

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.



Bespoken
Efficient
Transparent
Results Oriented



FACT

FACT CHECK

fām Properties was established in 2009, over 10 years in Dubai Market

The value of the inventory under management is around 2 Billion AED

The average occupancy of the assets under management is 95%.

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

fām'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.

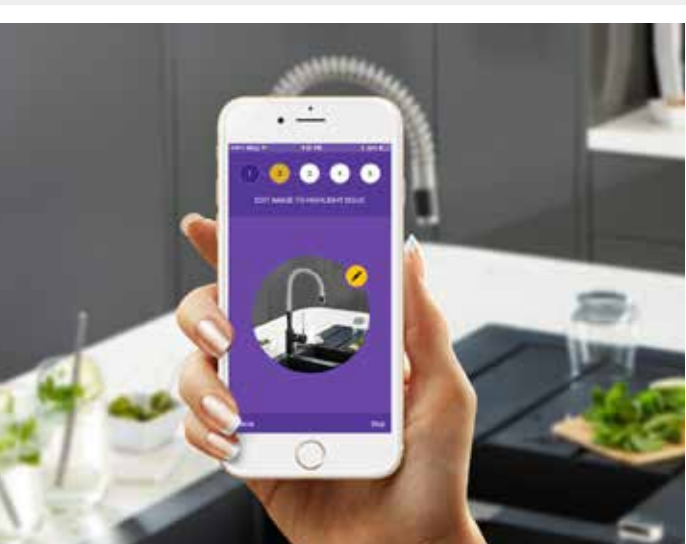
TENANCY MANAGEMENT

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 **200** 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

HEAD OFFICE - BAY SQUARE



PALM JUMEIRAH



MARINA



MUDON



DUBAI HILLS



APPS



PM Membership Categories	Management -7 % plus Tax بالإضافة إلى الضرائب	Management-5 % plus Tax بالإضافة إلى الضرائب	فئات عضوية مدير العقارات
Marketing		التسويق	
Professional Photo Shoot	✓	✓	جلسات تصوير مهنية
Advertised in Company Website and Major listing Portals.	✓	✓	الإعلان في موقع الشركة وجميع بوابات التسجيل.
UHD Video	✓		فيديو عالي الجودة
Leasing		التأجير	
Lease Management and Renewals	✓	✓	تجديد إدارة التأجير
Arranging Viewing for Sale Units under management	✓	✓	ترتيب عرض الوحدات المعروضة للبيع تحت الإدارة
Property Price Evaluation	✓		تقييم سعر العقارات
Tenant Screening	✓	☐	اختيار المستأجر
Ejari Management Registration	✓	✓	تسجيل إدارة نظام "إيجاري"
Customized Tenancy Contract and Documentation preparation	✓		إعداد عقد الإيجار حسب الطلب والمستندات
Standard Tenancy Contract and Documentation preparation	☐	✓	اعداد عقد الايجار العادي والمستندات
Designated Property Management Representative	✓		ممثل إدارة العقارات المعين
Utility Registration in Landlords Name	✓		تسجيل خدمات المرفق تحت اسم المالك
Asset Preservation		حفظ / إدارة الاملاك	
Move In / Move out Inspection & Condition Report	✓	✓	تقرير عن حالة وفحص السكن والمغادرة
Detailed Inventory Report (If furnished)	✓	☐	تقرير الجرد المفصل (إذا تم تقديمه)
Manage Tenant's Relationship (Inquires - Maintenance - Amendments etc)	✓	✓	التعامل مع طلبات وشكاوي المستأجر
Coordination with External Services Providers	✓	✓	التنسيق مع شركة الصيانة وتقديم الخدمات
Relation with the developer for handover and snagging (visual Snagging)	✓		العلاقة مع المطور للتسليم وفحص العقار
Defect and Liability period Management	✓		إدارة فترة العيوب والمسؤولية
Building Management Coordination (Building Requirements Preparation)	✓	✓	تنسيق إدارة المباني (إعداد متطلبات المباني)
Manage All Maintenance Work	✓	✓	إدارة جميع أعمال الصيانة
Finance		المالية	
Cheques collections and deposits into Landlords Account or Landlords Nominee Account	✓	✓	تحصيل الشيكات والودائع في حساب الملاك أو حساب المالك المرشح
Bounced Cheques management	✓		إدارة الشيكات بلا رصيد

Arranging Miscellaneous payment on behalf of the Landlord	✓		ترتيب طرق الدفع المتنوعة نيابة عن المالك
Payment of Community Service charges	✓		ترتيب طرق دفع رسوم الخدمات للمالك
Handle Refunding security Deposit to the Vacating Tenant	✓	✓	ترتيب استرداد مبلغ التأمين الى المستاجر
Apps Access		التطبيقات	
Landlords Smart App	✓	✓	تطبيق الذكي للمالك
Tenant Smart App	✓	✓	تطبيق الذكي للمستأجرين
FEE on the Annual Rent	7%	5%	رسوم الايجار السنوي
*Minimum Fee AED 3,000			

Signature

Signature

Additional Services		خدمات اضافية	
Professional Property Snagging	To be quote as per the property detail		فحص \تفتيش العقار من قبل المختصين
To Assist Handover from the Developer in Behalf of the Owner	AED 1,500		خدمات الوكالة واستلام العقار نيابة عن المالك
Rental Dispute /Legal Assistant (Lawyer not included)	AED 1,000		المساعدة في استشارات النزاع الايجاري
Tax Advice	AED 1,000		استشارات مالية
Property Sales Assistant and transfer	2% on the Sales Value		المساعدة في بيع / اعادة بيع العقار
Detailed Inventory Report	To be quote as per the property detail		اعداد تقرير مفصل بعرض المخزون /الاثاث
Cheque Management Only	AED 1,000		ادارة الشيكات
Annual Maintenance Contract	To be quote as per the property detail		عقد الصيانة السنوي

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.



Tarek Bou Karroum
Associate Partner / Co-Founder

Tarek has been with fām Properties right from the start in 2009. Born in Abu Dhabi, his sense of the evolution of the Emirate and the UAE Real Estate industry is true to the minute. Tarek is well connected with all leading developers in the region. His role in delivering strategic consulting to fām's key clients, to meet their financial goals and lifestyle objectives, has been paramount to the company's success. A natural at management and recruiting talent, Tarek today leads the dynamic sales team through initiatives that define fām's ahead-of-times market approach.



Mohamad Shams
Managing Director

With over 14 years' experience in MENA markets concentrated in brand management, strategic planning, budget, and P&L administration, Mohamad has a demonstrated history of working in leadership roles within the region. He has extensively played pivotal roles in various multinational brands like Cartier, LVMH, Dunhill, and Clarins. Mohamad today leads fām living, one of the largest holiday home providers in the UAE as its Managing Director, and has played a significant role in the brand's success over the years. His exceptional skills in developing and implementing strategies coupled with his creative marketing skills have allowed him to be a true value-adding factor to the organization.





Gonzalo Rearte

Leasing & Sales Director

Original from Argentina, Gonzalo has experience working in different countries. Is experienced administrating crisis moments like 2001 in Argentina and in 2008 in Spain, in both periods of time, he was in the eye of the storm working in banks in the Stock Market and Collection department respectively.

Gonzalo arrived in Dubai at the beginning of 2012 to handle the customer care department of a Local Real Estate Developer. As head of the department, he succeeds in handing over more than 2,000 Units in his first year. Later on, he was promoted to sales manager handling a sales team achieving the largest number of sales in the developer. He believes there is no roof on top of anyone except the one you put yourself. Due to this he felt inspired by Firas and decided to join fām properties in June 2019. Is his aim to take fām Property Management department to the next level, for it, starting RICKS certification and is putting together a team to achieve greater goals based on fām values.

Kareema Alshawi

Business Development 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.



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.





Better Values. Better Tech. **Better Results.**

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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