

# PROPERTY MANAGEMENT

In today's competitive Real Estate industry, smart and visionary investors understand the vital need to take advantage of cutting edge innovations in order to stay ahead of their competition.

The founding root of fäm's Vision & Mission has and will always be "to redefine what investors in the UAE expect of Real Estate agents; by treating our clients with uncompromising integrity and the market with unanticipated innovation".

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.





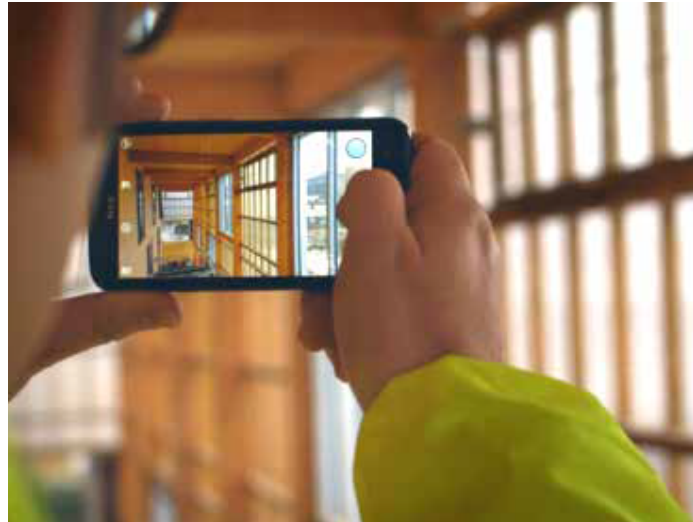
FACT

## FACT CHECK

- 17 years in Dubai Market.
- 96% Average occupancy rates
- 7.3 Billion Asset Value Under Management
- 4.1 Million Square feet
- 900+ Agents in house sales force
- 25+ Offices

## HANDOVER

An engineered thorough snagging is conducted; followed by detailed condition reports. We ensure our clients are receiving their property in top-notch condition. One that is ready to be rented or sold.



## DETAILED PRICING STRATEGY

Each unit is individually priced after implementing its features into our logarithmic model. This eliminates the traditional market norm of "Average Pricing" which consistently results in overpriced units remaining vacant while underpriced ones are unable to generate their optimum ROI.





## PREMIUM MARKETING

fäm's devoted multi-media team offers UHD photography, professional videos & our iconic 360° Virtual Tour concept. Such an interactive media is then promoted via our marketing channels; ranging from Google AdWords, Social Media, "smartly reached" newsletters and our prominent online platform on all trusted portals in the region.

## TENANCY MANAGEMENT

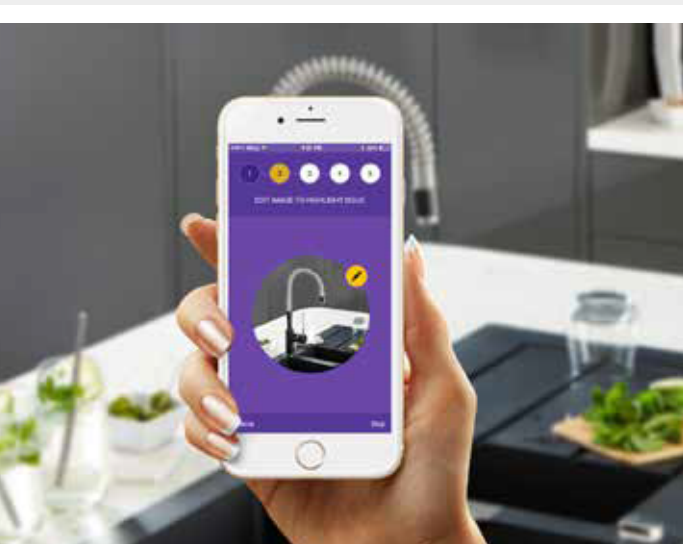
Following our hand over of any property, and the utilization of our marketing machine, massive leads generation takes place. We ensure that each & every tenant is screened to make certain that they are qualified to occupy our clients' assets. During the tenure period, we can handle any concerns associated to the unit with regards to Defects Liabilities Period & Owners Association management.



## ASSET PRESERVATION

We offer all our investors regularly scheduled preventative maintenance, pre-qualified and approved vendors whom are available 24/7 to handle any type of service request.





## TENANT'S MOBILE APPLICATION

Available on Android and iOS, the fäm Fix-It App allows our tenants to record any maintenance issue and get it serviced in the most efficient technically driven way; in a few seconds at the palm of their hands.

## ENTERPRISE RESOURCE PLANNING

fäm's bespoke Oracle platform CRM is in-house & tailored to our customers where it provides them with efficiency, security and transparency. Our investors are constantly able to leverage on personalized customers' reports with real-time access.



## SIZE & REACHABILITY

We only do what we know best and we do it to the best extent of our abilities. fäm's dedicated teams of Property Consultants are managed by market experts where our corporate size outnumbers the market's average. We are all over Dubai, with offices and teams covering every key area of the city. This wide reach ensures faster leasing, better visibility, and a stronger presence for every property we handle. This consistently results in efficient and healthy occupancy of our assets.

# Technology-Based Real Estate Platform

fām Properties sales and leasing force coAs a client centric organization with uncompromising integrity, to empower our clients to make smarter decisions in the real estate market, we continuously invest in developing our database management resources and our cutting-edge technology that can maintain the highest standards of our services while we continue to scale our size of our operation covering more services across our progressive reach of geographic locations.

**Here is a quick snippet of our data management and tech-abilities:**

## Technology Selling Point

Emphasize on current active technology to attract potential clients

## External Applications

- Fam Properties
- Fam Fix It

## Internal Applications

- Fam mate
- Fam snag it



PM Membership Categories	Basic Package 6%	Premium Package 8%	Elite Package 10%	فئات عضوية مدير العقارات
	(Minimum AED 4,000 +5% VAT whichever is higher)	Applicable to yearly rentals (AED 80,000 and above)		
Professional Photo Shoot	✓	✓	✓	جلسات تصوير احترافية
Advertised on Company Website and Main listing Portals.	✓	✓	✓	الإعلان في موقع الشركة وجميع بوابات التسجيل
Lease Management and Renewals	✓	✓	✓	إدارة الإيجار وعقود التجديد
Arranging Viewing for Sale Units under management	✓	✓	✓	إدارة عرض الوحدات المعروضة للبيع تحت الإدارة
Ejari Management Registration	✓	✓	✓	التسجيل في نظام "إيجاري"
Standard Tenancy Contract and Documentation preparation	✓	✓	✓	إعداد عقد الإيجار العادي و توفير المستندات
Move In / Move out Inspection & Condition Report	✓	✓	✓	تقرير عن حالة العقار والفحص عند السكن والمغادرة
Cheque collection & deposit into Landlords Account or Landlords Nominee Account applied to landlords with UAE bank account only	✓	✓	✓	تحصيل الشيكات وإيداعها في حساب المالك أو حساب المرشح للمالك المطبق على المالك الذين لديهم حساب بنكي في الإمارات العربية المتحدة فقط
Renewal Management	✓	✓	✓	إدارة التجديد
Handle Refunding security Deposit to the Vacating Tenant	✓	✓	✓	تنظيم استرداد مبلغ التأمين الى المستأجر
fam fix it App available to Tenants	✓	✓	✓	فام إصلاحه التطبيق
Manage Tenant's Relationship (Inquires - Maintenance - Amendments etc.)	✓	✓	✓	التعامل مع طلبات وشكاوي المستأجر
Coordination with External Service Providers	✓	✓	✓	التنسيق مع شركة الصيانة وتقديم الخدمات
UHD Video		✓	✓	فيديو عالي الجودة
Property Price Evaluation		✓	✓	تقييم سعر العقارات
Tenant Screening		✓	✓	تقييم واختيار المستأجر
Customized Tenancy Contract and Documentation preparation		✓	✓	إعداد عقد الإيجار حسب الطلب و توفير المستندات
Utility Registration in Landlords Name		✓	✓	تسجيل خدمات المرافق تحت اسم المالك
Detailed Inventory Report (If furnished)		✓	✓	تقرير الجرد المفصل (إذا كان العقار مفروش)
Relation with the developer for handover and snagging (visual Snagging)		✓	✓	إدارة علاقات المطورين للتسليم وفحص العقار
Defect and Liability Period Management		✓	✓	إدارة فترة تحمل العيوب و الأضرار من المطور
Building Management Coordination (Building Requirements Preparation)		✓	✓	تنسيق إدارة المباني (إعداد متطلبات المباني)
Dedicated Property Manager		✓	✓	مدير عقارات مخصص

Bounced Cheques Management		✓	✓	إدارة الشيكات بلا رصيد
Payment of Community Service charges			✓	إدارة طرق دفع رسوم الخدمات للملاك
Landlord Portal			✓	بوابة المالك
Vacant Property Management			✓	إدارة الممتلكات الشاغرة
Annual Property Inspection			✓	التفتيش السنوي على الممتلكات
Arranging Miscellaneous payment on behalf of the Landlord			✓	إدارة طرق الدفع المتنوعة نيابة عن المالك
<b>FEE on the Annual Rent</b> *Minimum Fee AED 4,000 + 5% VAT, whichever is higher	<b>6%</b>	<b>8%</b>	<b>10%</b>	الرسم على الإيجار السنوي * الحد الأدنى للرسوم 4,000 درهم + 5٪ ضريبة القيمة المضافة ، أيهما أعلى
Tick selected package	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Additional Services</b>				<b>خدمات إضافية</b>
Professional Property Snagging	To be quoted as per the property detail			فحص دقيق لعيوب العقار من قبل مهندسين مختصين
To Assist Handover from the Developer in Behalf of the Owner	AED 1,500			خدمات الوكالة واستلام العقار نيابة عن المالك
Rental Dispute Management /Legal Assistant (Lawyer not included)	AED 1,000			المساعدة في استشارات النزاع الايجاري
Tax Advice	AED 1,000			استشارات مالية
Property Sales Assistant and transfer	2% on the Sales Value			المساعدة في بيع / اعادة بيع العقار
Detailed Inventory Report	To be quoted as per the property detail			اعداد تقرير مفصل بالمخزون / الاثاث
Cheque Management Only	AED 1,000			ادارة الشيكات
Annual Maintenance Contract	To be quoted as per the property detail			عقد الصيانة السنوي

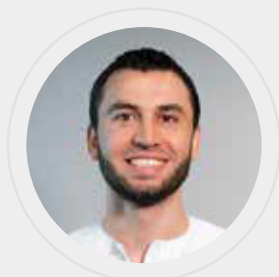
# Meet the Leaders of fām Property Management



## Firas Al-Msaddi

Chief Executive Officer

Firas Al Msaddi is the founder and owner of fām Properties — Dubai's most technologically advanced real estate company — and a multidimensional force shaping the future of the city's property market. A Syrian-born entrepreneur and author, Firas has redefined what it means to lead in real estate, combining deep market expertise with data, proptech, and integrity-driven leadership. From trading shoes as a child in Homs to building one of the region's most trusted real estate platforms, his journey reflects relentless grit and visionary execution.



## 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 fām 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 fām and is focused on building a team that is truly world-class.



## Mohamad Danab

Director Property Management

A multidisciplinary experienced professional with nearly 18 years of experience in UAE, Qatar, Oman & Lebanon within operations, Business Development, Service Providers, Marketing, Management, Budgeting, P & L administration and expansion. Mohamad is an innovative leader with solid experience in the service industry, and efficient client relationship management, with a record of contributions that involved identification of new business opportunities, creation of new business models and processes. Mohamad today is leading fām property management team and his aim is to take the department the next level and achieve greater goals based on fām vision.





# Property Management

Bespoken - Efficient - Transparent - **Result Oriented**

A part of



## Group



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