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Accredited Training Programmes:

First Time Buyer
Credit Literacy Initiative
Borrower Education
Financial Rehabilitation & Wellness

Meet Solly MolefeSechoaro, founder, director and powerhouse behind Setsmol.

Solly shares the secrets of his success.

Solly MolefeSechoaro's path to Setsmol of today is full of fascinating experiences, anecdotes and observations. A teacher by profession, the opportunity to study overseas and obtain a post-graduate degree at the Institute for Housing and Urban Development Studies in Rotterdam, Netherlands set the stage for Solly's future.

Back in South Africa Solly became involved with housing policy, and very quickly realised that there was a tremendous need for education about home / property ownership, in the post-apartheid communities of South Africa. This resulted in the establishment of Setsmol in 2002, with its focus on Housing Consumer Education.

Soon afterwards, FNB approached Setsmol seeking advice as to how to mitigate the non-payment of bonds. Setsmol devised Borrowing Education to address this. Other banks, the SA Lawyers Association, property developers, the mining industry and so on followed suit and the rest, they say, is history.

We ask Solly what initially attracted him to the Jozi SMME Hub, and why he has chosen to remain here, with all his success?

The 14 year old journey is a story of small beginnings, Solly elaborates. Setsmol actually started in a single backyard room in his parents home in Soweto where he grew up. It was a strategic decision to move to the Johannesburg SMME Hub located at 58 Marshall Street in Johannesburg CBD in 2004. As a young businessman, a host of business management training courses were on offer at the SMME Hub, which Solly saw as a major bonus and embraced wholeheartedly. He realized that he lacked critical experience and at the Hub he could easily attend courses, find mentors and receive the training he needed to successfully run Setsmol.

“Education and exposure is key. The very first time I was ever properly exposed to the formal business sector was here. Through the training and development I received at the SMME Hub, I built the confidence I needed to enter into the world of business.”

We ask Solly to share some of his personal wisdom, and some lessons he has learnt along the way to inspire other upcoming young entrepreneurs. A teacher at heart, firstly, education is key says Solly.

“Education, education, education and more education.”

Solly practices what he preaches and is currently studying for a Masters Degree in Business Management through Raizcorp.

The second critical element to success, continues Solly is passion. “For me my journey was tough,” he says, “I was tested. Without passion and drive I wouldn’t have survived.”

The third important element, is to identify a product or service that is in demand, and then to ask yourself if this aligns naturally to who you really are and to your God-given talents? Then you have to love what you do.

“What is important for me is asking myself, apart from making money, how am I really contributing to society?

Personally, I play a role in uplifting my community and my surroundings and this aligns with who I am as a human being. This fuels my passion.”



Solly has chosen to remain at the Jozi SMME Hub because, he is surrounded by his clients here. The Chamber of Mines is around the corner, Anglo American is across the road, Commercial Office Solutions is in the building, the Banking corporates are literally around the corner. Solly continues, “Relationships are easy to maintain because I am always in the vicinity - you never have to search for me. My clients can even walk to my office!”

“Staying in the Hub feels like home for me, I feel comfortable, my clients feel comfortable. The recently renovated boardrooms are at a high corporate level. So too is the high standard of my office. This is conducive to me remaining here and conducting my business here.”

Solly is tremendously proud that Setsmol, the brand is associated with its location at 58 on Marshall. “It’s cool to do business here. This is

where my big corporate clients come to from Sandton, they look around and are surprised to see all that is on offer under one roof.”

“Here we you will find a collective, surviving together,
and maximizing opportunities.
A family that shares and negotiates.”

Solly goes on to point out that although his big clients have branches all over the country, when he needs to visit their head offices they are: “Here, around the corner.”

“Passion, consistency, relationship building, location, growth.”
These are the elements of success.

We ask about social responsibility, and Solly’s eyes light up. Setsmol has adopted 30 students to mentor, from Soweto, to Alexandra, Orange Farm and other outlying areas. Twelve of these students are serious about starting businesses, and four are already up and running and making money. Setsmol also finds time to mentor a group of students from Maharaj College.

I am curious as to what Setsmol is focusing on at present. It is the Credit Literacy Initiative, an innovative new campaign that incorporates practical credit education. Participants learn from experts how credit scores are derived and create specific strategies to improve disposable income (eliminating over indebtedness) and improve their credit profile through the addition of positive credit, referred to as credit building, and removal of negative entries on their credit reports, commonly referred to as credit repair.

Finally we ask what the name Setsmol means and what is behind its slogan? “Sector educational and training services of Molefe. But it is also a combination of Sechoaro and Molefe or Setsmol.”

And the slogan?

“Do it right the fist time.”

Yes, indeed. ■