fäm Properties

# Every real estate decision.

## One trusted partner.

**The Complete Ecosystem**



02 —— ONE FILE, ONE BROKER

# Property is never one decision.

## The first decision brings the next one.

A mortgage, a transfer, a renovation, a tenant, a sale. Which ones, and in what order, depends on you. Most people take each to a different company and start over. With fäm Properties it is one file, whoever you need next.

One broker takes your call and keeps it. Before any price is discussed, the recorded sales and rents for your building or community are on the table. Whatever you need next, your broker brings in the fäm company that does it and still holds the file. You explain yourself once.

We have worked this market since **2009**. It has taught us to look past the decision in front of you, to the one that follows.

**The next decision may be different. The person you call doesn't have to be.**



03 — DXBINTERACT

# Signed with the Dubai Land Department

on 24 January 2022, so nobody in Dubai has to buy, sell or rent blind.



Memorandum of understanding signing, Dubai Land Department.

Ask ChatGPT or Claude about any building in Dubai.

What each unit sold or rented for

Demand and supply, area by area

Off-plan sales, handovers and build progress

Price, rent and yield trends

Our market reports are quoted in

**( Gulf News — Q1 2026 sales )**

**( Khaleej Times — 2026 growth across segments )**

**( Arab News )**

## UPSIDES

Sell your Dubai property and keep a share of its future growth.

Built by fäm. Free for everyone.
dxbinteract.com




DXBinteract is a private platform, not a Dubai Land Department service. Connecting ChatGPT needs a paid plan. ChatGPT is a trademark of OpenAI. Claude is a trademark of Anthropic.

04 —— CLIENTS AND AWARDS

# “Success in business is measured by the trust of your clients.”

Firas Al Msaddi, Founder and CEO

## FROM CLIENTS

**4.9**

★★★★★ out of 5 stars on Google

**Google 15,600+ Reviews**

as of October 2026.
That is what our clients say.

## 2021

- In 2021, a family bought a plot of land in Al Wasl, Dubai.
  Nordic by fäm planned the development.
  fäm Contracting built it.
  fäm Interiors refined the spaces.
- Nordic Living furnished the home.
  fäm Snag-it inspected every detail.
  fäm Luxe took it to market and sold it at a profit.
  One plot. One client file. Six fäm companies.

## 75%

of our clients are repeat clients.

05 —— CLIENTS AND AWARDS

# Over 500+ sales performance awards since 2009

Developers and portals rank brokers on numbers we do not control.



06 —— OUR BROKERS

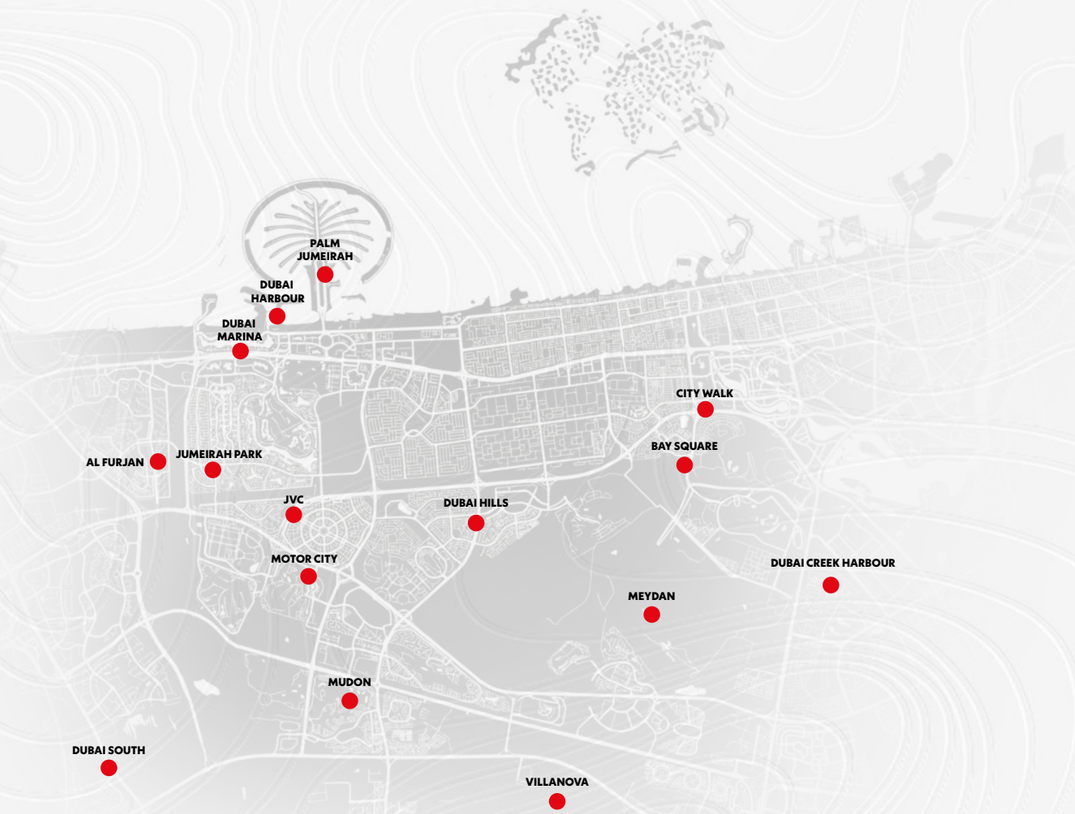
# A broker who works your area.

Your broker works the area you are buying, selling or renting in, and holds your file from the first call to the keys. Offices in fifteen places across Dubai; head office in Business Bay.

Every new fäm broker completes our academy before the first client. Ten days in the classroom, then a season beside a senior broker in the area they will work.




Find the fäm office in your area.




Al Furjan · Business Bay · City Walk · Dubai Creek Harbour · Dubai Harbour · Dubai Hills · Dubai Marina · Dubai South · Jumeirah Park · Jumeirah Village Circle · Meydan · Motor City · Mudon · Palm Jumeirah · Villanova

900+

More than 900 brokers, as of October 2026.

07 —— THE fäm ECOSYSTEM

# From the land to keys.

One group covers the whole life of a property. Each service below is a fäm company or team



# Behind every decision, a company of its own.

**18** companies, each with its own team.
Every licence is listed.

"Each service in this book is done by a licensed company that answers for its own work. Your broker brings them into your file as you need them. That is what one trusted partner means."

FIRAS AL MSADDI, FOUNDER AND CEO

Find your decision by the tab on the page edge.


| DECISION | COMPANIES | PAGE |
|---|---|---|
| **Check prices** | DXBinteract | 3 |
| **Buy** | fäm Properties · **fäm Luxe Properties** · fäm Master Agency | 18 |
| **Sell** | fäm Properties · **fäm Luxe Properties** · fäm Master Agency | 18 |
| **Rent** | fäm Properties · fäm Living | 18 |
| **Let and manage** | fäm Property Management · fäm Living | 18 |
| **Finance** | fäm Mortgages | 19 |
| **Transfer** | fäm Conveyancing | 19 |
| **Move in** | fäm Snag-it · fäm Interiors · Nordic Living | 19 |
| **Develop** | fäm Properties · Nordic by fäm | 19 |
| **Build** | **Nordic by fäm Architecture & Interior** · fäm Contracting · fäm MEP · fäm PMC | 20 |
| **Invest** | Estate Guards | 20 |




09 — THE GAME CHANGERS

# We took real estate to the arena. Twice.

## 5,000

paying professionals at each summit, approximately.

## 2

editions at Coca-Cola Arena, Dubai.

## 1st

ticketed property show in Dubai, as the press described it.

# The Game Changers.

## 2024

### The Game Changers.

24 October 2024, Coca-Cola Arena. Firas Al Msaddi shared the stage with Ryan Serhant, founder of SERHANT and star of Million Dollar Listing New York and Netflix's Owning Manhattan, and with Dr Mahmoud Al Burai of the Dubai Land Department.

The message was simple: brokers who work together build a better market for the client.



Ryan Serhant

Founder and CEO, SERHANT



Mo Gawdat

Former Chief Business Officer, Google X

## 2025

### The Game Changers 2.0.

16 May 2025, Coca-Cola Arena. Firas Al Msaddi and Mo Gawdat, former Chief Business Officer of Google X and author of Scary Smart, on what artificial intelligence will do to the property market, and to the people who advise on it.

Why it matters to you: the firm that teaches the industry is the firm that trains the broker you will meet.



EVERY GREAT MOVE

**STARTS WITH THE RIGHT PARTNER.**

# 30,000+

property transactions closed by fäm.*

A Selection of Our Exclusive Mandates

| | | | | |
|---|---|---|---|---|
| **Keturah Ardh**<br>Exclusive project | **Nordic by fäm**<br>Luxury villas | **AYAAN Heights 1 and 2**<br>Meydan Horizon | **Century**<br>Business Bay | **The 100**<br>Meydan |
| **Mada Residences**<br>Business Bay | **RP Heights**<br>Downtown Dubai | **Luzora Residences**<br>Dubai Islands | **Building B14**<br>City Walk | **Building 2A**<br>City Walk |
| **Building 2B**<br>City Walk | **Building 6A**<br>City Walk | **Building 6B**<br>City Walk | **Building 18B**<br>City Walk | And many more. |

* Sales and lease transactions closed by fäm Properties since 2012, from fäm's records.

fäm® Master Agency

# Have a project?
# Bring it to us.

One agent answers for every unit, from launch to handover.

## Also Sold on Exclusive Mandate

Bluewaters Residences, Building 8 · CBC Commercial Tower · Rabdan, Motor City · Saray Beach Apartments

**fäm Master Agency** | fam-master-agency.com



13 — NORDIC BY fäm

# We also build. Nordic by fäm.

## Nordic by fäm is the group's real estate development company.

Scandinavian-style luxury villas and mansions, designed, built and sold under our own name.

A firm that builds knows what a buyer should check, and what a developer needs from a sales partner.

# Where we are building.

| | |
|---|---|
| Al Wasl District | Villas and mansions |
| Nad Al Sheba Gardens | Meydan |
| Meydan Racecourse | Villas |
| Palm Jebel Ali | Mansions |
| Discovery Dunes | Mansions |



## AED 3bn

of projects under development

## AED 61.5m

the first villa sold



15 —— IN THE PRESS

## The source

Named by Gulf News and Khaleej Times on Dubai market figures.

Khaleej Times

ArabianBusiness

GULF NEWS

CNBC عربية

بالعربي

CNN الاقتصادية

## Every quarter

A market report the press quotes. Dubai sales, read from our data.

## 100+

More than 100 market reports published.

**CNN Business Arabic, Founders, 24 October 2026.**

How fäm started in the 2009 crisis, why rents tell you where prices are going, and why AI will not replace the broker who uses it.





# The client's experience is everything.

“Long before I sold property, I sold shoes.

That is where I learned it. **A client forgets the price. He never forgets how you treated him.**

A home is the largest decision most families will ever make. They should not have to make it with half the information, or carry it alone from one office to the next.

So we built fäm differently. One partner for every step. The data open on the table. A person who picks up when you call.

We started in 2009, in the middle of the financial crisis. A firm does not last through that on advertising. It lasts on clients who come back.

If we ever fall short of that, tell me.”

**Firas Al Msaddi**
Founder and CEO, fäm Properties

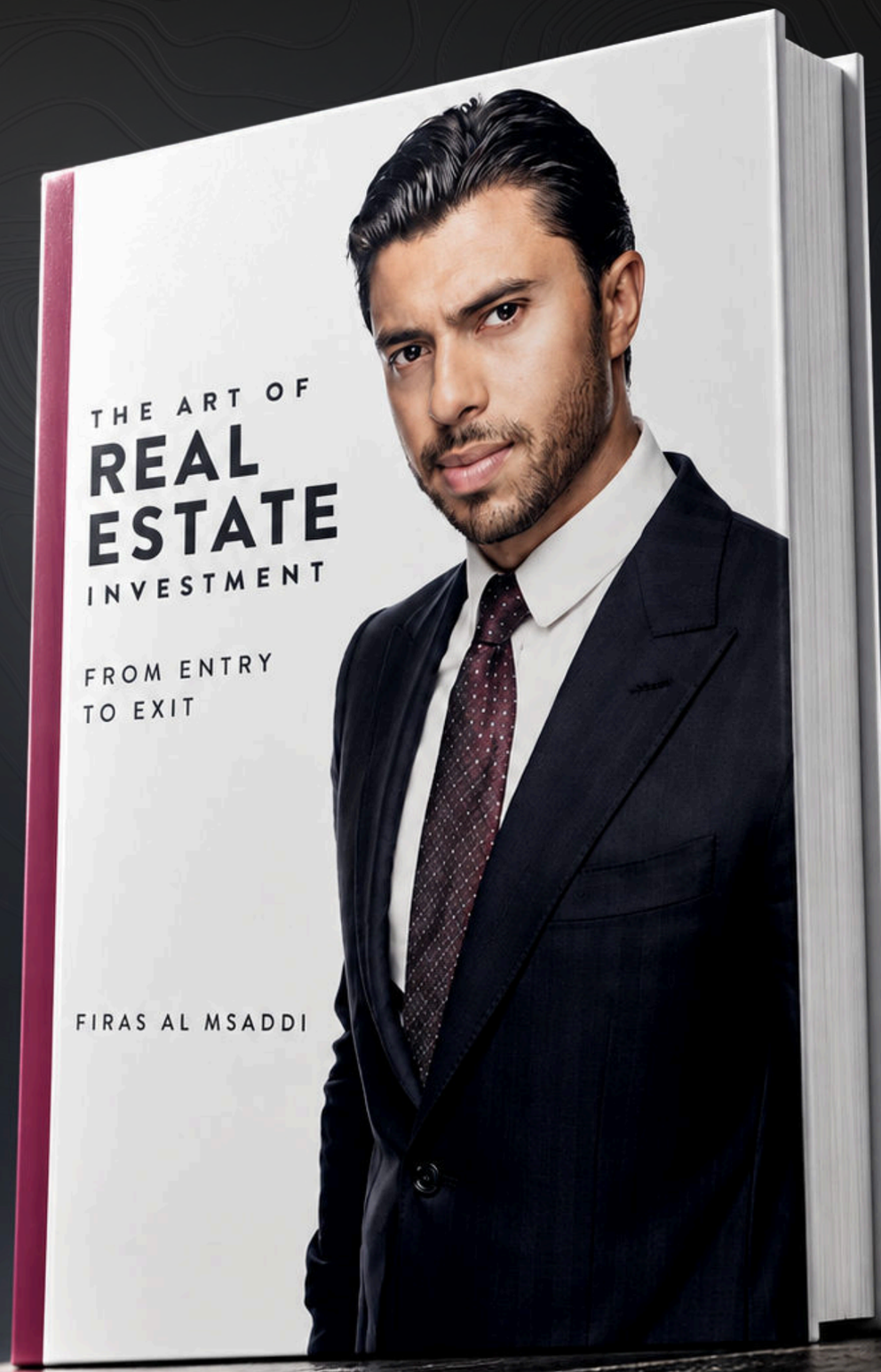
17 — THE BOOK, THE STAGE, THE RECORD

# He wrote the book on it.

## The Art of Real Estate Investment: From Entry to Exit, by Firas Al Msaddi.

A manual for the investor: how the market works, where to start, and how to use data to compare and negotiate. It is on sale at Virgin Megastore, Jashanmal and Books Arabia.

He also created the Real Estate Blueprint training programme, and hosts The Game Changers summit.



# Buy and sell.

fäm Properties · fäm Luxe Properties · fäm Master Agency

## 01

### Buy

Ready, off-plan, prime or commercial.

- Ready homes (resale)
- Off-plan projects
- Prime homes, through fäm Luxe
- Commercial property

fäm Properties · fäm Luxe Properties · fäm Master Agency

## 02

### Sell

No one can promise you a price or a date.

Here is what we can promise. Your price starts from the record on page 3, and you pay nothing until it sells.

- Valuation from recorded sales
- Listing and marketing
- Weekly written report

# Rent, let and manage.

fäm PROPERTIES ·fäm LIVING

## 03

### Rent

A home to rent, or space for your business.

- Homes to rent
- Offices and shops to lease

fäm PROPERTY MANAGEMENT · fäm LIVING

## 04

### Let and manage

Tenant, rent and repairs, or short stays while you are away.

- Tenant finding
- Property management
- Furnished rentals, long to short stay
- Holiday homes, through fäm Living

# Finance and transfer.

fäm MORTGAGES

## 05 Finance

The loan, before you offer.

- Pre-approval
- Loan comparison
- Non-resident mortgages
- Refinancing

fäm CONVEYANCING

## 06 Transfer

Your transaction supervised and protected.

- Conveyancing
- Title deed transfer
- Power of attorney
- Golden Visa application

# Move in and develop.

fäm SNAG-IT · fäm INTERIORS · NORDIC LIVING

## 07 Move in

Defects listed before you take the keys.

- Snagging and inspection
- Handover
- Interiors and fit-out
- Furniture, from Nordic Living

fäm PROPERTIES · NORDIC BY fäm

## 08 Develop

FOR DEVELOPERS AND LANDOWNERS

One partner from land to the last handover.

- Feasibility and market analysis
- Financial and business modelling
- Master agency, launch to handover
- Development management
- Back office: CRM, collections, contract administration and terminations

# Build and invest.

Nordic by fäm Architecture & Interior · fäm Contracting · fäm MEP · fäm PMC

## 09 —— FOR DEVELOPERS AND LANDOWNERS

## Build

Design and build under one group.

- Architecture and interior design
- General contracting
- Fit-out
- MEP
- Construction project management

ESTATE GUARDS

## 10 —— PROPRIETARY INVESTMENT

## Invest

Estate Guards

Estate Guards is where the group invests its own capital in Dubai real estate. It is not open to outside investors; it is here so you know we buy what we sell.

21 — LEADERSHIP

# Who stands behind your broker.

One person takes your call. Four things stand behind that person. You never have to explain yourself twice.

**1 — The sales force**

More than 900 brokers across fifteen offices. Every area, the same standard.

**2 — The group**

18 companies, page 23. Whatever your decision needs, the company that does it joins your story.

**3 — The founder and the leadership**

Accountable for your experience of every company in the group.

**4 — Quality assurance**

The client-experience department. qa@famproperties.com. Any question about any file, answered in writing within **two working days**.



22 — DIRECTORY

# The 18 companies, and where to find them.

| | |
|---|---|
| **fäm Properties**<br>Brokerage | famproperties.com |
| **fäm Luxe Properties**<br>Prime homes | fam.luxury |
| **fäm Master Agency**<br>Exclusive Project Mandates | fam-master-agency.com |
| **fäm Mortgages**<br>Mortgage advice | fammortgages.com |
| **fäm Conveyancing**<br>Property transfer | famconveyancing.com |
| **fäm Snag-it**<br>Snagging and inspection | inspect-my-property.com |
| **fäm Interiors**<br>Interiors and fit-out | faminteriors.ae |
| **Nordic Living**<br>Furniture | info@nordicbyfam-rd.com |
| **fäm Property Management**<br>Property management | fam-property-management.com |
| **fäm Living**<br>Holiday homes and furnished rentals | famliving.com |
| **Nordic by fäm**<br>Real estate development | nordicbyfam.com |
| **Nordic by fäm Architecture & Interior**<br>Architecture and interior design | info@nordicbyfam-rd.com |
| **fäm Contracting**<br>General contracting | fam-contracting.com |
| **fäm MEP**<br>MEP engineering | fam-mep.com |
| **fäm PMC**<br>Construction project management | fam-pmc.com |
| **DXBinteract**<br>Property data | dxbinteract.com |
| **UPSIDES**<br>Proptech · Sell, keep future growth | famproperties.com |
| **Estate Guards**<br>Principal real estate investment | famproperties.com |

# Properties

## LEGAL ENTITIES & LICENCES

### fäm Properties is operated by Fam Real Estate Broker LLC.

The following fäm brands and services are operated through the legal entities listed below. Certain brands and services share the same licensed entity. Legal names are reproduced as registered or as supplied in the company's licence records.

| BRAND / SERVICE | REGISTERED LEGAL ENTITY | WEBSITE / CONTACT |
|---|---|---|
| fäm Properties | Fam Real Estate Broker LLC | famproperties.com |
| fäm Luxe Properties | FAM LUXE PROPERTIES L.L.C S.O.C | fam.luxury |
| fäm Master Agency | MASTER PRIME PROPERTIES L.L.C | fam-master-agency.com |
| fäm Mortgages | Fam Real Estate Broker LLC | fammortgages.com |
| fäm Conveyancing | FAM Conveyancing Corporate Services Provider L.L.C | famconveyancing.com |
| fäm Snag-it | FAM SNAGIT Building Inspection Services L.L.C S.O.C | inspect-my-property.com |
| fäm Interiors | Fam Interior Decoration L.L.C | faminteriors.ae |
| Nordic Living | Nordic By FAM Living Furniture Trading LLC | info@nordicbyfam-rd.com |
| fäm Property Management | PMM FAMCO Property Management LLC | fam-property-management.com |
| fäm Living | Famco Vacation Homes Rental L.L.C | famliving.com |
| Nordic by fäm | Nordic Luxe Real Estate Development L.L.C | nordicbyfam.com |
| Nordic by fäm Architecture & Interior | NORDIC BY FAM DESIGN SERVICES L.L.C | info@nordicbyfam-rd.com |
| fäm Contracting | FAM Contracting LLC | fam-contracting.com |
| fäm MEP | GENX MEP Electromechanical Works L.L.C | fam-mep.com |
| fäm PMC | FAM Plus One Project Management Services LLC | fam-pmc.com |
| DXBinteract | AURA Tech Marketing | dxbinteract.com |
| UPSIDES | Deferred Consideration Information Technology LLC | famproperties.com |
| Estate Guards | Estate Guard Investments Limited | famproperties.com |

FOR COMPLAINTS AND SERVICE ENQUIRIES

qa@famproperties.com

We aim to respond in writing within two working days.

24 — CONTACT

# The journey starts here.

One number. One broker.
Every decision that follows.


CALL +971 4 369 1700

WRITE info@famproperties.com

VISIT famproperties.com
Bay Square Bldg. 13, Office 303 & 304, Business Bay