

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



A Better Way to **Profit** from **Property**

**fam** Properties

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

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[www.famproperties.com](http://www.famproperties.com)

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# A MESSAGE FROM THE CEO



Grounded on rock-solid market fundamentals, Dubai is one of the world's most unprecedented success stories of our times. Dubai 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 a major cornerstone of this booming city's economy, fam Properties works tirelessly to redefine how the UAE views our industry. It is a sad truth that real estate agents here are often the pariah's everyone loves to hate, and in our experience, the industry's reputation is often well-deserved.

At fam, our approach and ethics are not empty words. Our real estate consultants are people who aspire to go home after a hard day's work with their heads held high. Not because we made (or saved) our clients more money than they ever expected, but because we did so in a way that would make our families and colleagues proud. In short, we have the results and reputation to prove it.

## SO HOW DO WE DO IT?

### WE FOCUS ON THREE CORE ELEMENTS:

**Better values.** We are zealously focused on honesty as our primary value. We regularly turn away opportunities because the deals are not in line with our values. As a result of this, our clients have learned to trust us. This explains why the majority of our business comes from referrals and repeat buyers.

**Better technology.** We have invested heavily in our own, proprietary, Oracle-based technology infrastructure that is so far ahead of the market that our agents and our clients have an unmatched advantage in any deal. They enter every transaction far better informed than anyone else in the room.

**Better results.** We started fam Properties in March of 2009 at the depth of the global economic and real estate crisis in the UAE. Together with an incredible team, we have consistently guided our clients toward unparalleled deals and away from sub-standard or unsustainable ones. Today, we stand tall and proud amongst some of the biggest corporate players in the industry. Backed by a healthy client portfolio that includes some of the wealthiest investors in the Middle East, it is my sincere hope that you too will offer us the opportunity to redefine your expectations of the UAE's real estate industry. We hope to experience this exciting phase of Dubai's exponential growth together.

We look forward to meeting you.

**Firas Al-Msaddi**

CEO

fām Group / fām Properties

# An assertive, client-centric **VISION & MISSION**

The entire team at fäm Properties is driven by a passion to be the company that reinvents how the market positively sees real estate agencies in the UAE.

## **OUR VISION**

To redefine what investors, landlords, and tenants in the UAE expect of real estate agents. We'll do this by providing our clients with:

- Uncompromising integrity
- The smartest agents in the market
- A tech-driven approach
- Proven long-term results

## **OUR MISSION**

To become the UAE's undisputed favorite real estate brand by 2020.

We'll achieve this by treating our people with uncommon appreciation, our clients with uncompromising integrity, and the market with unanticipated innovation. In doing so we will become the standard by which every other real estate agency is measured.

We have built a full-fledged range of real estate services which enable our international and local clients to benefit from opportunities in the GCC property market.



## TO THE **fäm** GROUP

What began as a radical vision of becoming the elite property sales and investment advisory in Dubai has rapidly evolved into a fully-fledged offering of solutions that enable us to provide our clients with unsurpassed ROIs and a partner in all their property needs.

Driven by our confidence in the real estate industry, fäm Group has ventured into new and uncharted territory over the years. Formed and chaired by Mr. Firas Al Msaddi, fäm Group has effectively mirrored the development of the UAE, starting off small and growing rapidly to become one of the nation's most dynamic business groups today.

### **fäm GROUP'S BUSINESS PORTFOLIO INCLUDES FOLLOWING OPERATIONAL FIRMS:**

#### **fäm** PROPERTIES - DUBAI

A leading player in one of the world's most competitive real estate markets.

#### **fäm** PROPERTIES RETAIL

Launched in early 2015, fäm Properties Retail is our first retail shop-level presence in BusinessBay and in the Mudon Community Center. fäm Retail provides our clients in those areas with the highest quality service and unparalleled convenience.

# TO THE **fäm** GROUP

## **fäm** INTERIORS

Creating enormous synergy for our property clients, fäm Interiors is a one-stop shop for clients looking to maximize the value from their property investments through world-class interior design and fit-out.

## **fäm** PROPERTY MANAGEMENT

fäm'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.

## **fäm** DEVELOPMENT ADVISORY

When investors come looking for opportunities in the UAE, we are uniquely positioned to provide superior investment advice. We provide powerful insight and consulting on everything from choosing the right investment and developing comprehensive financial models for each project, to managing the entire sales and marketing process and ultimately leasing the property on your behalf. We provide a diverse range of specialist advice for property developers, investors and landowners to enhance asset values while maximizing development potential. Our expertise spans all property types with an emphasis on sales and marketing for residential developments. We offer a bespoke and fully comprehensive solution that allows fäm to be your partner. From floor plans to advanced financial modeling in a nutshell we offer complete management solutions.

## **fäm** LIVING

fäm living is one of the leading and continuously expanding holiday homes provider in Dubai with more than 10 years of industry expertise.

As a holiday homes provider, fäm living facilitates some of Life's best memories for our guests by wrapping them in a physical and service environment of unrivalled modern positivity in distinctive private homes, in hand-picked destinations within Dubai for all types of travelers who wish to be cocooned in luxury with an unprecedented level of service.

# TO THE **fäm** GROUP

## **fäm** MEDIA 24X7

A leading outdoor media company in the UAE designed specifically to maximize marketing impact for all major local and international corporates.

## **fäm** SNAG IT

fäm Snag It is a subsidiary of fäm Properties specializing in Snagging and Inspection of Residential and Commercial Properties in UAE. We are a team of dedicated Professional Architects and Engineers with over 20 years of experience in the property markets industry, equipped with the latest technology. Using our in house Oracle application, will proceed with a meticulous walk-through inspection, and provide a detailed, well organized and easy to read report to our client in 24 hr.

fäm Snag It operates in accordance with the International Standard of Best Practice and Code of Ethics. We are proud to be one of Dubai's Top home inspection specialists and preferred by most property Investors.

## **fäm** REAL ESTATE INVESTMENT PORTFOLIO MANAGEMENT

Our integrity, technology and proven track record have earned FAM Properties the trust of some of the largest private and institutional property investors in Saudi Arabia, the UAE, Bahrain, Jordan, Qatar and South Africa. We understand the needs and expectations of our clients and we structure and execute their real estate investment ventures accordingly through our well established and unique network of UAE government developers and investment entities, private investors and international real estate equity funds in the UAE, Europe, and the U.K. We greatly appreciate the value of long-term business relationships and work tirelessly to maintain and develop these at all times. As a result we currently manage several portfolios for ultra-wealthy private and corporate investors amounting to over \$1.2 Billion USD in Dubai, Europe, and Istanbul.

## **fäm** SALES PROGRESSION

fäm Sales Progression provides a value added service to clients to ensure a smooth, hassle free experience throughout the property transfer stage. We have extensive knowledge of the procedure for any transaction whether it's gifting, cash or finance and we are experienced in liaising with Property Developers, Banks, Dubai Land Department and other government entities on the clients behalf. You can be assured that your case will be handled with the utmost professionalism in accordance with Dubai's real estate rules and regulations.

# WHAT MAKES **fäm** UNIQUE?

## **BETTER VALUES**

### ADVICE YOU CAN BANK ON

Integrity has been our hallmark since day one and we are zealously focused on honesty as our primary value. We regularly turn down opportunities because the deals are not in line with our values. We always talk straight with partners, clients and employees. As a result of this, our clients have learned to trust us.

## **BETTER TECHNOLOGY**

### fäm's UNFAIR ADVANTAGE

We have made a massive investment in developing market-leading technology tools and invested heavily in our own, proprietary, Oracle-based technology infrastructure that is so far ahead of the market that our agents and our clients have an unmatched advantage in any deal. fäm's proprietary technology is the key to your success.

## **BETTER RESULTS**

### UNRIVALLED VALUE, LEGENDARY RETURNS

We started fäm Properties in March of 2009 at the depth of the global economic and real estate crisis. Today, we proudly stand tall amongst some of the biggest corporate players in the industry and identify as one of the largest property sales brands in the UAE. fäm is known for delivering superior results and customer service. We are the major property portfolio manager of choice for the GCC's leading private and corporate investors.



# fäm GROUP INTERNAL SERVICES

SALES & LEASING SECONDARY MARKET PROPERTY

OFF-PLAN PROPERTY SALES

PROPERTY MANAGEMENT

REAL ESTATE DEVELOPMENT ADVISORY

SHORT TERM LUXURY HOLIDAY HOMES RENTALS

PROPERTY INVESTMENT CONSULTANCY

ENGINEERED PROPERTY SNAGGING AND INSPECTION

INTERIOR DESIGNING

VIP CLIENT SERVICES

INTERNATIONAL EDUCATION CONSULTANCY

INVESTMENT VISA SERVICES

fäm Properties

TENANCY AGREEMENT

# EXCLUSIVE PARTNERSHIPS

Because we zig when others zag and innovate in ways that have never been seen in the UAE, we have strong partnerships with the UAE's leading developers.

**A SNAP SHOT OF SALES PROJECTS WE HAVE HANDLED EXCLUSIVELY**

## **THE FAIRMONT MARINA RESIDENCES (ABU DHABI)**



An ultra-premium property with 249 serviced apartments, which are part of the 563-room Fairmont Marina Resort located in the most prestigious area of Abu Dhabi next to the Presidential Palace and the Marina Mall. We are the first real estate company to hold an exclusive master sales and leasing contract with a five-star hotel chain property. Total value: AED 1.56 Billion.

## **MARINA SUNSET BAY VILLAS (ABU DHABI)**



Another ultra-premium development of 76 ultra-luxury villas located in the most prestigious area of Abu Dhabi next to the Presidential Palace and the Marina Mall. Total value: AED 1.2 Billion.

# EXCLUSIVE PARTNERSHIPS

## CITY WALK - MERAAS HOLDING (DUBAI)



One of the most vibrant, popular, and upmarket destinations in Dubai, offering both luxury residential and commercial units. fam Properties was responsible for channeling a total sales value of AED 2 Billion. Furthermore, Meraas grant us to exclusively manage City Walk's building 16 for the first time ever. We are also in charge for 10 other buildings, on behalf of the owners for sale, rent, and holiday homes transactions.



**BUILDING 2A**



**BUILDING 2B**



**BUILDING 6A**



**BUILDING 6B**



**BUILDING 14**



**BUILDING 18 A**



**BUILDING 18 B**



**BUILDING 16**

# EXCLUSIVE PARTNERSHIPS

## MADA RESIDENCES - ARTAR (DUBAI)

A PROJECT BY fām REAL ESTATE DEVELOPMENT ADVISORY



A 600 Million Dirham development in Downtown Dubai, Mada Residences offers a selection of 1, 2, 3, and 4-bedroom luxury apartments. fām Properties are the Master Agent for this exclusive development, providing developers, investors, and landowners bespoke and fully-comprehensive management solutions. The construction of Mada Residences is properly executed and promised to be handed over on schedule without delays in Q2 2018.

## JUMEIRAH TERRACE BUILDING (DUBAI)



We fully leased the first five-storey commercial building located in Jumeirah next to the Union House, in only three months. We not only leased the units, but managed every aspect from contracts to fit-outs and drawing approvals.

# EXCLUSIVE PARTNERSHIPS

## CITY AVENUE BUILDING (DUBAI)



We fully leased this eight-storey commercial building opposite the Deira City Center, in only three months, which is a remarkable achievement given its location.

## DEVELOPERS WE ARE PARTNERED WITH

Emaar, Dubai Properties Group, Meraas, Nakheel, Mohammed Bin Rashid City, Sobha, Mazaya, National Investment Cooperation of Abu Dhabi, Agaoglu Group (Turkey), and other highly esteemed developers.

EMAAR

MERAAS



DUBAI  
PROPERTIES



Agaoglu  
Architect of Life



## OTHER PROJECTS

We are heavily involved in the following projects:

Mohammed Bin Rashid City, Dubailand, Bluewaters, Business Bay, Downtown Dubai, Citywalk, Port De La Mer, Madinat Jumeirah Living, Central Park, Dubai Hills, Dubai Marina, Jumeirah Lake Towers, Motor City, Townsquare, Akoya, Sports City, Motor City, Jebel Ali Hills, Emirates Living, Mudon, Arabian Ranches, Sustainable City, Jumeirah Village.

## REAL ESTATE RECOGNITIONS

Fam properties prides itself on its impressive set of hard-earned awards from the most renowned and credible governmental and semi governmental entities in Dubai, Dubai Land Department, Emaar, Dubai Properties, and Meraas.

These awards are the result of over a decade of consistent effort, perseverance, passion and dedication put by the entire team at fam properties since inception to date:

## TOP PERFORMING SALES AWARDS

### #1 REAL ESTATE AGENCY & INDIVIDUAL AGENT AWARD



fäm Properties is honoured to be the Dubai Land Department's No. 1 Real Estate Agency and our CEO, Mr. Firas Al Msaddi as the No. 1 Real Estate Agent for achieving the highest property transactions in 2017 and 2018.

دائرة الأراضي والأموال  
Land Department



حكومة دبي  
GOVERNMENT OF DUBAI

### NO.1 REAL ESTATE AGENCY ON DUBAI LAND DEPARTMENT APP



fäm Properties rated as the leading Dubai Real Estate Agency on Dubai Land Department App as of January 2019. We have achieved this recognition because of our continued passion and providing utmost service to our clients.

دائرة الأراضي والأموال  
Land Department



حكومة دبي  
GOVERNMENT OF DUBAI

# TOP PERFORMING SALES AWARDS

## REAL ESTATE TYCOON AWARD BY DUBAI LAND DEPARTMENT



Our CEO Mr. Firas Al Msaddi received an award as 2017's Real Estate Tycoon by Dubai Land Department on his accomplishments in the Real Estate Sector.

دائرة الأراضي والأملاك  
Land Department



حكومة دبي  
GOVERNMENT OF DUBAI

## MERAAS' #1 ELITE AWARD



Fam Properties received a lifetime achievement award, “#1 Elite Award” from Meraas for outstanding contribution to Dubai real estate. We have achieved this recognition by generating over 600 Million Dhs worth of new, repeat and referred sales.

 MERAAS

## PLATINUM PARTNER OF EMAAR PROPERTIES



fäm Properties is the Platinum partner of Emaar Properties ( we feature on the top five of 1,300+ agencies in Dubai) We have achieved this status by keeping a consistent sales record with Emaar.

 EMAAR

# TOP PERFORMING SALES AWARDS

## 4 YEARS, DUBAI PROPERTIES CONSECUTIVE TOP SALES AWARD 2013 - 2014 - 2015 - 2016



fäm agency's top performances have been recognized at the 2013, 2014, 2015 and 2016 DP's annual awards night. The most prestigious award of its kind in Dubai, finalists and winners set the benchmark for professionals and service in their specialist fields.



## MAZAYA AWARDS 2015



fäm was awarded with the highest award of appreciation from Mazaya developments for results beyond all expectations in sales, professionalism and overall dedication to achieving the success Queue Point has set out to accomplish.



## EMAAR PROPERTIES HONORABLE AWARDS



As a result of our ongoing dedication; fäm Properties' Off-plan team has been awarded a Top Performing Partner with Emaar Properties for the year 2016. Our team has channeled a wide spectrum of sales transactions all around Dubai from luxurious to affordable housing. Our mission for the consecutive years is to become The Top Performing Partner with Emaar Properties.



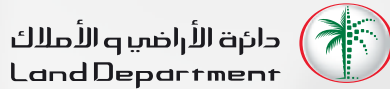


# TOP PERFORMING SALES AWARDS

## LARGEST SALES TRANSACTION IN 2019 OF AED 635 MILLION



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



## LARGEST TRANSACTION AWARD FROM EMAAR



fäm Properties received two awards from Emaar in 2019:

- The Single Largest Transaction Award
- 3rd Position for overall sales transactions in Dubai in 2019



## #1 AGENCY FROM MERAAS



fäm Properties received another lifetime achievement award, “#1 Agency ” from Meraas for outstanding contribution to Dubai real estate.



## fam<sup>®</sup> HEAD OFFICE - BAY SQUARE



## MUDON - RETAIL SHOP



## PALM JUMEIRAH - RETAIL SHOP



# fäm EXHIBITIONS & EVENTS

## Matryoshka Festival 2018



**IRIX EXHIBITION**  
INDIA NEW DELHI  
10,11,12 NOVEMBER

## CITYSCAPE UAE DUBAI 2017

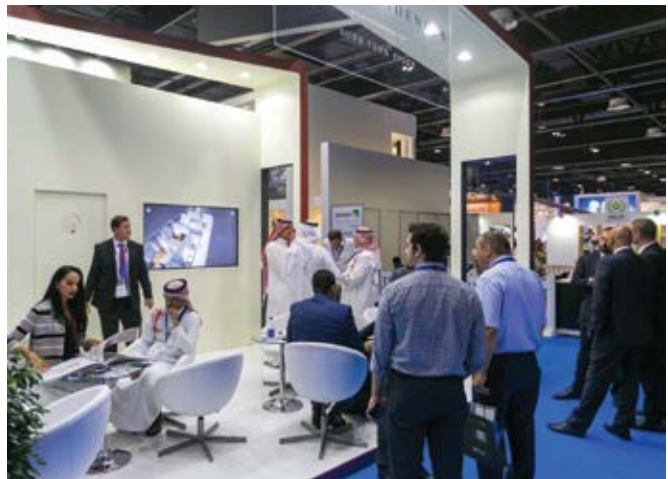


# fam<sup>®</sup> EXHIBITIONS & EVENTS

## CHINA BEIJING 2017



## UAE DUBAI 2016



## KSA JEDDAH 2016



# fām® Media Highlights



## PR Activities

10 TV & RADIO INTERVIEWS

13 PRESS RELEASES

35 PRINT MEDIA FEATURES

40 ONLINE MEDIA FEATURES

Khaleej Times

BBC

البيان  
Al Bayan

Forbes

mbc  
GROUP

الإمارات اليوم





## fam ANNUAL SEMINAR 2017



# fām ANNUAL SEMINAR 2018



# fäm® ANNUAL SEMINAR 2019





# fäm® ANNUAL SEMINAR 2020



# THE POWER OF PASSIONATE LEADERSHIP

From day one we have focused on building a world-class company capable of delivering unmatched insight, advice, and performance to all of our clients. At the heart of this vision is passionate leadership that comes from:



**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 fäm Properties-Dubai two years later in 2009. In addition, Firas has created and launched fäm Properties – Abu Dhabi, fäm Interiors, fäm Media 24x7, fäm Development Advisory, and fäm Property Management as a means of providing holistic solutions to property investors. Moreover, from 2010 to early 2015 Mr. Firas 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 fäm 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 fäm and is focused on building a team that is truly world-class.



**Tarek Bou Karroum**  
Managing Partner

Tarek has been with fäm 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 fäm'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 fäm's ahead-of-times market approach.

# THE POWER OF PASSIONATE LEADERSHIP



## **Mohamad Shams**

Managing Director - fäm living

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 fäm 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.



## **Faysal Ayoubi**

Operation Director - fäm living

Faysal gathered wide experience in the past 15 years working for multinational and publicly listed companies in the information technology and services industry in Dubai. In 2012, and as the holiday home trend was starting to gain popularity across the world, Faysal appreciated the demand and became keen to be part of the new way of traveling boom. He was one of the first individual Airbnb Superhosts in Dubai. Faysal quickly grew a passion for hospitality, and his home listings were featured on the Qantas airline magazine. Faysal joined hands with fäm Living in 2018 to oversee the day to day operations of the company. His unique hosting style together with his tech-savviness and management approach allowed him to be a crucial part of the company's growth and success.



## **Gonzalo Rearte**

Asset management Director

Over 20 Years' experience in 3 continents (America, Europe, and Middle East) working in different industries like Real Estate, Banking, Online Business, etc, in leading positions within Sales, Administration, Management, etc. Gonzalo has successfully overcome two economic crises, the first in 2001 and the global crisis of 2008. His Real Estate Carrer started in Dubai in 2012 managing the Customer Care Department, Sales, and Asset Management in a Real Estate Developer. Joined fäm properties in 2019 as Director of Asset Management, his role is to bring fäm Property Management Division to the ultimate level of success in Asset Management, achieving the highest possible revenue for clients portfolio, creating a supportive platform able to be escalated without limits, and provide the highest level of customer services in the industry.

# OUR TEAM



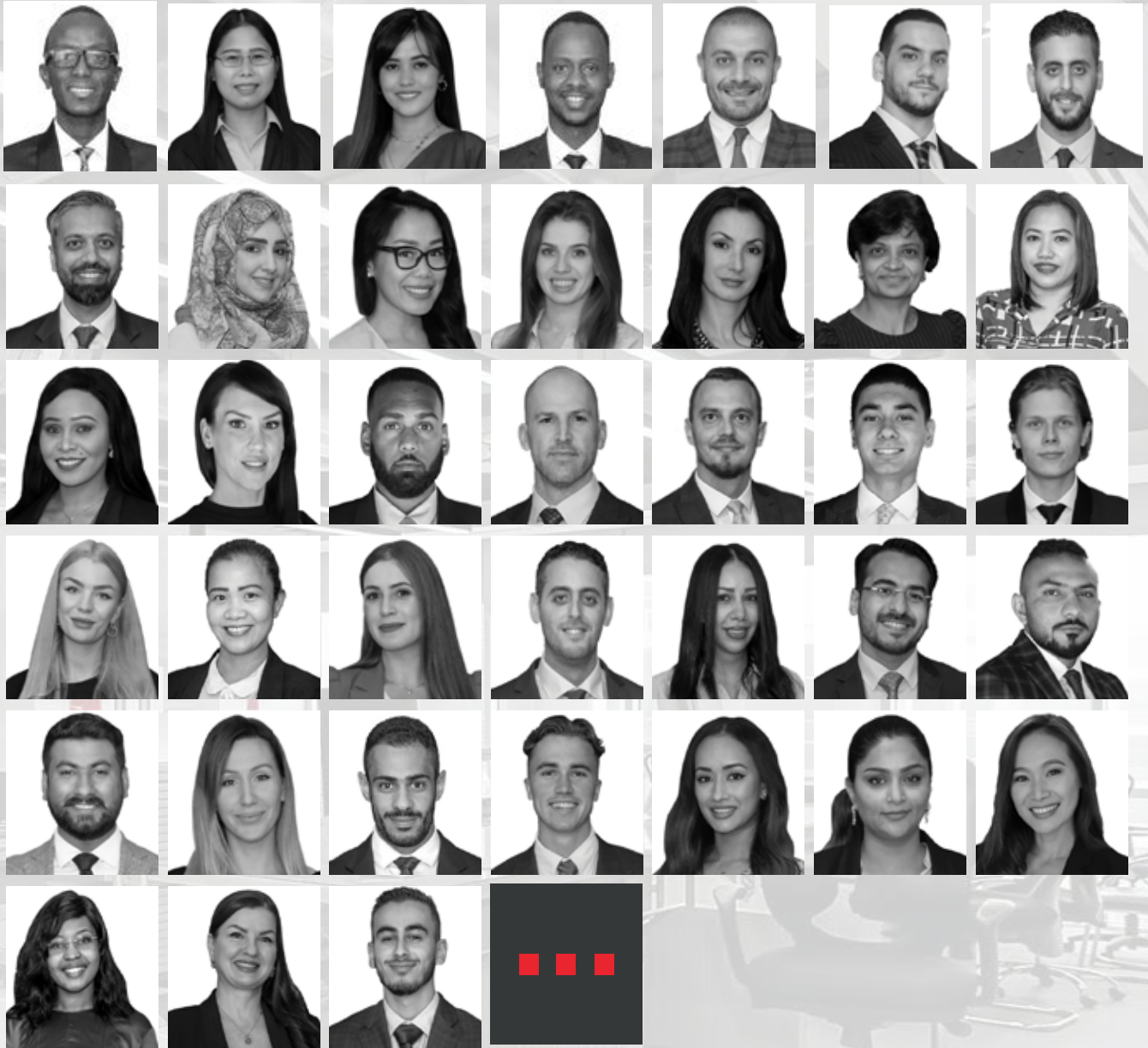
# OUR TEAM



# OUR TEAM



# OUR TEAM









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

Mudon Retail Shop:  
Mudon Community Center  
Shop G55-G58  
Dubailand - Dubai, UAE

Palm Jumeirah Retail Shop:  
Golden Mile - Building 9  
Retail Office 10  
(Opposite Fairmont Hotel)  
Dubai, UAE

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