



fäm PROPERTIES

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**Values. Tech.**  
**Results.**  
Better in every way.

FIRAS AI MSADDI

# A message from the CEO

Dubai is one of the world's most unprecedented success stories of our times. It has consistently proven its long-term ability to attract new residents and foreign investment by offering unmatched infrastructure and world-class living standards.

With real estate being the backbone of this city's growing economy, fām Properties works with great fervour to continuously redefine the industry and demonstrate that anything is possible with the right set of values and work ethic.

Since 2009, we've eclipsed some of the biggest names in the business and carved ours in the history of this enviable city.

Today, with the the most technologically advanced real estate platform, we stand at the threshold of bigger dreams. Ready to march ahead full-heartedly.

Collectively, we can make this decade even better than the last one.







VISION

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# Disrupt and redefine the UAE real estate market

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## MISSION

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**Empower our team  
to help our clients  
realise their real estate  
ambitions *through  
service excellence,  
market knowledge and  
technological innovation.***

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# The largest real estate company. And expanding.



What started out as a radical vision to reinvent the Dubai real estate market has transformed into one of the most progressive real estate companies in the Middle East. Powered by bold ideas and innovation, fām Properties has made its name in every segment of the real estate market. Today, we are ranked amongst the elite names in the industry with annual revenues in excess of a billion Dirhams.

Launched by Firas Al Msaddi in 2008, at a time of global uncertainty, our meteoric rise mirrors the growth and development of the UAE itself - dynamic, robust and founded in firm values.

Over the last decade, we've emerged as the real estate company of the future by using our proprietary technology to assist value-seeking investors, landlords and tenants to achieve superior results.

Our core values reflect the ambition of our clients and our aim to set new industry standards - in agent knowledge, reliability and client experience.

# Capturing trends. And market performance.

To become the market leader in your industry you must possess accurate, authentic data which provides insight and identifies trends in market performance. To that end, we've pioneered the industry in cooperation with Dubai Land Department, the Government of Dubai, by introducing the most technologically advanced open data source website that offers reliable market statistics in real time.

We have revolutionised the market by developing our own proprietary Oracle-based technology. It brings an even deeper focus and insight into the market trends, which gives our agents unparalleled local knowledge and an unmatched advantage in any deal. This combination of technology and human intelligence provides our clients with the advantage of achieving superior results by making well-informed decisions faster.





Inspired by  
relationships.  
Not transactions.



At fām Properties, client relationships matter to us more than solely making deals. Integrity, transparency and professionalism are the pillars upon which we have built our exceptional growth. Known for our uncompromising business ethics, our diverse team is relentless in the pursuit of excellence and adding value.

Year after year, we out-perform our competitors through persistent commitment, local knowledge, technological innovation and our ability to exceed client expectations. This is defined by the lasting relationships we've built since 2009. Relationships that have helped script our success story.



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The most extensive  
range of **in-house**  
real estate services.

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*Whatever your real estate needs or objectives might be, rest assured, we have them covered.*

**We stand head and shoulders above others in our product offering, and broad range of services, which help our clients in every step across all the segments of Dubai real estate market.**

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# Services



## Sales: Resale and Off-Plan

We provide an off-plan advisory service to assist in buying new-built properties during its initial inception phase.



## Property Management

We provide the full management and care scope to over 5,000 properties. With over 3.7 million square feet of currently managed units and a 97% occupancy rate, our Property Management business model is handcrafted to exceed the landlord's and tenant's expectations.



## Luxury Properties

For those seeking a discerning exploration into the high-end market, fām Properties helps provide a lifestyle that matches your ambitions. We help buy, lease and sell luxurious properties. Our unparalleled access to off-market and VVIP listings make fām Properties the agency of choice for those with the taste of a finer life.



## Property Valuation

We provide an instant, free property valuation with our online property value estimator.



## Interior and Architectural Design

"fām Interiors and Architects" is a one-stop shop for clients looking to maximise value from their property investments through world-class architectural designs, interior design and fit-out.



## Sales Progression

We provide a value-added service for our clients to ensure a smooth, hassle-free experience throughout the property transfer stage - which includes specialists who prepare legal contracts (Sales and Leasing) as per DLD / RERA requirements. We also offer a safe Escrow service for sellers and buyers, and help with property gifting for an individual or a group of individuals at Dubai Land Department,



## Holiday Homes

With over a decade of industry and hospitality experience, "fām Living" is an award-winning Holiday Homes provider, concentrating on both urban and beachfront destinations. Our vacation homes are ideal for families, individual travellers, and corporates who wish to unwind and spend quality time cocooned in luxury.



# Services



## Engineered Property Snagging

“fäm Snagging and Inspection” conducts a meticulous walk-through engineer-based property inspection, along with a detailed and organised report to clients within 24 hours.



## Real Estate Development Management

“fäm Real Estate Development Management” has a proven track record of providing development leadership through all phases of the development lifecycle, whether working with a design team to create the right solutions for your property or appraising existing proposals to add value and improve returns.

We possess incisive analysis of the market trends and projections, knowledge of supply economics, pricing information, competitor details, and payment and commission landscape within the ever-evolving market to optimise the time, cost and quality of the project.



## Real Estate Development Advisory

We provide powerful insights and consultation that are grounded in our market know-how combined with extensive expertise in aggregating and analysing market data.



## Listing Photography

Designed to help create an impact for all major local and international clients, we help provide professional photography and video production to showcase the properties better than anyone else.



## Investment Portfolio Management

We manage several portfolios of ultra-wealthy private and corporate investors, worth over \$1.2 billion in Dubai, Europe and Istanbul.



The biggest names  
prefer to partner  
together.

## Partners

We stand tall and proud amongst some of the largest corporate players in the industry. Backed by a robust client portfolio that includes some of the wealthiest private and institutional investors in the Middle East is one of the primary reasons we are chosen to represent a broad range of developments from luxury boutique apartment blocks, luxury villa communities and large mixed-use schemes in prime locations.

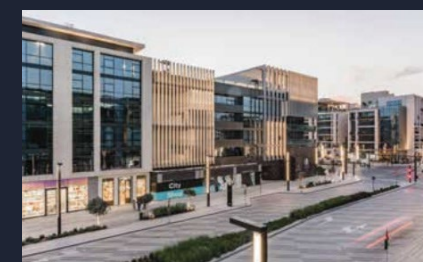
Our partners have included developers such as Emaar, Meraas, Dubai Holdings, Sobha and Nakheel, Brookfield to name but a few.



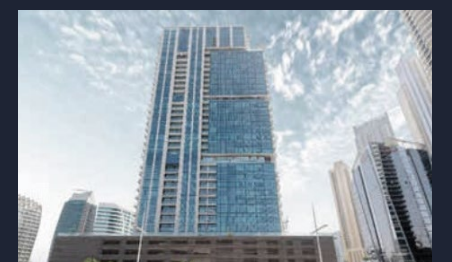
**The Fairmont Marina Residences**



**Marina Sunset Bay Villas**



**City Walk - Meraas Holding**



**Mada Residences - Artar, Dubai**





# Excellence never goes unrewarded.

## Top Performing Sales Awards:

The history of our growth is laden with numerous milestones and hard-earned awards from the most prestigious government entities and authorities including Dubai Land Department, Emaar, and Dubai Holding. And like Meraas for instance, who have recognised our ground-breaking performance.

These awards are a result of the consistent effort and passion of the entire fam team since we first opened our doors.



## #1 Real Estate Agency on Dubai Land Department App

fäm Properties was rated as the leading Dubai Real Estate Agency on Dubai Land Department App in 2019.



## Real Estate Tycoon Award by Dubai Land Department

Our CEO, Firas Al Msaddi, received this prestigious honour for his contributions and accomplishments in the real estate sector.



## Meraas' #1 Elite Award

fäm Properties received a lifetime achievement award for outstanding contribution to Dubai real estate. We earned this recognition by generating billions worth of new, repeat and referred sales.



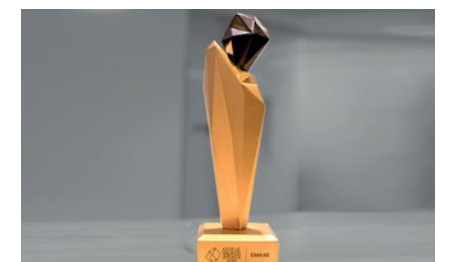
## Platinum Partner of Emaar Properties

fäm Properties is the Platinum partner of Emaar Properties. We feature in the top five out of 1,300+ agencies in Dubai.



## Largest Sales Transaction

fäm Properties was proud to receive the single Largest Transaction Award from the Dubai Land Department in 2019. The recognition was achieved by generating AED 635 million from a single transaction.



## Largest Transaction from Emaar

fäm Properties received two awards from Emaar in 2019.



# The team behind all the accolades.



The trophies and awards are a result of the undying commitment of the whole team.

**Led by Firas Al Msaddi,** the management team ensures that every team member brings the passion and dedication required to exceed our client's expectations.



THE Fäm ACADEMY

For the next generation of *real estate agents.*

There’s no bigger joy than sharing knowledge with those who seek to learn. Driven by Firas Al Msaddi’s passion to give back to the industry that has brought him many honours, his vision to inspire the next generation of real estate leaders helped create fäm Real Estate Academy. One of its kind, the Academy is set to provide all real estate experts and investors across the globe with the cream of knowledge gleaned since 2007.

The Academy’s vision is to become the most credible faculty for teaching best real estate investment practices in the region and become a hub for talent.



fäm Properties offices  
There’s one close to you.

fäm HO - Building 1

Bldg. 01 Office 801,802,806 Bay Square, Business Bay, Dubai, UAE

fäm - Building 10

Bldg. 10 Office 403,401,301 Bay Square, Business Bay, Dubai, UAE

fäm - Building 13

Bldg. 13, Office 303 & 304 Bay Square Business Bay Dubai, UAE

fäm - Building 12

Bldg. 10 Office 507 Bay Square, Business Bay, Dubai, UAE

fäm - Mudon

Shop No. 2 & 1, Al Salam, Mudon Community Center, Dubai Land, Dubai, UAE

fäm - Creek Harbour

Tower 3 - GFR 02 North Podium, Dubai, UAE

fäm - City Walk

City Walk Boulevard Shop 8 -02, Dubai, UAE

fäm - Dubai Hills

Park Height Square 2 Office 603,604 Dubai, UAE

fäm - Dubai Harbour

Unit 12, Groundfloor Dubai Harbour Masters Bldg., Dubai, UAE

fäm - Meydan

Meydan Heights Retail Center, Unit G 10

fäm - Marina

1401 Marina Plaza, Dubai Marina, Dubai, UAE

fäm - Motor City

Control Tower, Office 2803 Dubai, UAE

fäm 24/7 Media LLC

Bldg. 13, Office 303 & 304 Bay Square Business Bay, Dubai, UAE

fäm - Villanova

Villanova Market Plance, Shop NO. 16 Dubai, UAE

fäm - Al Furjan

FRJP R-27B Pavilion AL Furjan South Pavillion, Dubai, UAE

fäm - Jumeirah Park

GF-10 Jumeirah Park Club house, Dubai, UAE

fäm Living - Building 10

Bldg. 10, Office 304 Bay Square Business Bay, UAE

fäm - Palm

Golden Mile 9, Shop 10 Galleria Palm Jumeirah, Dubai, UAE

