



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



# The CEO

Dubai stands out as one of the most remarkable success stories globally. Its consistent ability to attract new residents and foreign investment is a testament to its exceptional infrastructure and top-tier living standards.

As real estate plays a pivotal role in the city's flourishing economy, **fäm Properties** passionately strives to push boundaries in the industry, showcasing that with the right values and work ethic, anything is achievable.

Since 2009, we have surpassed industry giants and left our mark on this illustrious city's history.

Today, armed with the most advanced real estate platform, we are poised to pursue even greater aspirations. We are eager to move forward with unwavering determination.

Together, let's strive to make this decade even more remarkable than the last.

**Firas Al Msaddi**

# About fäm

With almost two decades of operation, standing the test of time through the ups and downs of global and regional economic dynamics, **fäm** Properties is the largest and most technologically advanced real estate company ever built in Dubai. On track to soon reach 1,500 professional real estate agents and a total of 3,000 employees, **fäm** Properties operates over 25 branches across Dubai's most important communities.

**fäm** Properties has created a fully holistic real estate ecosystem that provides clients, brokers, and employees with the best working and operating experience.

Our comprehensive in-house group services include Property Sales, Property Resale, Property Rental, Property Management, Conveyancing, Mortgage Advisory and Brokerage, Real Estate Master Agency, Real Estate Development (Nordic by **fäm**), Real Estate Development Management, Real Estate Private Equity, Holiday Homes (fam living), RenTech, PropTech (DXB Interact), Interior Design, Construction Project Management, Property Engineered Snagging and Inspection, Property and Project Handover, and a Real Estate Training Academy.

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.

Our renowned leadership team brings **over 20 years** of real estate experience locally and globally. Their positive impact on the overall market has established **fäm** Properties as the most authoritative voice in the property brokerage space in Dubai and the region.

These services are designed to enable our brokers and back-office team members to deliver exceptional value to our clients. Our methodical approach ensures the highest quality in every service we offer, driven by data analytics, research, and customer service.

Our team's hard work and dedication generate annual revenues in the billions of dollars, all within a positive working culture governed by our core values: **integrity, transparency, authenticity, respect, innovation, and kindness**. Grounded in our deep belief in the superpower of teamwork, collaboration, social responsibility, and joining forces, we invite and welcome clients, channel partners, other real estate companies, and market stakeholders to work together to create the best possible future for the Dubai real estate market.





## *Our Vision*

To be the foremost real estate leader in Dubai, recognized globally for our innovation, integrity, and excellence, while fostering a sustainable and thriving marketplace for all stakeholders.



## *Our Mission*

To deliver exceptional real estate services through a comprehensive and technologically advanced ecosystem that empowers clients, brokers, and employees. We aim to drive value creation, enhance marketplace sustainability, and continuously innovate regulatory practices by collaborating with government entities and leveraging our expertise and market insights.

# Our Values

- ✓ **Integrity:** We uphold the highest ethical standards, ensuring transparency and honesty in all our interactions.
- ✓ **Innovation:** We continuously seek innovative solutions and leverage cutting-edge technology to enhance our services and operations.
- ✓ **Excellence:** We are committed to delivering the highest quality in every aspect of our business, from client service to operational processes.
- ✓ **Respect:** We value and respect our clients, employees, and partners, fostering a culture of inclusivity and mutual respect.
- ✓ **Authenticity:** We maintain genuine relationships and trust, building a reputation as a reliable and authoritative voice in the real estate industry.
- ✓ **Collaboration:** We believe in the power of teamwork and collaboration, both within our organization and with external partners, to achieve shared success.
- ✓ **Social Responsibility:** We are dedicated to contributing positively to the communities we serve, promoting sustainability and social responsibility in all our endeavors.
- ✓ **Kindness:** We nurture a positive and supportive working environment, encouraging kindness and compassion in all our interactions.
- ✓ **Ownership:** We take pride in assuming responsibility with dedication, embracing challenges, and owning both positive and negative outcomes with accountability.

The **largest real estate company**.  
The **most technologically advanced**.  
The **most geographically spread**.

We are not just a brokerage company;  
**we are a real estate ecosystem.**



What started 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, **fäm** Properties has made its mark in every segment of the real estate market. Today, we are ranked among the elite names in the industry with annual revenues exceeding a billion Dirhams.

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

Over the last decade, we've emerged as the real estate company of the future by leveraging our proprietary technology to assist value-seeking investors, landlords, and tenants in achieving 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 revolutionized 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 **Long Lasting Relationships**  
Not Transactions



## Inspired by **Long Lasting Relationships** Not Transactions

At fäm Properties, client relationships matter to us more than just 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 outperform our competitors through persistent commitment, local knowledge, technological innovation, and our ability to exceed client expectations. This is defined by the lasting relationships we have built since 2009, relationships that have helped shape our success story.



We Are A **Real Estate Ecosystem**  
Offering a **Wide Range of In-House Services**



Experience the pinnacle of innovation and success in Dubai's real estate sector by becoming a part of **fäm** Properties. With a rich history spanning close to **two decades**, we present an advanced ecosystem that empowers our clients, brokers, and personnel.

At **fäm** Properties, you will have access to a wide array of real estate services, including sales, rentals, property management, mortgage advisory, and more. Through strategic collaborations with the Dubai Land Department and the Dubai government, we maintain our position as industry trailblazers, constantly evolving and bolstering marketplace sustainability.

With a growing team set to soon exceed **1,500 skilled real estate agents** and **3,000 staff members**, we are established in over **25 branches** located strategically across Dubai's prime neighborhoods. Guided by a leadership cohort boasting over two decades of collective global and local real estate expertise, we are committed to fostering a positive work environment characterized by **integrity, transparency, and innovation**.

If you possess a fervor for real estate and are enthusiastic about driving substantial change, consider **fäm** Properties as the platform to help shape the trajectory of Dubai's real estate landscape. Together, we can strive for excellence and cultivate enduring value for all stakeholders within the industry.



# OUR 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.

## ✓ **Mortgage Advisory & Brokerage**

Offering expert advice and brokerage services for property financing.

## ✓ **Real Estate Development Management**

Managing the entire development process from inception to handover.

## ✓ **Conveyancing**

Providing legal assistance for property transactions to ensure smooth and secure deals.

## ✓ **Property Management**

Offering full-service property management to maintain and enhance property value.

## ✓ **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.

## ✓ **RenTech**

Utilizing the latest technologies to renovate and enhance properties.



# OUR services

## ✓ **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.

## ✓ **Property Engineered Snagging & Inspection**

Conducting thorough inspections to identify and address any issues.

## ✓ **Property & Project Handover**

Ensuring a smooth transition of completed properties to owners and tenants.

## ✓ **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**

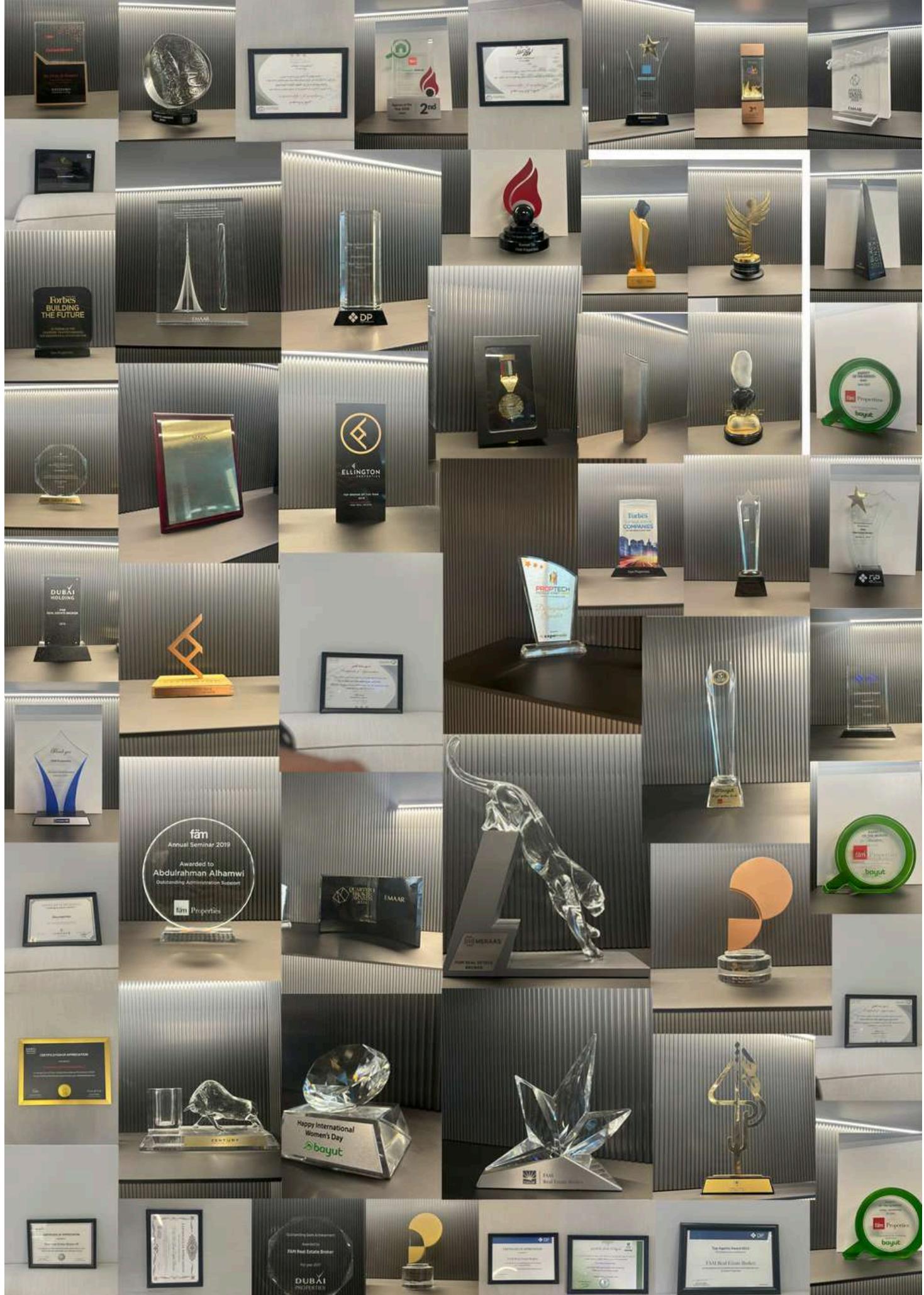
Overseeing construction projects to ensure timely and high-quality completion.

## ✓ **Real Estate Training Academy**

Providing comprehensive training for real estate professionals.



**Excellence** Never  
Goes Unrewarded



# The team behind all the success.



The **trophies** and awards proudly displayed are a testament to the unwavering dedication of the entire team. Under the guidance of **Firas Al Msaddi**, the leadership ensures that every individual contributes with passion and commitment to surpass the expectations of our clients. Witnessing the collaboration between back office staff and sales team is truly motivating as they unite their efforts towards advancing the company. Through mutual support and a shared goal of enhancing the real estate industry in Dubai for the future, we are establishing a solid groundwork for prosperity.

The synergy within the team, fostered by Firas Al Msaddi's leadership, is evident in the collective drive to achieve excellence. Each team member plays a vital role in propelling the company forward, fueled by a common vision to elevate the standards of the real estate sector in Dubai. The harmonious blend of teamwork and determination is paving the way for sustained success and innovation. As we continue to inspire and challenge each other, we are shaping a bright future for our organization and contributing towards the advancement of the real estate landscape in Dubai.

# The **fäm** Academy

Together with the “The Real Estate  
Blueprint with Firas Al Msaddi”  
Series of Training Events

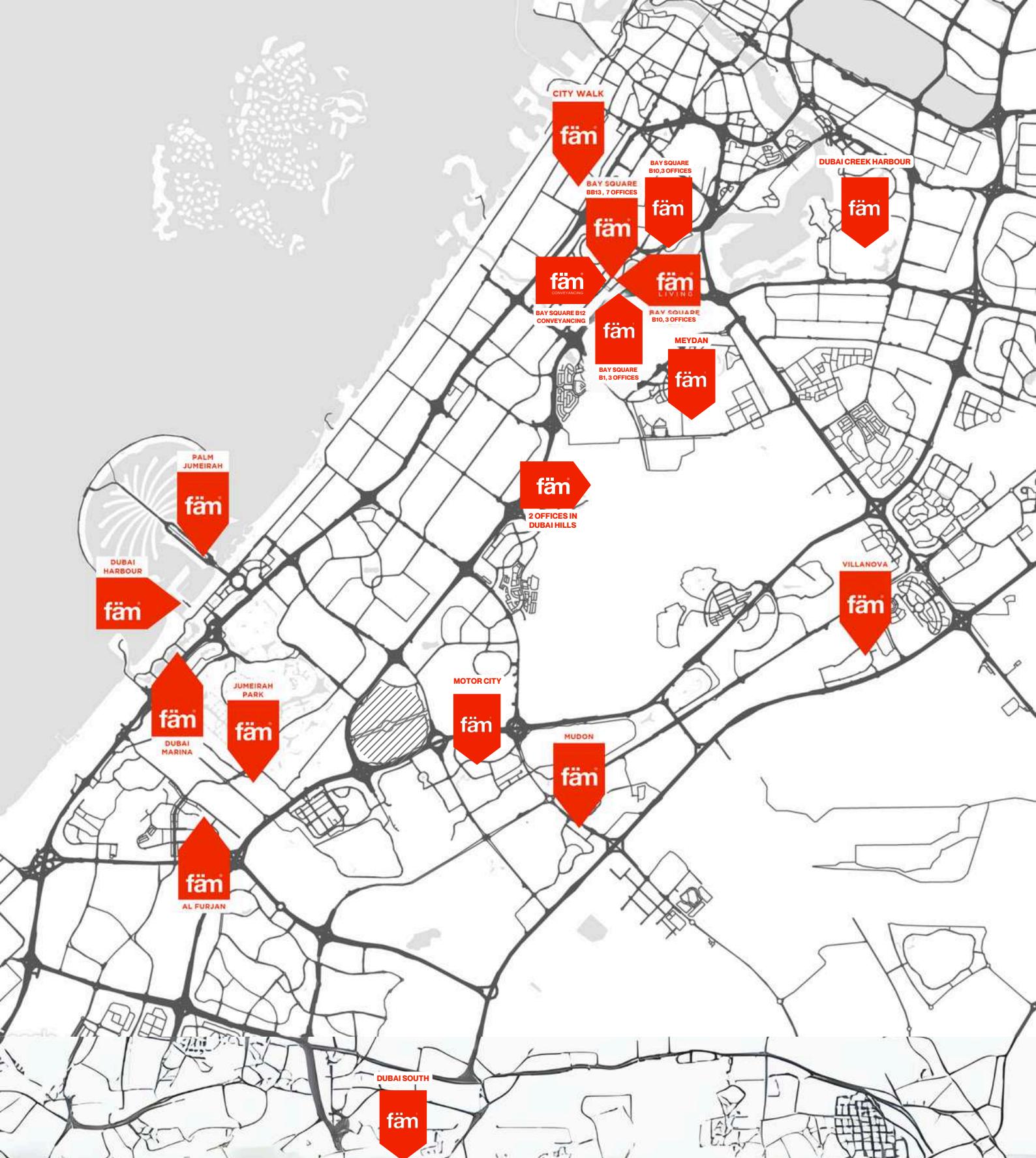


## For the **Next Generation** of Real Estate Agents

The fäm Academy will have easy access to the Real Estate Blueprint with Firas Al Msaddi, a series of training events. The fäm agents will not only receive lessons from the fäm Academy but they will also gain the unique knowledge of a kind.

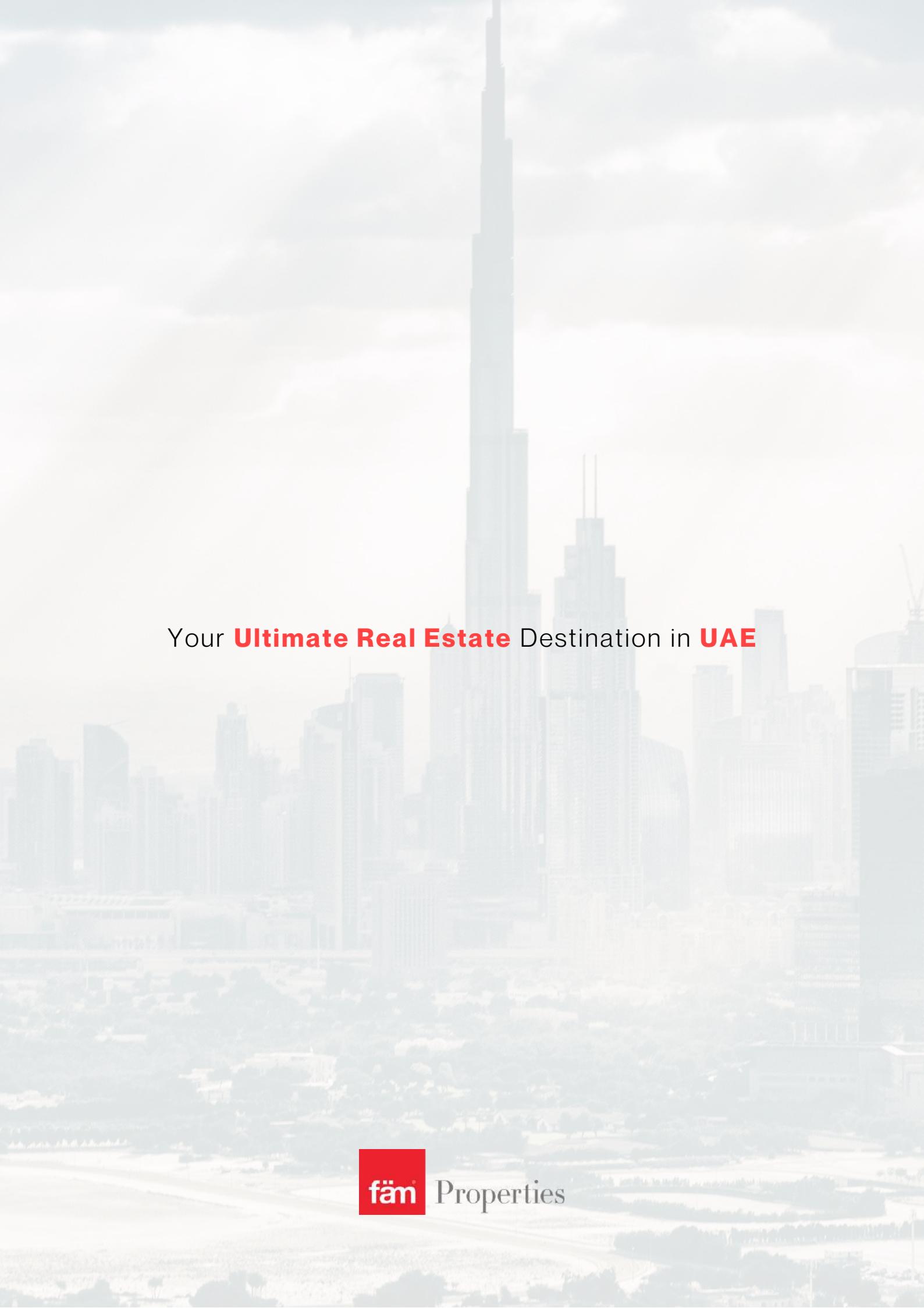
Firas Al Msaddi said, "There's no greater joy than sharing knowledge with those who seek to learn." Driven by Firas Al Msaddi's passion to give back to the industry that has brought him many honors, his vision to inspire the next generation of real estate leaders helped create the fäm Real Estate Academy. 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 the best real estate investment practices in the region and to become a hub for talent.



**fäm** Properties offices.  
**There's one close to you.**

- 📍 **fäm - City Walk**  
City Walk Boulevard Shop 8 -02, Dubai, UAE
- 📍 **fäm - Dubai Creek Harbour**  
GRF-02, Tower 3, North Podium, Creek Harbour, Dubai
- 📍 **fäm - Dubai Hills**  
Park Heights Square Building 2- Level 6 Unit 603
- 📍 **fäm - Dubai Hills**  
Park Heights Square Building 2- Level 6 Unit 604
- 📍 **fäm - Dubai South**  
The Pulse Residence Icon - R02 Shop- Dubai South
- 📍 **fäm Academy - Bldg 10 Office No. 403**  
Bldg. 10, Office 403 Bay Square Business Bay Dubai, UAE
- 📍 **fäm Living - Bldg 10 Office No. 304**  
Bldg. 10, Office 304 Bay Square Business Bay Dubai, UAE
- 📍 **fäm Legacy Team - Bldg 10 Office No. 401**  
Bldg. 10, Office 401 Bay Square Business Bay Dubai, UAE
- 📍 **fäm Conveyancing - Bldg 12 Office No. 507**  
Bldg. 12, Office 507 Bay Square Business Bay Dubai, UAE
- 📍 **fäm - Mudon**  
Shop No. 2 & 1, Al Salam, Mudon Community Center, Dubai Land
- 📍 **fäm - Motor City**  
Motor City- Control Tower Unit 2803 Dubai
- 📍 **fäm Head Office - Bldg 13 Office No. 303**  
Bldg. 13, Office 303 Bay Square Business Bay Dubai, UAE
- 📍 **fäm Head Office - Bldg 13 Office No. 304**  
Bldg. 13, Office 304 Bay Square Business Bay Dubai, UAE
- 📍 **fäm Back Office - Bldg 13 Office No. 306**  
Bldg. 13, Office 306 Bay Square Business Bay Dubai, UAE
- 📍 **fäm Back Office - Bldg 13 Office No. 307**  
Bldg. 13, Office 307 Bay Square Business Bay Dubai, UAE
- 📍 **fäm - Meydan**  
Meydan Heights Retail Centre Unit G 10 Ground Level, Dubai
- 📍 **fäm - Villanova**  
Villanova, Wadi Al Safa - Emirates Road, Dubai
- 📍 **fäm - Palm Jumeirah**  
Golden Mile 9, Shop 10 Galleria Palm Jumeirah, Dubai, UAE
- 📍 **fäm - Marina Plaza**  
1401 Marina Plaza, Dubai Marina, Dubai, UAE
- 📍 **fäm - Dubai Harbour Beachfront**  
Unit 12, Groundfloor Dubai Harbour Masters Bldg, Dubai, UAE
- 📍 **fäm - Al Furjan**  
FRJP R-27B Pavilion AL Furjan South Pavilion, Dubai, UAE
- 📍 **fäm - Jumeirah Park**  
Shop G10, Jumeirah Park East Pavilion, Jumeirah Park, Dubai
- 📍 **fäm Interior - Bldg 13 Office No. 206**  
Bldg. 13, Office 206 Bay Square Business Bay Dubai, UAE
- 📍 **fäm Development | Project Management**  
Bldg. 13, Office 206 Bay Square Business Bay Dubai, UAE
- 📍 **Nördic by föm - Bldg 13 Office No. 208**  
Bldg. 13, Office 208 Bay Square Business Bay Dubai, UAE
- 📍 **Back Office- Bldg 1 Office No. 801**  
Bldg. 1, Office 801 Bay Square Business Bay Dubai, UAE
- 📍 **Back Office - Bldg 1 Office No. 802**  
Bldg. 1, Office 802 Bay Square Business Bay Dubai, UAE
- 📍 **Back Office - Bldg 1 Office No. 806**  
Bldg. 1, Office 806 Bay Square Business Bay Dubai, UAE



Your **Ultimate Real Estate** Destination in **UAE**

