

**fäm** Real Estate  
Development Management



# LEGEND

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# INTRODUCTION



Your plot holds the seeds of immense potential. Through our 360 real estate ecosystem, transform it into a landscape yielding far greater profit and success.





The most successful businesses solve the most persistent challenges for their clients. Combined with our belief that real competition is about creating more value for clients than any other player in the industry, this principle is the foundation of 'fäm Development Management Services.' We recognized that enabling investors to capture their real estate profit margin from its inception at the development level—opportunities normally accessible only by real estate developers—was key. Hence, we decided to create seamless access for our investors. Our strategy focuses not just on achieving high returns, but on providing a seamless and reliable investment experience. By addressing real estate investment challenges, we continue to lead and innovate, ensuring exceptional outcomes for our investors and stakeholders.

Our vision at fäm Development Management is to be the leading provider of innovative and transparent real estate development management solutions. We empower both individual and institutional investors to invest in the development of unique and sought-after real estate assets in Dubai. Leveraging our comprehensive 360 real estate ecosystem, which includes market research, financial and business modeling, and construction management, we maximize our clients' investment returns. Guided by visionary leadership, our dedicated team is committed to excellence, innovation, and client satisfaction, transforming real estate investments into lucrative opportunities and securing unparalleled profits.

Sincerely,

Firas Al Msaddi  
CEO



## Vision

To be the leading provider of innovative and transparent Real Estate Development Management solutions, empowering both individual and institutional investors to seamlessly and reliably invest in the development of unique and highly sought-after real estate assets in Dubai.

## Mission

Our mission is to enable investors to maximize their profit potential through well-planned and transparent real estate development projects. We minimize investment risks by tapping into the substantial profit margins inherent in real estate development. Leveraging the comprehensive ecosystem of fām group of companies, from brokerage to development, we utilize the most technologically advanced and integrated real estate ecosystem in the region to ensure seamless operations and outstanding results. Our dedicated team of professionals, guided by visionary leadership, drives our success through their unwavering commitment to excellence, innovation, and client satisfaction.






# Values

-  **Integrity:** Upholding the highest standards of honesty and ethical conduct in all our operations.
-  **Partnership Approach:** Fostering collaborative relationships with our clients, partners, and stakeholders.
-  **Innovation:** Continuously seeking and implementing creative solutions to drive growth and excellence.
-  **Trendy:** Staying ahead of market trends to provide cutting-edge real estate solutions.
-  **Ownership:** Taking full responsibility and accountability for our actions and results.
-  **Long-term Vision:** Committing to sustainable growth and long-term value creation for our clients and stakeholders.

Navigating All-Time High  
Markets: Manage Risk and  
Achieve Optimal Profitability  
with Us



In times of high supply, demand, and real estate prices, identifying the optimal entry price point in the market is critical to your success. Achieving the highest and most optimized profit is essential, while equally important is mitigating the risks associated with these market conditions. This can be accomplished by tapping into the most secure profit margins and rental yields through strategic real estate development.

Typically, when you buy a property, you wait for the market to rise to make a profit on resale or for rental prices to become favorable. However, developing an asset rather than buying a ready property not only offers significantly higher capital gain or and rental yields but also minimizes your risk to the lowest possible levels.

**There are three scenarios that can impact your investment profitability:**

1. Stable Market: You achieve the planned returns.
2. Bull Market: You achieve higher than planned returns.
3. Bear Market: While your profit margin may decrease, the risk of losing your principal capital is mitigated.

In contrast, investing in ready properties or aiming to buy and sell lands carries the risk of partially losing your principal capital if the market declines and proportionately to that. Entering into real estate development by developing properties provides a more secure investment strategy by ensuring higher capital gain or rental yields and protecting your initial investment.



Comparing Profit Margins:  
Why Real Estate  
Development Yields the  
Highest Returns



As a real estate developer, an off-plan property buyer, or a ready property buyer, real estate investors have three primary entry points. The estimated ROI for each type of investor is as follows:

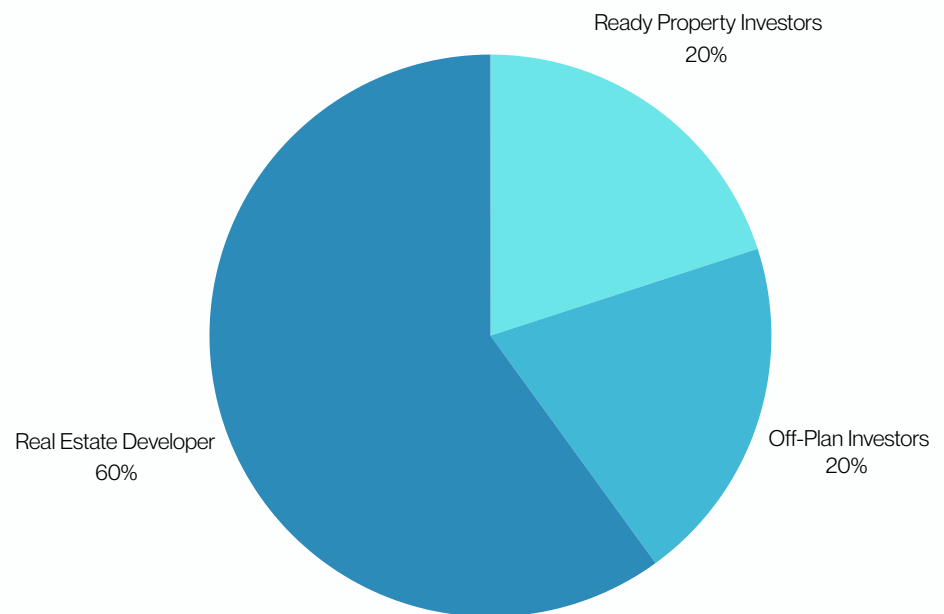
- **Real Estate Developer: 60%**
- **Off-Plan Investors: 20%**
- **Ready Property Investors: 20%**

**Important Disclaimer:**

While actual profits or losses depend on your entry price, optimized cost, and market conditions and cycles, the indicators below provide indicative estimates for profit margins associated with each milestone during a steady market cycle. Regardless of whether the market cycle goes up or down, these margins will likely fluctuate proportionally to the below chart and data.



### Overall Estimated Profit Distribution Across The Real Estate Lifecycle



In any market, regardless of the profit amount, the development profit margin ratio is consistently double to triple that of what real estate investors can achieve when purchasing off-plan or ready properties for a profitable future resale exit.

In conclusion, because the real estate developer margin is the highest margin, it forms the biggest buffer to hedge downmarket risks and offers the highest profit potential when the market goes up.



Strategic Development:  
Unlocking Up to **60% ROI**  
for Real Estate Investors



Discover how strategic real estate development can maximize your returns, from land acquisition to selling ready properties. Our detailed ROI analysis highlights the profit potential for various stakeholders in the dynamic Dubai market.

1. Real Estate Developer: From land acquisition to selling under-construction off-plan property, the ROI is between 30% and 40%.
2. 1st Off-Plan Property Buyer: From buying off-plan to selling upon or before project completion, the ROI is 20%.
3. 2nd Ready Property Buyer: From buying upon completion from the first buyer to reselling within 1-2 years, the ROI is 20%.
4. Real Estate Developer (Land to Ready Property): From land acquisition to selling a ready property, the combined ROI is 50% to 60%.

	During Construction	Upon Completion	1-2 Years after completion
Real Estate Developer	30%-40%	50% - 60%	70% - 80%
1st Offplan Property Buyer		20%	
2nd Offplan Property Buyer			20%

Comprehensive Guide to  
Maximizing Profit Through  
Expert Real Estate  
Development





Now that we have established that real estate development offers the highest possible profit, it is important to recognize that not every real estate investor has the experience to achieve optimal profitability through a well-optimized real estate development project from inception to handover and beyond. Successful real estate development involves many moving parts, each equally important due to its immediate domino effect on other parts and ultimately on the final results.

Below, we briefly outline all the major and most important components essential for developing the best project with the best outcome. This will help you understand why Nordic By fäm is the best-positioned partner to guide you through this journey seamlessly and deliver exceptional results

**1. Market Research and In-Depth Analysis:** We rigorously analyze data and correlate our findings with market realities observed through our real estate sales and leasing teams.

- Market Supply: Understanding the availability of properties in the market.
- Market Demand: Gauging the desire for properties among potential buyers.
- Market Absorption Rate: Measuring the rate at which available properties are sold or leased.
- Targeted Client Persona: Identifying the specific characteristics and preferences of potential buyers or tenants.

**2. Planning:** This phase involves detailed preparation to ensure all aspects of the project are thoroughly considered.

- Business Modeling: Creating a strategic plan for the business aspects of the project.
- Financial Modeling: Developing detailed financial forecasts and budgets to ensure economic viability.

**3. Resource Planning:** Efficiently allocating and managing resources to ensure the project progresses smoothly and on schedule.

**4. Project Conceptualizing:** Developing the initial vision and design for the project, aligning with market demands and client preferences.



**5. Project Detailed Architectural Design, Interior Design, and Detailed Drawings:** Crafting comprehensive architectural plans and interior designs that align with the project's vision and requirements.

**6. Submitting All Needed Collaterals for Government Approvals:** Preparing and submitting all necessary documents and plans to obtain the required government approvals.

**7. Construction:** Overseeing the building process to ensure quality, adherence to timelines, and compliance with regulations.

**8. Monitoring and Reporting:** Continuously tracking project progress and performance, providing regular updates to stakeholders.

**9. Engineered Snagging and Inspection:** Conducting thorough inspections to identify and rectify any issues before project completion.

**10. Project Branding and Market Positioning:** Establishing a strong brand identity and positioning the project effectively in the market.

**11. Project Marketing:** Implementing strategic marketing initiatives to attract potential buyers or tenants.

**12. Project Sales:** Managing the sales process to maximize revenue and achieve sales targets.

**13. Project Handover:** Ensuring a smooth transition of the completed property to the buyers or tenants, maintaining high satisfaction levels.

By addressing these key components with precision and expertise, Nordic By fäm ensures that your real estate development project achieves unparalleled success, offering the highest profit potential and mitigating risks effectively.



## Leveraging Our Unique Real Estate Ecosystem for Success

At fäm Properties, we achieve success by leveraging our unique real estate ecosystem, which includes a group of companies under the fäm brand. This comprehensive ecosystem provides clients, brokers, and employees with the best working and operating experience. Here is an illustration of our real estate ecosystem:

### Our Comprehensive In-House Group Services:

- **Property Sales:** Facilitating the sale of properties to ensure maximum returns for our clients.
- **Property Resale:** Assisting clients in reselling their properties at competitive prices.
- **Property Rental:** Managing rental properties to optimize rental yields and occupancy rates.
- **Property Management:** Offering full-service property management to maintain and enhance property value.
- **Conveyancing:** Providing legal assistance for property transactions to ensure smooth and secure deals.
- **Mortgage Advisory and Brokerage:** Offering expert advice and brokerage services for property financing.
- **Real Estate Master Agency:** Acting as a master agency to streamline and manage property transactions.
- **Real Estate Development (Nordic by fäm):** Specializing in the development of luxury and ultra-luxury villas and boutique buildings.
- **Real Estate Development Management:** Managing the entire development process from inception to handover.





- **Real Estate Private Equity:** Investing in high-potential real estate projects to maximize returns.
- **Holiday Homes (fäm living):** Managing short-term rental properties to provide exceptional guest experiences.
- **RenTech:** Utilizing the latest technologies to renovate and enhance properties.
- **PropTech (DXB Interact):** Leveraging technology to improve real estate transactions and management.
- **Interior Design:** Creating bespoke interior designs to elevate property aesthetics and functionality.
- **Construction Project Management:** Overseeing construction projects to ensure timely and high-quality completion.
- **Property Engineered Snagging and Inspection:** Conducting thorough inspections to identify and address any issues.
- **Property and Project Handover:** Ensuring a smooth transition of completed properties to owners and tenants.
- **Real Estate Training Academy:** Providing comprehensive training for real estate professionals.

Exclusive Collaboration with  
Dubai Land Department



We take pride in our exclusive collaboration with the **Dubai Land Department** and the government of Dubai over the past decade. This partnership aims to create more value for all market stakeholders, enhance marketplace sustainability and growth, and continuously update, evolve, and innovate regulatory practices. By sharing our feedback, expertise, and market research reports, we contribute to the determined direction set by the government of Dubai—the Land Department and RERA (Real Estate Regulatory Authority)—guided by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, the Ruler of Dubai.



# The Leadership Team



As part of our commitment to providing our clients with the best possible service, Nordic by fäm has established a dedicated team of highly skilled professionals who are exclusively focused on ensuring the success of your development project.

Our team consists of experienced real estate professionals, talented architects and engineers, marketing experts, and administrative staff, who have been hand-picked for their expertise and dedication to achieving outstanding results. With a deep understanding of the local market and a wealth of experience in managing successful real estate sale projects, our team is perfectly positioned to take on this challenge and deliver exceptional results.

# GROUP CHIEF EXECUTIVE OFFICER



Firas Al Msaddi, an esteemed visionary in Dubai's real estate arena, is the CEO and Executive Chairman of fäm Properties, the largest and most technologically advanced Real estate firm in the UAE. With a rich tapestry of expertise spanning over a decade in real estate, interior design, and project management, Firas heralds the inception of 'Nordic by fäm' as an epochal innovation in Dubai's property landscape. The ethos of the Nordic by fäm brand is a testament to his relentless pursuit of excellence and his steadfast dedication to redefining Dubai's luxury residential offering. Firas has a simple, yet profound vision: to bring to the market unique architectural and interior spaces that break the mold. Nordic by fäm is envisaged as the epitome of minimalist elegance, offering families sanctuary of luxury that is unparalleled in its refinement and sophistication.



# PRINCIPLE ARCHITECT



HAYA AL MSADDI

Haya al Msaddi, as the principle architect for Nordic by fäm brings her design philosophy and deep appreciation for Nordic aesthetics and materials to each project in the portfolio. Her vision shapes each villa into a space that is not just lived in but experienced—a testament to the beauty of understated elegance in architectural design. Each project is a testament to her dedication to deliver exceptional spaces that transcend time and offer a harmonious blend of architectural finesse and livable luxury.

# HEAD OF ENGINEERING



OMAR AL SHAWA

Omar Alshawa, driven by a deep passion for creativity and design, is a leader in innovation and creative thinking. Distinguished as the winner of the Liberland architectural competition in Europe, Omar brings his architectural background to real estate development. Through his role at Nordic Luxe, Omar has honed his expertise in management, fit-out finalization, and construction oversight, displaying an unwavering commitment to detail.

# The Leadership Team



FATEH AL MSADDI

Group CTO and CMO



RAVSHAN ISKHAKOV

Director of Finance



FRANCESCO FERRETTI

GM - Master Agency



MAJA PAVLOVIC

Head of Sales & Marketing



MOHAMAD SHAMS

GM RenTech & fam Living



# Our Fee Structure



As a testament to our commitment to your success, we offer a performance-based success fee structure. Our motivation is to maximize your profitability, with our success fee directly linked to your financial gains. This alignment of interests ensures that we strive to achieve exceptional financial results, unlocking the full potential of your investment.

Additionally, there is a goodwill activation fee, which will be seamlessly adjusted against the success fee upon successful resale. This simulates a mutual commitment and provides a transparent and mutually beneficial financial arrangement.













































Where opulence meets innovation in the heart of Dubai.

Development Management Proposal  
EMPOWER SMARTER DECISIONS

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