

Q4 2025 NEWSLETTER



Why fäm?

Welcome to this new edition of our newsletter, a celebration of progress, people, and purpose. Each quarter brings new wins, bold moves and inspiring stories and this one is no exception.

As Head of Recruitment, I've had the unique privilege of seeing how our company changes lives, not just through real estate, but through opportunity. Behind every deal, every milestone, there's someone who chose to grow with us. That's what makes fäm special.

This issue is all about Why fäm? Why agents choose us, why they stay, and why this place is more than just a company. It's a platform. A family. A future.

Whether you're part of fäm or reading this as someone exploring new career possibilities, we're glad you're here. We hope this gives you a genuine look at what it means to be part of a company where people are the priority, growth is constant, and success is shared.

We'll highlight some of the quarter's standout moments, share what's new across the company, spotlight the individuals who are already making an impact and showcase the culture that continues to set us apart in one of the world's most dynamic real estate markets.

Let's continue building, winning and growing—together.

The fäm logo consists of the word "fäm" in a white, lowercase, sans-serif font, set against a solid red square background.

Zoya Sayah
Head of Recruitment



fäm Properties named No.1 Top Platinum Agency at the Black Onyx Awards

fäm Properties is proud to announce that we have been recognised as the No.1 Top Platinum Agency at the prestigious Black Onyx Awards, one of Dubai's most respected real estate industry awards. This achievement reflects our exceptional performance, strong market leadership and continued commitment to excellence.

The Black Onyx Awards are presented in collaboration with leading Dubai developers including Meraas, Nakheel and Dubai Holding. The awards celebrate top-performing real estate agencies and brokerages that deliver outstanding sales results, service excellence and strong performance across key property developments.

Hosted by Dubai Holding, a major government-linked global investment company whose portfolio includes Meraas, Nakheel, Meydan and Dubai Properties the ceremony brings together senior developers, executives and industry leaders to recognise excellence across Dubai's real estate market.

Winning a Black Onyx Award is considered a significant achievement in Dubai's highly competitive real estate sector, as it signifies leadership in sales performance across prominent developments, strong alliances and partnerships with leading developers such as Meraas and Nakheel and recognition of a brokerage's commitment to excellence, innovation and client satisfaction.



Agency of the Year recognition by **Dubizzle**



Earning the Agency of the Year title from Dubizzle, one of the UAE's leading property platforms, marks a significant milestone for fām Properties. This recognition highlights our strong market performance, trusted brand presence and consistent delivery of high-quality service, innovation and client satisfaction across Dubai's real estate market.

The Dubizzle Real Estate Awards are among the most respected recognitions in the UAE property sector. They celebrate outstanding performance by real estate agencies, brokers and teams across the country spotlighting excellence in service, innovation, sales performance, customer engagement and overall market impact.

The awards honour top agents and agencies across multiple categories including Agency of the Year, Listing Excellence, Marketing Innovator and Rental Powerhouse. Winners are determined through a combination of public voting and evaluation by a jury of industry experts from Dubizzle's leadership team, reflecting both customer trust and professional assessment.

The annual ceremony is a major industry event recognising excellence across Dubai, Abu Dhabi and the Northern Emirates reinforcing high standards and healthy competition within the real estate sector.

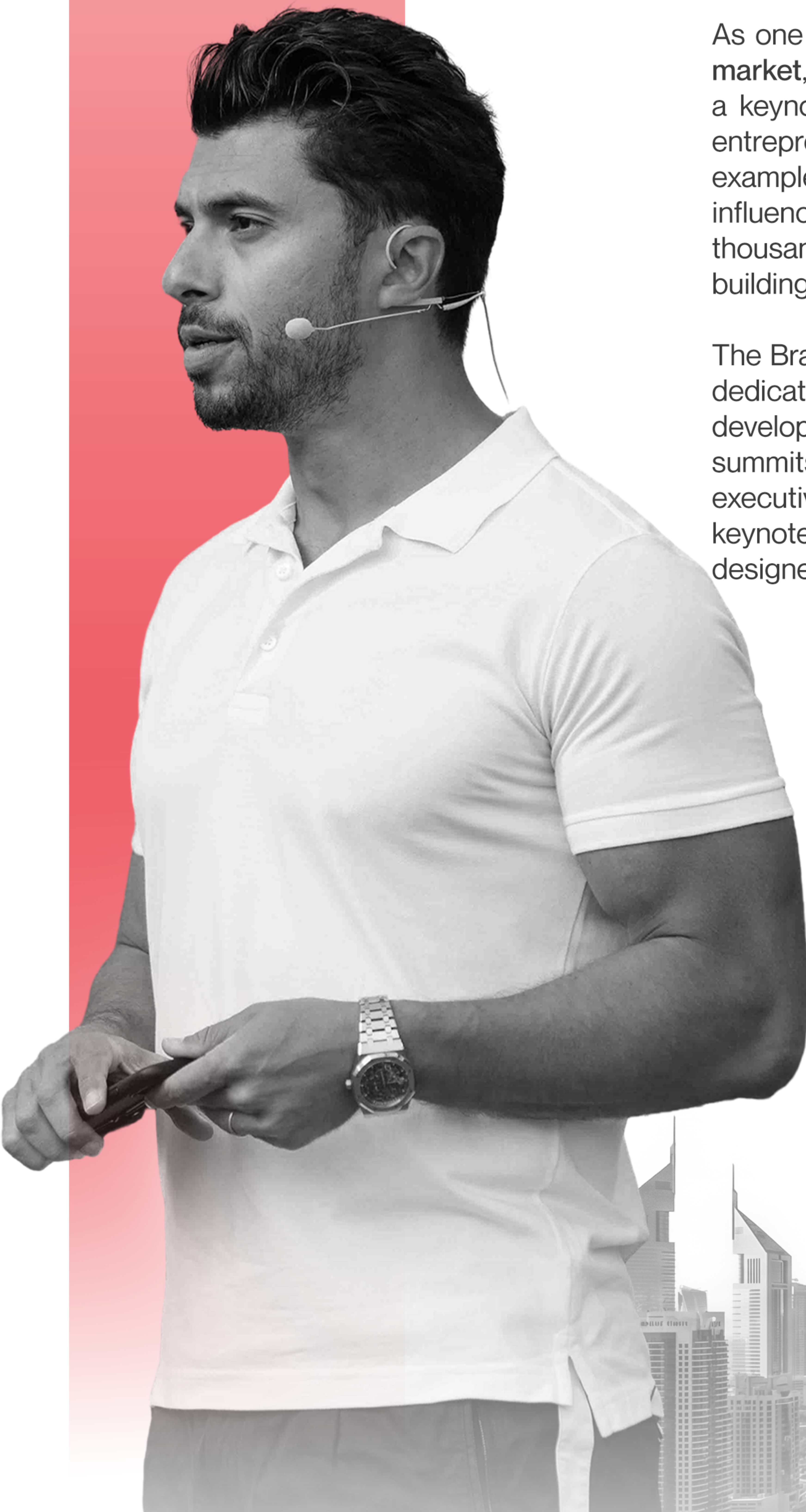
Recognition by Dubizzle places agencies firmly in the spotlight as trusted, high-performing market leaders and signals strong customer confidence, service quality and competitive advantage in one of the region's most dynamic real estate markets.

Firas Al Msaddi Speaks at Brand Me Summit

As one of the most influential figures in Dubai's real estate market, **Firas Al Msaddi**, CEO of **fäm** Properties, was invited as a keynote speaker at the Brand Me Summit. A successful entrepreneur and business owner, Firas led the stage by example, sharing genuine insights on personal branding, influence and professional growth. His session inspired thousands of attendees, providing actionable lessons on building credibility, visibility and lasting impact in business.

The Brand Me Summit is a major annual event held in Dubai, dedicated to personal branding, influence, and professional development. Recognised as one of the world's largest summits of its kind, it brings together entrepreneurs, executives, creators, investors and industry leaders for keynotes, workshops, panels and networking opportunities designed to unlock influence, visibility and business impact.

At fäm Properties, we take pride not only in our market achievements but also in the leadership and thought influence our team brings to the real estate industry. Opportunities like this reaffirm our commitment to excellence, innovation and empowering professionals across Dubai's property market.



Celebrating the Super Stars of Q4

Agents spotlights



Nils Kochan



Didan Kader



**Ranim
Bou Hossein**

We want to take a moment to congratulate and celebrate exceptional individuals who truly stood out in **Q4**. Selected from across the entire fäm Group, these high achievers have demonstrated the kind of performance, dedication and work ethic that reflect the very best of what fäm stands for.

They have gone above and beyond, not only reaching remarkable results, but also setting an example of what it means to lead with passion and consistency in a fast-paced industry.

Please join me in recognizing their incredible achievements. Their success is a proud moment for all of us and a reminder of the power of focus, commitment, and the right environment.

Success Story from Our Internal Referral Program

We are proud to highlight Mishel Wehbe, our Top Internal Referral Performer of Q4, a great example of how impact goes beyond sales alone. Through our Internal Referral Program, Mishel referred a candidate who not only joined the team but also went on to close successful deals, creating a true win-win for both the business and personal growth.

This success story reflects the power of trusted connections in building high-performing teams and strengthening our culture from within. Mishel's commitment, loyalty and belief in fām's vision are truly appreciated and his story is a strong reminder of the value each of us can bring to recruitment.



A man in a white t-shirt is standing on a stage, gesturing with his hands as he speaks to an audience. The audience is silhouetted against the stage lights. The background is dark with some faint grid lines.

Know someone who could be the next great addition to our team?

The next success story could be yours!

Thank you for being part of this journey. Whether you're already part of fām or considering joining us, know that there is always room for more ambition, more growth and more success.

Ready to be part of it?

We're just a message away.