



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.

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More than a company

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.



Zoya Sayah

HEAD OF RECRUITMENT




Events That Moved The Market

The Game Changers 2.0

COCA-COLA ARENA

On May 16th, fām Properties hosted one of the most impactful real estate events Dubai has seen— The Game Changers 2.0. With our CEO, Firas Al Msaddi, taking center stage, and joined by none other than Mo Gawdat, former Chief Business Officer of Google X, the event brought powerful insights to a full house.

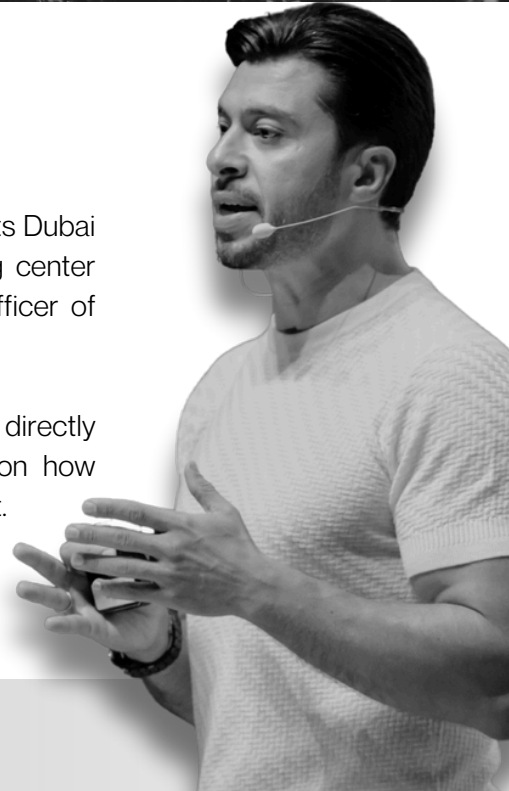
We explored the evolving landscape of Dubai's off-plan market, learned directly from Firas what it truly takes for brokers to succeed, and gained clarity on how exceptional customer service can set agents apart in a competitive environment.



One of the highlights was the exclusive introduction of Jumeirah Emirates Towers, an iconic off-plan project by Meraas, one of the region's top developers. This collaboration is a testament to the trust fām has earned in the industry—and our strategic position in the off-plan space.

Beyond real estate, Mo Gawdat led a fascinating talk on AI and the future of our industry, addressing the big question: Will AI replace real estate agents? His answer was clear—AI won't replace agents, but agents who don't adapt and use it will fall behind.

If you were there, we'd love to hear your key takeaways. Share your thoughts—we're building this future together.



fām Properties x ALDAR London Square



MANDARIN ORIENTAL JUMEIRA

On June 4th, an exciting and exclusive opportunity was announced for our fām agents, one that marks a new chapter in our global expansion journey.

Earlier this month, our CEO Firas Al Msaddi traveled to London to explore a powerful new avenue: enabling investors to purchase real estate in one of the world's most established property markets directly through fām brokers. As Firas stated on his social media, "This is not about moving from Dubai to London—it's about thinking bigger."

Thanks to the outstanding performance of our sales team and the success of our collaboration with Aldar, fām is now trusted to represent and market their projects in the UK. This milestone reflects the credibility we've earned, the confidence global developers have in us, and the unmatched service we provide to our clients.

For our agents, this means a rare and strategic chance to expand their reach, offering clients top-tier investment options in both Dubai and London—two of the world's most competitive and exciting real estate markets.

This isn't just growth—it's global positioning.

This opportunity reflects the strength of the fām brand, the trust we've built with top developers like Aldar, and our proven ability to deliver results. It's a bold step forward—extending our reach and empowering our agents to serve clients across both Dubai and London, two cities at the heart of global real estate.





The Powerhouse of Exclusive Projects

STOCK WORTH OVER AED 10 BILLION

But before any company can expand into new markets, it must first master its own. And that's exactly what fäm has done.

With over a decade of consistent growth and performance, fäm has firmly established itself as one of Dubai's largest and most respected real estate firms, powered by a sales force of over 700 agents. This scale, combined with our reputation for quality and results, has earned us unparalleled trust from top developers and investors alike.

Today, fäm holds an exclusive project stock worth over AED 10 billion—a portfolio that spans across off-plan and ready properties, covering every price point, every prime location, and every key segment of Dubai's real estate market.

This depth of inventory is not just a resource—it's a strategic advantage. It enables our brokers to enter the market with solutions, not just listings, with trust, not just promises. It's a foundation that supports long-term relationships, higher closing rates and repeat business from clients who expect more and know where to find it.

Being part of fäm means stepping into a structure where everything is designed for performance, from market access to brand credibility to real-time support.

You don't follow the market—you lead it.
You don't sell listings—you deliver unmatched value.
And you don't just grow—you elevate.

[CLICK TO WATCH](#)

The background of the entire page is a faded, light gray image of a city skyline, featuring prominent skyscrapers. In the upper left, the logo for 'DXB INTERACT' is displayed. 'DXB' is in a large, light gray, sans-serif font, and 'INTERACT' is in a smaller, blue, sans-serif font, positioned between the 'X' and 'B' of 'DXB'.

DXB
INTERACT

Let the Data Work for You

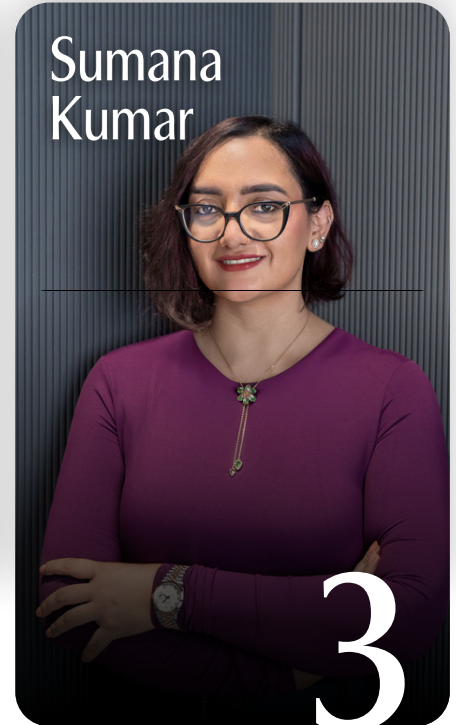
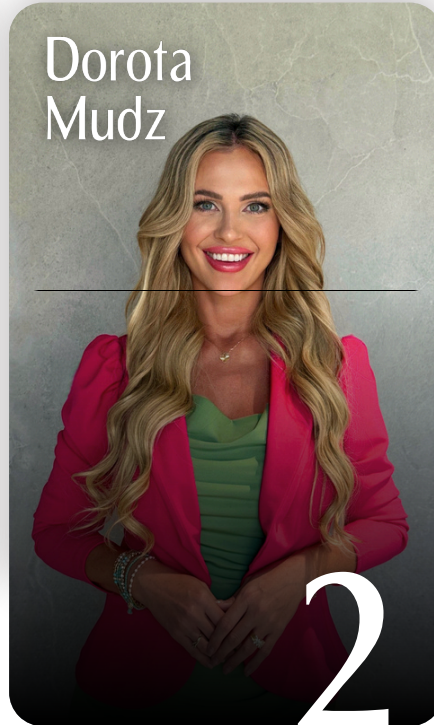
In today's digital world, personal branding is more than just how you present yourself, it's about how the data around your performance tells your story. With AI-driven platforms increasingly used to match clients with top agents, your visibility depends on what you feed into the system.

The good news? DXB Interact launched a powerful new feature that allows you to record all your transactions and sales achievements in one place. This means more accurate, real-time data about your success, making it easier for AI tools to recognize your value and position you in front of the right clients. The more consistently you update your activity, the more the technology works in your favor.

In short: share the right data, and let AI become your biggest branding ally.

[CLICK TO WATCH](#)

Top Performers of Q2



Celebrating the Superstars

AGENTS SPOTLIGHT

We want to take a moment to congratulate and celebrate exceptional individuals who truly stood out in Q2. Selected from across the entire fām Group, these high achievers have demonstrated the kind of performance, dedication, and work ethic that reflect the very best of what fām stands for.

They've 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 Ilona Shoniya as the Top Internal Referral Performer of Q2, a true example of how impact goes beyond just sales. Through our Internal Referral Program, Ilona referred a candidate who not only joined the team but went on to close successful deals, creating a win-win for both the company and her personal growth.

Her success reflects the real power of trusted connections in building high-performing teams and strengthening our culture from within. Ilona's commitment, loyalty and belief in fäm's vision are deeply appreciated and her story is a great reminder of the value every one of us can bring to recruitment.

**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 thinking about joining us
— know that there's always room for more ambition, more
growth and more success.

Ready to be part of it?

We're just a message away.