

PROPERTY MANAGEMENT

In today's competitive Real Estate industry, smart and visionary investors understand the vital need to take advantage of cutting edge innovations in order to stay ahead of their competition.

The founding root of fām's Vision & Mission has and will always be "to redefine what investors in the UAE expect of Real Estate agents; by treating our clients with uncompromising integrity and the market with unanticipated innovation".

fām's Property Management business model was born and handcrafted to satisfy and exceed our landlords' and tenants' expectations. Our services offer experienced consultancy through fundamental tech-driven market leading solutions.

The result? A well-preserved Real Estate asset that generates maximum return on investment.



TENANCY AGREEMENT

THIS TENANCY AGREEMENT is made on the 10th day of January 2018
Between the Party as specified in Section 1(a) of the Schedule hereto
And
The Party specified in Section 1(b) of the Schedule hereto (hereinafter called "the Tenant")
WHEREAS the landlord is the beneficial owner of all that parcel of the Premises
(hereinafter referred to as "the Demised Premises");
AND WHEREAS the landlord has agreed to let to the Tenant the Demised Premises
on the terms and conditions hereinafter appearing;
NOW IT IS HEREBY AGREED THAT



FACT

FACT CHECK

- 13 years in Dubai Market.
- The value of the inventory under management is around 3 Billion AED.
- The average occupancy of the assets under management is 95%.
- Average sales Revenue Per Year 51.7 Million Dirhams.

HANDOVER

An engineered thorough snagging is conducted; followed by detailed condition reports. We ensure our clients are receiving their property in top-notch condition. One that is ready to be rented or sold.



DETAILED PRICING STRATEGY

Each unit is individually priced after implementing its features into our logarithmic model. This eliminates the traditional market norm of "Average Pricing" which consistently results in overpriced units remaining vacant while underpriced ones are unable to generate their optimum ROI.



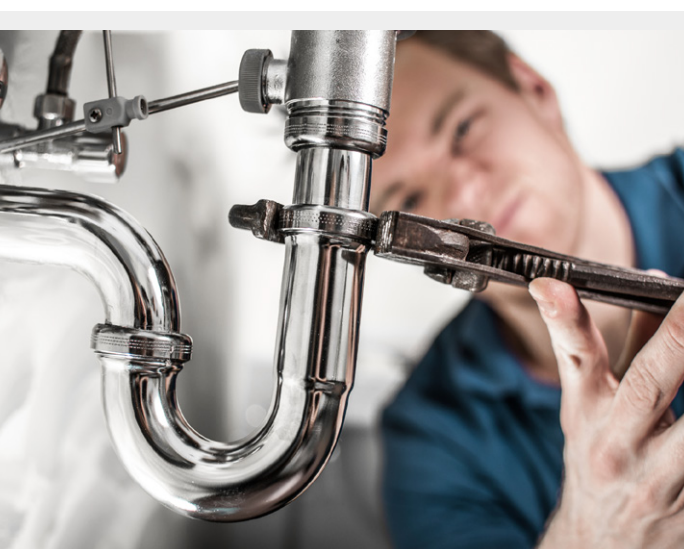


PREMIUM MARKETING

fäm's devoted multi-media team offers UHD photography, professional videos & our iconic 360° Virtual Tour concept. Such an interactive media is then promoted via our marketing channels; ranging from Google AdWords, Social Media, "smartly reached" newsletters and our prominent online platform on all trusted portals in the region.

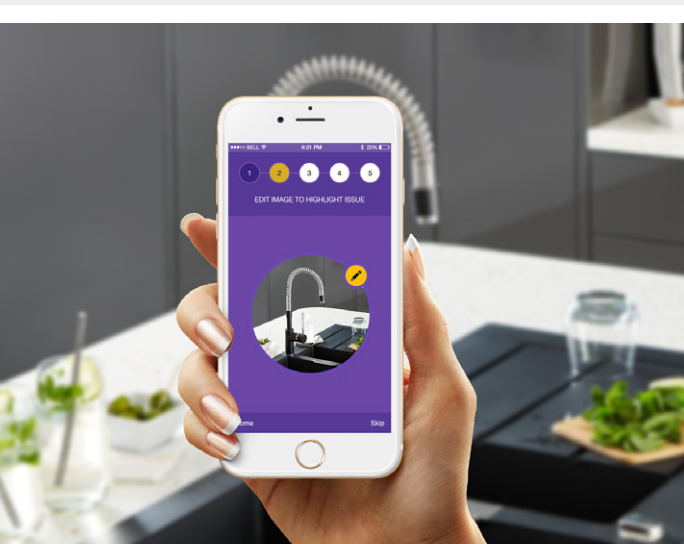
TENANCY MANAGEMENT

Following our hand over of any property, and the utilization of our marketing machine, massive leads generation takes place. We ensure that each & every tenant is screened to make certain that they are qualified to occupy our clients' assets. During the tenure period, we can handle any concerns associated to the unit with regards to Defects Liabilities Period & Owners Association management.



ASSET PRESERVATION

We offer all our investors regularly scheduled preventative maintenance, pre-qualified and approved vendors whom are available 24/7 to handle any type of service request.



TENANT'S MOBILE APPLICATION

Available on Android and iOS, the fām Fix-It App allows our tenants to record any maintenance issue and get it serviced in the most efficient technically driven way; in a few seconds at the palm of their hands.

ENTERPRISE RESOURCE PLANNING

fām's bespoke Oracle platform CRM is in-house & tailored to our customers where it provides them with efficiency, security and transparency. Our investors are constantly able to leverage on personalized customers' reports with real-time access.



SIZE & REACHABILITY

We only do what we know best and we do it to the best extent of our abilities. fām's dedicated teams of Property Consultants are managed by market experts where our corporate size outnumbers the market's average. This consistently results in efficient and healthy occupancy of our assets.



SALES PERFORMANCE

- Over **450** Real Estate Agents in Dubai
- **1.3B** in sales in City walk only since completion
- More than **250M** in sales in Bluewaters Island since completion
- 2019 **100M** in sales
- 2019 **650M** in one single transaction (biggest transaction in the Year)
- 2018 **70M**
- 2017 **70M**

PROPERTY MANAGED LOCATIONS

City Walk Dubai, Downtown, Bluewaters Island, Business Bay, Palm Jumeirah, Dubai Land, JVC, Douth South, Dubai Marina, Dubai Hills Al Barsha 1, Barsha South, Greens, Motor City JLT, JBR & Satwa



REAL ESTATE RECOGNITIONS

- No.1 Real Estate Agency & Individual Agent Award By Dubai land Department
- Platinum partner with Emaar Properties
- Elite Award by Meraas
- 4 Years of Consecutive top sales award with Dubai properties

BRANCHES

27,200 Sq.ft in total operational office space

HEAD OFFICE - BAY SQUARE



BUSINESS BAY



CITYWALK



DUBAI MARINA



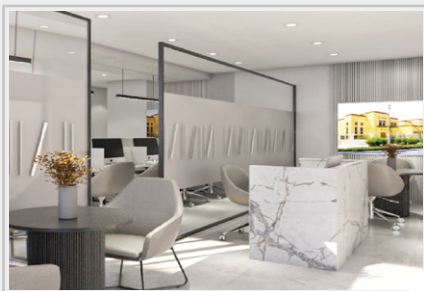
PALM JUMEIRAH



fām LIVING - BAY SQUARE



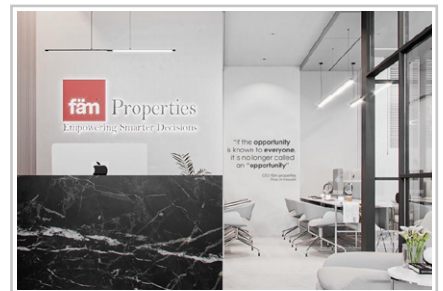
JUMEIRAH PARK



MUDON



VILLANOVA



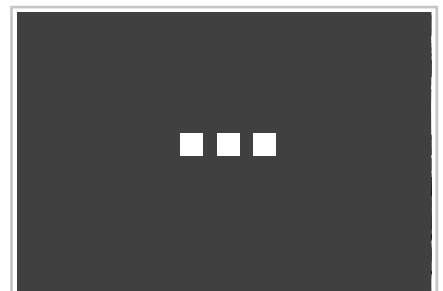
AL FURJAN



DUBAI HARBOUR



MORE COMMING SOON



Technology-Based Real Estate Platform

fäm Properties sales and leasing force coAs a client centric organization with uncompromising integrity, to empower our clients to make smarter decisions in the real estate market, we continuously invest in developing our database management resources and our cutting-edge technology that can maintain the highest standards of our services while we continue to scale our size of our operation covering more services across our progressive reach of geographic locations.

Here is a quick snippet of our data management and tech-abilities:

Technology Selling Point

Emphasize on current active technology to attract potential clients

External Applications

- Fam properties
- Fam property trends
- Fam fix it
- iLandlord

Internal Applications

- Fam mate
- Fam snag it



Meet our Team



Firas Al-Msaddi
Chief Executive Officer

A native of Syria, Firas is a serial entrepreneur who started his real estate career in 2007 and then founded fām Properties-Dubai two years later in 2009. In addition, Firas has created and launched fām Properties - Abu Dhabi, fām Interiors, fām Media 24x7, fām Development Advisory and fām Property Management as a means of providing holistic solutions to property investors. Moreover, from 2010 to early 2015 Mr. Al-Msaddi was the Real Estate Investment Advisor for the Private Office of His Highness Sheikh Sultan Bin Khalifa Bin Zayed Al Nahyan.



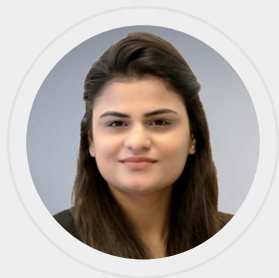
Fateh Al-Msaddi
Chief Operating Officer

Having graduated from Aleppo University majoring in Information Systems, Fateh moved to Canada where he studied English, History, and Data Management at St. Clair College, the University of Windsor, and the University of Ottawa. Fateh joined fām Properties in 2011 and has been the vision and the force behind our push to develop the most advanced set of technology tools available in the property market anywhere. When he's not focused on technology, Fateh drives our process-improvement initiatives and is passionate about boosting efficiency. He also heads up professional development at fām and is focused on building a team that is truly world-class.



Mohamad Danab
Director Property Management

A multidisciplinary experienced professional with nearly 18 years of experience in UAE, Qatar, Oman & Lebanon , within operations , Business Development , Service Providers , , Marketing, Management,Budgeting, P & L administration and expansion Mohamad is an innovative leader with solid experience in the service industry, and efficient client relationship management , with a record of contributions that involved identification of new business opportunities, creation of new business models and processes. Mohamad today is leading fām property management team and his aim is to take the department the next level and achieve greater goals based on fām vision.



Khushboo Barot
Operation Manager

Khushboo is a RERA certified fām employee who is managing all of the administrative work between landlords & tenants. She is always up to date with Dubai Land Department rules & regulations as well as executing all types of work related to government or private entities. She has constantly been a key factor for satisfying our clients needs through her proficient coordination amongst all parties. Her work ethics and loyalty raised her to get promoted with a very promising career still ahead of her at our organization. Khushboo operates both passionately and professionally and she knows Property Management by heart.



Kareema Alshawi
Portfolio Manager

Graduated from Lebanese American University an industry veteran with over 13 years' experience in Customer service and Business Development. She is a solution-oriented person, an expert in customer service and always ready to provide assistance and support. With experience in different Industries like Telecommunication and Real Estate. She has managed to handover Multiple residential and commercial properties in Dubai and used to manage the customer care department in a Multinational British Company and the customer care center in a renowned local firm. She believes that positivity, effort, dedication, knowledge, and teamwork, are the pillars to achieve a Superb Performance. fām has trusted her the Property Management business development job base on her attitude and aptitude to multiply the actual portfolio providing the best customer service you can find in today's market.



Property Management

Bespoken - Efficient - Transparent - **Result Oriented**

A part of



Group



Development
Advisory



Property
Management



Properties



Sales
Progression



Head Office

Bay Square - Building 13
Office 303 & 304
Business Bay, Burj Khalifa District
PO Box 215088 - Dubai, UAE
ORN: 1858

Retail Outlets

Bay Square Retail Shop:
Bay Square - Building 1
Retail G02
Business Bay, Burj Khalifa
District
Dubai, UAE

Mudon Retail Shop:
Mudon Community Center
Shop G55-G58
Dubailand - Dubai, UAE

Office

Queue Point Office:
Mazaya 1
Office 905
Liwan, Dubailand
Dubai, UAE
(Previously called Building R002)

Contact Us

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