

Q3 2025 NEWSLETTER

SCALE | EXCELLENCE | LEADERSHIP

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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Where Success Begins

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



Property Finder Agent Ignite 2025

DOHA, QATAR

We are proud to share a major highlight for our company. Our CEO, Firas Al Msaddi, attended and delivered the keynote address at the biggest real estate summit of the year in Qatar, Property Finder Agent Ignite 2025.

With over 750 real estate professionals gathered under one roof, this event marked a turning point for Qatar's property market, setting the tone for a new era of innovation and excellence. The summit was officially inaugurated by H.E. Khaled Al Obaidli, whose words opened the stage for an inspiring day.

For us at fäm Properties, having our CEO lead such a significant moment in front of the region's top real estate leaders is more than just recognition, it is a testament to the impact our company continues to have on shaping the future of the industry.

This achievement reflects not only the trust in our leadership but also the collective efforts of our entire team. We are excited to see how this milestone will inspire new opportunities and growth, both for fäm Properties and the wider real estate market in Qatar.



LARGEST. SMARTEST. MOST TRANSPARENT.

Being Dubai's largest brokerage is just the beginning. At fām, we're also tech-driven and transparent — because brokers who want long-term success need a platform that gives them an edge today and tomorrow.

Here is what sets fām apart

DXBINTERACT

Dubai's only in-house real estate data engine, fully integrated with DLD. Access real-time property insights, market trends, and actionable analytics to make informed decisions and give clients complete transparency and confidence.

AUTOMATED CRM

A bias-free, fully automated system for fair lead distribution and real-time tracking. Brokers can follow progress, measure performance, and focus on closing deals efficiently, with accountability built-in.

INTEGRATED ECOSYSTEM

Mortgage, interiors, conveyancing, property management and many more all connected on a single platform. Simplify processes, improve efficiency, and offer clients a seamless, end-to-end experience.

What this means for you?

Grow faster Make smarter decisions, act quickly, and close deals more efficiently. Fairness built-in Every lead and performance metric is tracked transparently, ensuring equal opportunity for all brokers.

TRUSTED PLATFORM

Transparency builds client trust, loyalty, and exclusivity, helping brokers close more deals and strengthen their reputation.



At fām, we don't just offer jobs,
we offer career advantage.

Brokers join us to stand out, win more listings, and succeed on Dubai's smartest platform.

More Than a Brokerage: A Complete Ecosystem

At **fäm Properties**, we are more than a brokerage, we are a fully integrated real estate ecosystem. With 14 vertical businesses, we provide our agents with a unique advantage: the ability to serve every client's need under one trusted brand. This edition highlights one of the 14 divisions of fäm that empowers both brokers and clients.

fäm Master Agency division is at the forefront of exclusive project representation, working directly with leading developers to secure prime off-plan opportunities. Established on a foundation of trust, expertise and consistent results fäm Master Agency connects investors and clients to some of the market's most prestigious developments including Whitestone, Keturah, Antalya and many more in the pipeline.

For brokers, joining fäm Master Agency means access to comprehensive in-house training and continuous project insights, advanced market research and data support, personalized branding and marketing resources, exclusive developer partnerships and premium project allocations.

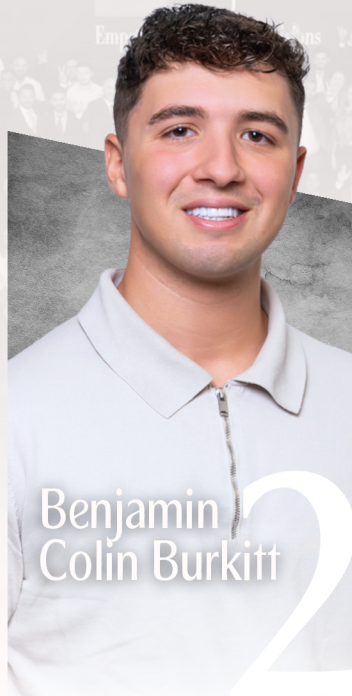
With its strong reputation and strategic advantages, fäm Master Agency offers brokers an unparalleled platform for growth, success, and long-term career opportunities in one of the world's most competitive real estate markets.



Top Performers of Q3



Didan
Kader



Benjamin
Colin Burkitt



Ilona
Shoniya

Celebrating the Superstars

AGENTS SPOTLIGHT

We want to take a moment to congratulate and celebrate exceptional individuals who truly stood out in Q3. 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.

The future isn't waiting.
We're already building it.



MARKET DOMINANCE AND COMMUNITY SPECIALIZATION

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