Flagstaff

- 1 3 Woodland Drive
- 2 126 Horsham Downs Road
- 3 225 Horsham Downs Road
- 4 247 Horsham Downs Road
- 5 261 Horsham Downs Road

Te Rapa / Pukete / St Andrews

- 1 46 Karewa Place

Newton

- 1 38 Rotokauri Road
- 2 3 Rotokauri Road
- 3 47 Rotokauri Road
- 4 Brymer Estate

Chartwell/Enderley/Fairfield

- 1 10 Ngaere Avenue
- 2 1-13 Shakespeare Avenue
- 3 145 Powells Road
- 4 61 Holland Road
- 5 1 Cowen Place

Hamilton Central

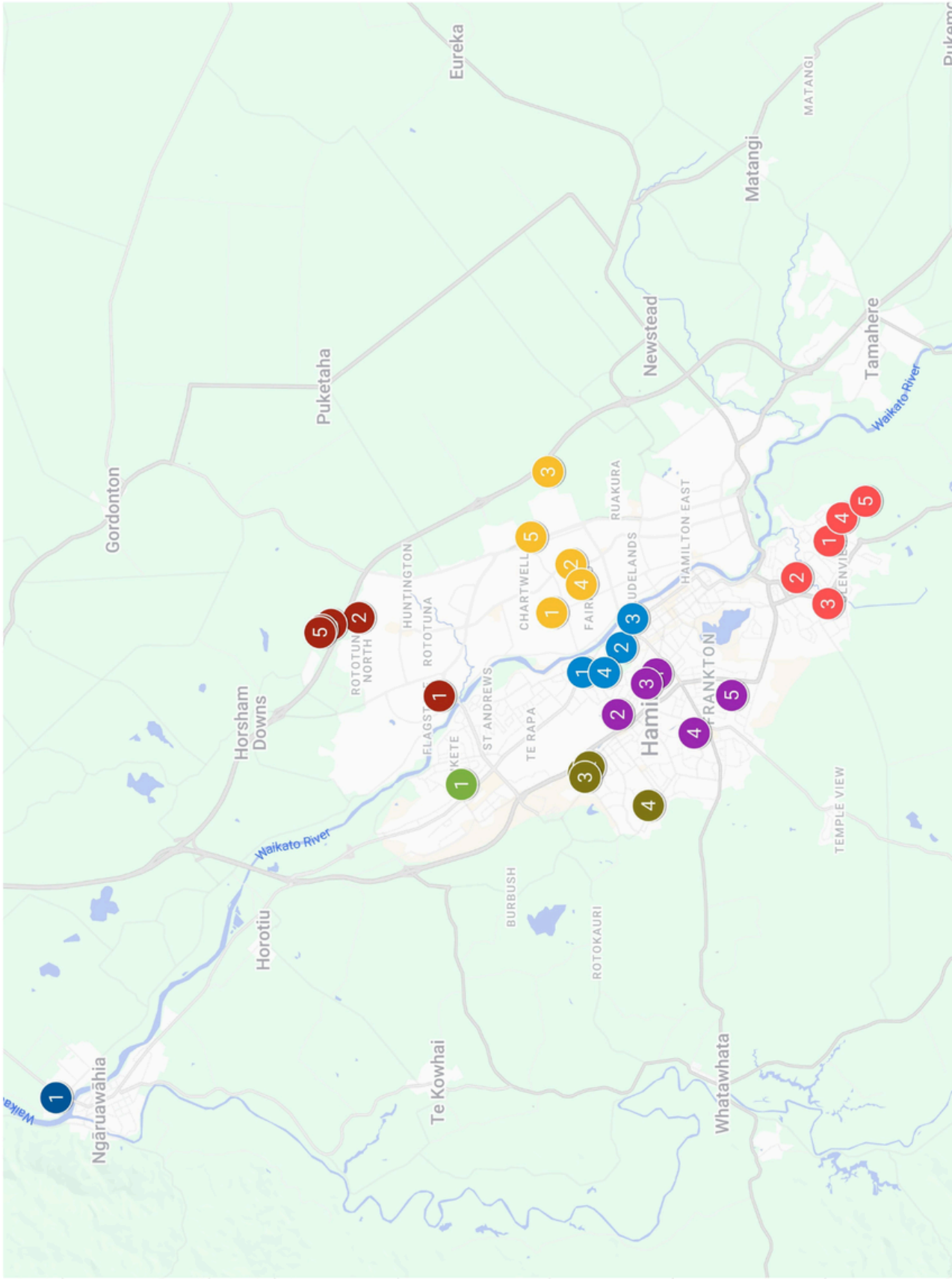
- 1 160-162 Te Rapa Road
- 2 250 Ulster Street
- 3 8 Liverpool Street
- 4 25 Darley Street

Glenview / Deanwell

- 1 14 Ridgeway Place
- 2 62 Pine Ave. Hamilton
- 3 23 Morrison Crescent
- 4 42 Ladeira Place
- 5 104 Hall Road

Dinsdale / Frankton / Western Heights

- 1 73 Norton Road
- 2 16 Walsh Street
- 3 9 Wha Street
- 4 16 Johnson Street
- 5 58 Higgins Road



A closer look at all of Pragmas's past and present developments.

Hamilton's Preferred Builders

Empowering Homeownership. Unlocking Financial Freedom. Leading Change in Hamilton.



Pragma Homes is a family-owned company, proudly rooted in Hamilton. As a multifaceted developer, we deliver full turnkey homes designed with quality, comfort, and accessibility in mind. From residential builds to community-focused developments, our work supports first-time buyers, seasoned investors, and the future of Hamilton itself.

At Pragma, we're not just building homes, we're shaping neighborhoods, supporting growth, and helping families create a brighter future.



What We Do?

Simplicity | Quality | Community

- We simplify homeownership. Pragma Homes provides full turnkey solutions that take the stress out of buying and building your home in Hamilton's growing neighborhoods.
- We combine over 15 years of experience with deep local knowledge to deliver quality homes at great prices, supported by transparent communication and exceptional customer service throughout the entire process.
- Our projects play a key role in transforming the city's landscape, contributing to thriving communities and a stronger regional economy.

Why Choose Us?

Superior quality homes built to last
Transparent, full turnkey service with no hidden costs
Exceptional customer support from start to finish
Family-owned and deeply committed to uplifting Hamilton communities

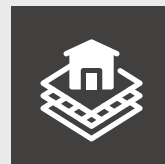
Backed by a 10-year Halo guarantee for peace of mind
NZCB Certified builds ensuring the highest construction standards

Our Services



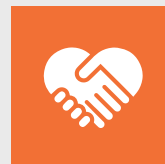
Full Turnkey Homes

built with Local Suppliers for Quality You Can Trust



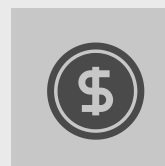
Land Development

in expertly selected areas in Hamilton



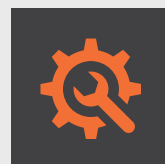
Personalized Support

to guide you through every step



RentEasy Platform

for easy and hassle-free, smart investment



Maintenance & Aftercare

to keep your home in top condition

Hamilton's Preferred Builders

Empowering Homeownership. Unlocking Financial Freedom. Leading Change in Hamilton.



A look at some of our past and current projects

Pragma Rise



A vibrant residential development featuring over 136 houses/apartment complexes, housing close to 200 people. Future plans include apartment buildings and a motel.

Horsham Downs



This subdivision is expected to have over 1,000 houses. To date, we have completed 6 stages (100 units). Stage 7 is currently being constructed.

Commercial Buildings



- Borman Village, Flagstaff: Medical centre, daycare centre, commercial offices, retail outlets, and second-storey apartments.
- Horsham Village: Six blocks including gym, medical centre, Asian grocery, and laundromat.

Community Projects



- Shakespeare Ave: Fully completed 45 unit facility leased to a charitable housing provider.
- Rifle Range Road: 24 two-bedroom facility for the elderly

Ruakura Industrial Park



This development consists of 50 lots across 15.9 hectares and will feature a range of commercial businesses, including a café, motel, storage units, and Hamilton-based suppliers.

Hospitality



- 65 Pembroke Street: This project has been designed to accommodate a 41-room corporate motel.
- 46 Karewa Place: Will feature a motel as part of a larger mixed use subdivision project.

Testimonials

Ziwa B.

Professional service that goes the extra mile, that makes you feel valued as a new home owner. Highly recommend their homes and services.



Alice L.

Pragma's professionalism expertise and dedication to their clients truly sets them apart. The whole process was run very smoothly



Shaping Hamilton, One Build at a Time