

AL ASMAKH TRANSACTION ADVISORY

INDEX

TRUST
INTEGRITY
DEPENDABILITY

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WHO WE ARE

Al Asmakh Real Estate offers the comprehensive capabilities and deep industry knowledge necessary to help you solve the most complex issues of your organization. Since opening our doors in 1919, we're proud to say that each year we have a bigger list of returning and new clients.

Want to experience the expertise of Al Asmakh Real Estate for yourself? Give us a call today and let's discuss what we can do for you.

We are the only QATARI company in the region that is Regulated by RICS and a member of International Valuation Standard Council (IVSC).

Our valuations reports, and feasibility study are accepted by all major banks in Qatar.



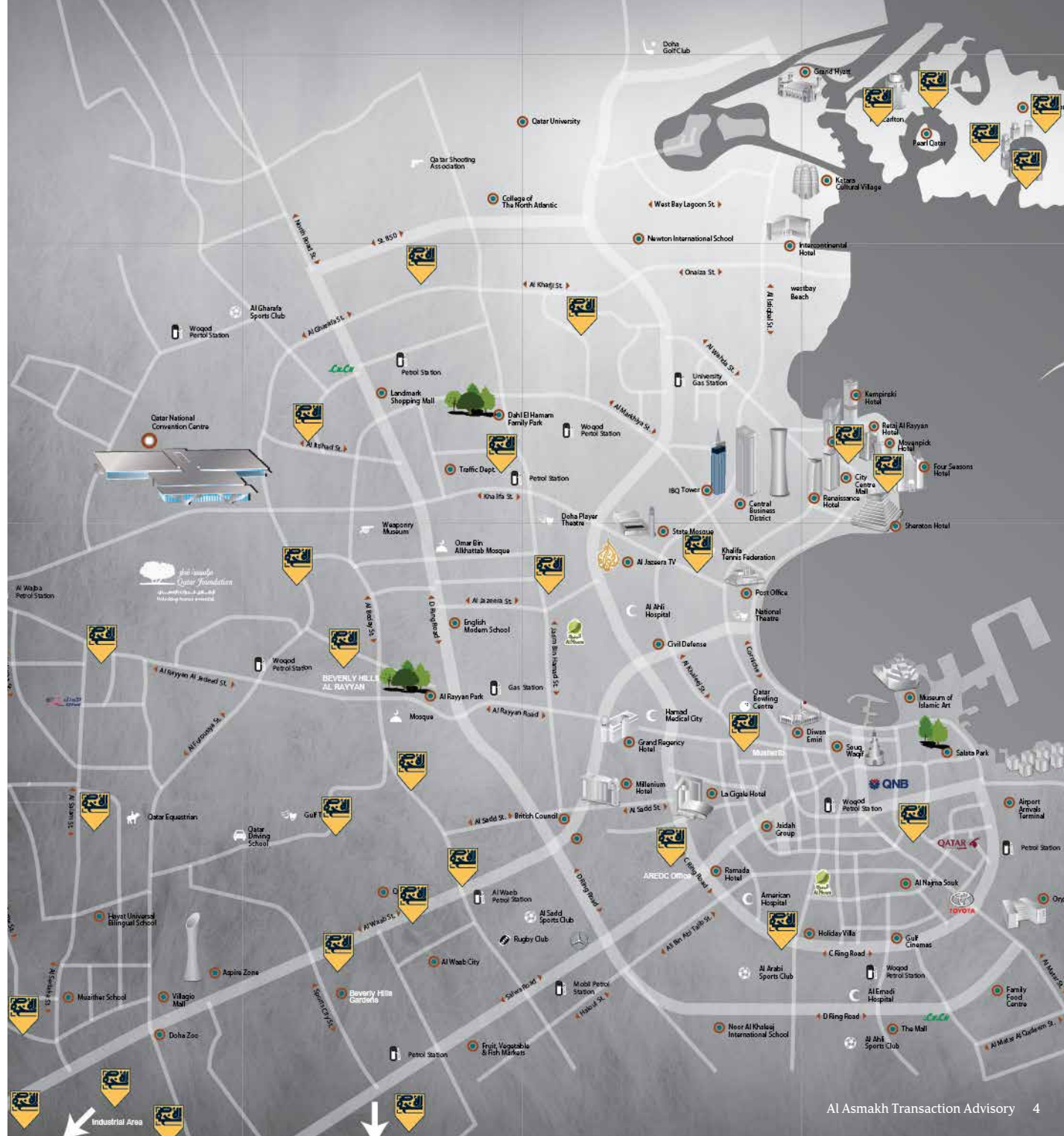
Member of IVSC



OUR OFFICES



Scan to locate our main office





WHAT WE DO



Valuations and
Appraisals



Consulting and
Advisory



Capital Market
Services



Corporate Deal
Advisory



VALUATIONS AND APPRAISALS

To ensure an accurate assessment of the value of your assets, a professional appraisal is essential. Al Asmakh Transaction Advisory is equipped to handle all your appraisal requirements with due care and diligence. Over a decade, we have provided various banks and holding companies in Qatar with extensive appraisal services and have garnered a reputation as being one of the best Appraiser in Qatar. Get in touch today and let us assess your most valuable assets.

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PROPERTY VALUATION

Residential, Commercial, Retail, Healthcare, Educational, Land

With experience that spans the all sectors of real estate and includes some of the largest properties together with respected government and banking clients. So far the team has conducted over USD 60 billion worth of assets: 8 commercial malls, 4 local souqs, 100+ commercial and 150+ residential buildings and towers, 6 schools, 5 hospitals and 13 farm lands. With our strong presence in Qatar, our knowledge can offer an insight that other firms cannot.

HOSPITALITY VALUATION

Ultra Luxury to Budget Hotels, Resorts, Hotel Apartments

We are one of the highly respected, independent firms with experience of conducting valuations of over 45 luxury hotels and resorts across all major operators in Qatar. We collate and manage our own data unlike relying on third party. The team is highly efficient and experience in conducting newly operated hotels with very minimum documented track record.

INDUSTRIAL VALUATION

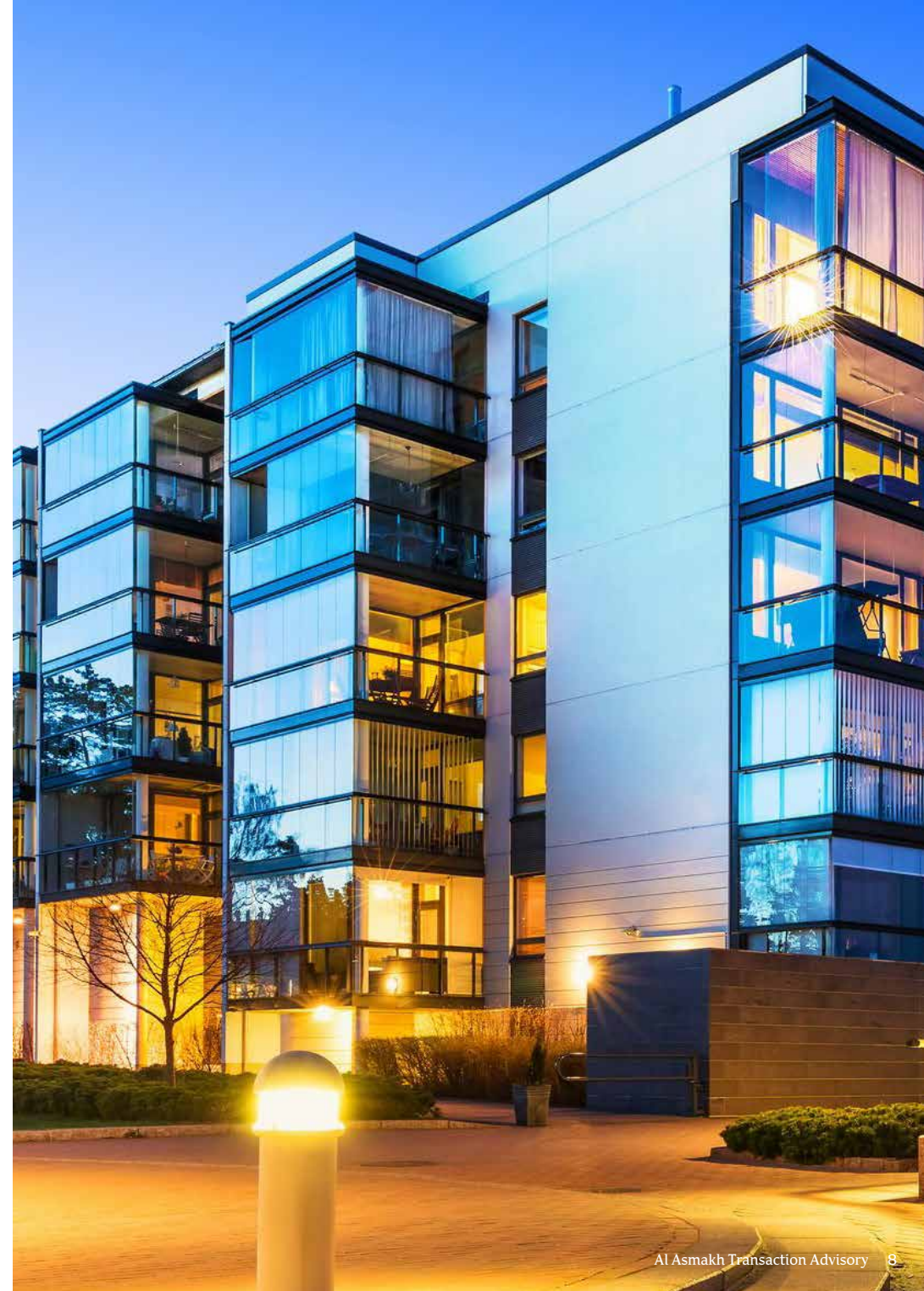
Warehouse, Factory, Plant & Machinery, Heavy Equipment

We offer in-depth and comprehensive industrial valuation based on our own extensive market intelligence to deliver clear and concise advice on all industrial asset classes. So far we have undertaken over 200 industrial valuations and about 50 plant and machinery valuations. We also provide strategic advice to support financial and risk management decisions to multiple banks for pre and post lending.

MASTERPLAN VALUATION

Integrated Masterplan, Development Appraisal

One of the most experienced teams with knowledge of collating and analysing large size data based on multiple aspects including short term and long term analysis of master plan projects. We conducted so far over USD 9 billion worth of assets. We utilise an in-depth DCF model and reporting system providing an unrivalled level of detail and analysis to ensure consistency and transparency.





CONSULTING AND ADVISORY

From implementing new business strategies to ultra-efficient work processes, Al Asmakh Transaction Advisory is ready to tackle any challenge and put you on the path to success. Last over two decades, we've helped our Qatar clients by delivering services that transform the way they do business. Contact us today to schedule a consultation.





REAL ESTATE MARKET RESEARCH

Through Regency Group's (parent company of AREDC) robust network strong links around the world, the Research Department will develop excellent access to local and international market for collecting information. Using our extensive database, we will provide investors, developers, and occupiers with the best analytical tools available to identify and maximise property opportunities.

FEASIBILITY, HIGHEST AND BEST USE STUDIES

We examine how properties are performing to stay relevant and competitive in this fast-paced world, and which ones are doing it best. We then strategize using smart tools and global resources in order to understand the implications of every choice our clients can make. We offer best land use studies where we provide recommendations on the optimal mix of uses within a project taking into consideration the risk appetite of the developer or investor, market factors and the required rates of return as well as risk diversification and risk mitigation strategies.

DEVELOPMENT ADVISORY

We offer consultations and strategic advisory services for pre-development and planning stages. We know the industry well and can offer real world advice and a solution for any problem. Acquisition is the first step on the development ladder. This stage has crucial key components that need to be explored to ensure a project is a viable development opportunity and produces the best solution. Our Development Managers come from vast backgrounds and offer an array of skills who can provide experience, networks and contacts to manage the complete development process.

PORTFOLIO ANALYSIS

Our portfolio analysis service is for all sets of clients, whether institutional or private investors, and from single assets to large mixed-use property portfolios. With a comprehensive database of market trends, demand and supply projections, and a team of specialised researchers, we will be able to offer a thorough review of the portfolio to align the strategy to maximise profit.





CORPORATE DEAL ADVISORY

A real estate transaction is a multifaceted process with many moving parts. Whatever your realty goals are, we are here to help — providing the highest level of personalized services to create a unique and satisfactory experience for all our clients. Check out my service offerings below.





PROPERTY BUYING ASSISTANCE

As organisations execute their growth strategy through acquisitions, they will outcome a number of decision points. From identifying target sector and potential targets to operating an efficient transaction process and comprehending upside or synergy value, we help clients confidently steer the complexities of buying a property, realizing value at every stage. We offer our support at all stages from acquisition strategy, understanding options, appraisal, deal closure, to maximising earning.

PROPERTY SELLING ASSISTANCE

When it comes to selling a large property, a sustainable strategy requires dynamic portfolio management and a well-planned divestment process. We develop portfolio strategies to maximize property and post sale portfolio value. We also identify exit alternatives and assist clients sell their property proficiently and at the right price. We offer our support from forming selling strategy to deal execution.

PROPERTY LEASING ASSISTANCE

We examine what organizations are doing to stay relevant and competitive in this fast-paced world, and which ones are doing it best. We then strategize using smart tools and our resources in order to understand the implications of every leasing choice our clients can make. We offer our services to both sides of the table, we assist the corporates in taking property on lease and to the owner to lease out their properties.

MERGER, ACQUISITION, AND JOINT-VENTURE

As companies consider inorganic growth to complement their organic growth, many are turning to joint ventures and alliances. Al Asmakh TAS helps you maximize the value of your mergers, acquisition, joint ventures and alliances and build the internal capabilities you need to support them. We focus on ensuring that joint ventures are structured correctly from the outset. At the same time, we have experience coming into a joint venture or alliance after problems have appeared and helping to restructure.





PORTFOLIO RESTRUCTURING

With years of experience, our staff has the capabilities and expertise to take your property portfolio to the next level. At Al Asmakh Real Estate, we combine our insights and skills to transform your processes and strategies, and in turn, your property portfolio. We're proud to help shape and improve how our clients structure and manage their property business.



CAPITAL MARKET SERVICES

We've worked hard towards making sure our clients receive the best corporate lending and structured finance services for all their project and business financing needs. Working with Al Asmakh Transaction Advisory means having our personal support for a variety of services as well as the knowledge and resources that come with years of experience in the finance industry.





CORPORATE LENDING & STRUCTURED FINANCE

Our experts in the area of structured finance advise your company as the interface between classical corporate banking and investment banking. From the restructuring of debt and equity capital to the securitisation of assets we support you in designing and implementing complex and multi-layered financing structures, especially in the structuring of liabilities. We also draw on other resources and expertise of the bank as required in order to provide goal-oriented advice and solutions for your tasks. We therefore offer you an integrated and efficient approach from a single source. Among other things we have specialised in the these areas.

LOAN RESTRUCTURING

Our restructuring team brings widespread commercial and practical expertise to the most complex of distressed and defaulted transactions. From a scheme of arrangement to a replacement trustee – whether it's a question of insolvency, restructuring or default – our work as a replacement or successor trustee is founded on the principle that each transaction has a single point of contact who is accessible, experienced and solution-focused. We are able to quickly recognise, isolate and minimise risk, while handling the complexities of the restructuring process and potential enforcement in local jurisdictions.

PROJECT FINANCING

We work with multiple players in the project finance market, representing decision makers from governments, project developers, sponsors, local and international investors who are active in the financial market. Continuously evolving regulations and laws can make it difficult for parties involved in project finance to comply with complex local governance and regulatory requirements. Having a partner to streamline these complexities, who knows how to navigate the challenges can makes things a lot easier.

PRIVATE PLACEMENTS- EQUITY OR DEBT

We provide private placement services for both debt financings and equity capital raises. We arrange and advise on early stage/growth capital, refinancing, restructuring/ recapitalization and traditional buyout transactions. We offer both highly targeted or more broadly based private placement marketing programs depending on each client's specific financing goals and needs.





REAL ESTATE

For many decades, we have been providing integrated real estate solutions in the form of sales and rentals, acquisition and development as well as property management for the people of Qatar - delivering genuine value in a comprehensive and personalized manner for a wide variety of clients across residential and commercial sectors.

All our services are complemented by a commitment to high-quality professional standards and sound advice to ensure our clients can always make an informed decision. This has resulted in us being **ISO accredited** and becoming the first company in Qatar to be **awarded the prestigious Regulation by the Royal Institution of Chartered Surveyors (RICS)**.

This added value for clients is currently realised across property sales and leasing and includes marketing, valuation and research, asset management, as well as financial and investment consultancy services.

Our current portfolio of properties includes high-rise towers, luxury apartments, compounds, villas, malls, commercial offices, warehouses, shops, hotel apartments as well as staff accommodation and is supported by our **in-house facility and property management services**.

In setting the highest standards, rather than simply following the rest, we have been able to not only develop ourselves, but enable the growth of the Qatari economy as a whole and that is a legacy we are delighted to bestow.



REAL ESTATE SERVICES



Property Management



Facilities Management



Development



Leasing



Sales



Valuations & Research



Marketing



PROPERTY MANAGEMENT

By applying world-class standards and yet delivering a personalized service we have pioneered property management throughout Qatar.

Our professional team possess a deep insight of what's required to manage property in the Qatari real estate market and maintain a full appreciation of the property life cycle from acquisition to disposition. This positions us perfectly to provide our clients with not simply outstanding service, but valuable local intelligence.

Our services include comprehensive in-house facility management as well as packages that include property marketing, agreement preparation, prompt rent collection, cleaning, lease renewal and property maintenance.

Managing individual assets requires an individual service, regardless of whether that's for residential or commercial landlords. Balancing value for money with service quality is something we always strive for in order to satisfy specific client's needs, maximize yield on investment and deliver requisite peace of mind.

PROPERTY MANAGEMENT
SERVICES




**MOVING
COORDINATION**

Preparing vacant units in a quick and efficient manner; inventory Protocols: check in/check out inventory, unit assessment after tenant vacancy.




SECURITY SERVICES

We provide a wide range of security solutions from electronic security installation and servicing to manned services for Residential, commercial and corporate establishments. Our product range includes fire alarms, CCTV, access control systems, CCTV monitoring and smoke screens.



QUALITY CONTROL

AREDC is one of the very few service providers to furnish a detailed and documented quality control program to owners of real estate.




ON CALL SERVICES

The front desk services; call center / helpdesk; mail room management; manpower supply; and housekeeping services.



**COMMUNICATION
WITH TENANT**

Handling the security deposits; the tenant relations; we establish property rules and regulations for the tenants; the enforce contract guidelines; communicating with governmental divisions for necessary approvals; collection and distribution of rent.



OPERATIONAL STAFF

Hire and train property management staff: property manager / supervisor



**FACILITY
MANAGEMENT**

Building operations & maintenance; HVAC; mechanical ; electrical ; plumbing ; lift services; environmental health and safety (EHS); waste management; pest control services; facade cleaning / window washing; cleaning, housekeeping; project management; swimming pool maintenance.




LEASE CONTRACTS

Preparing lease agreements; enforcing leases; terminating leases; evictions; legal compliance.

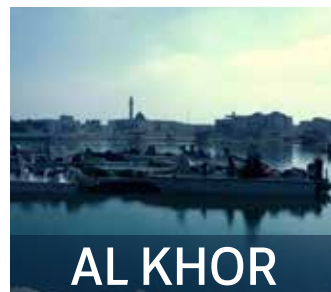



**FINANCIAL REPORTING
& BUDGETS**

The monthly and yearly account statements; income and spent amount statements; the fitch reliable vendors; establish property budgets.

WE ARE MANAGING

PROPERTIES ALL OVER QATAR



WEST BAY AREA



Beverly Hills Tower



Al Asmakh Office Tower



Regency Residence Tower



Umm Bab Tower

M ESAIMEER CITY



We are managing 128 residential buildings offering tenants 5,968 apartments in Mesaimmer city

THE PEAERL AREA



Regency Pearl - I



Regency Pearl - II



Regency Pearl - IV



Regency Pearl - V



Regency Pearl - VI



Regency Pearl - III



Paramount Residences



Qanat Quartier

K HALID
AIN



Ain Khalid Compound

We are managing 866 villas and apartments in Ain Khalid Gate .

AL SADD AREA



Le Boulevard

Doha Plaza

Gulf Residence - 10, 14 & 15

Gulf Residence 21 - Al Nassr

We are managing more than 40 residential buildings in Al Sadd area

AL W AAB AREA



Beverly Hills Garden-
1, 2, 6, 7, 8, 9, 10, 14, 15 & 16

Doha Gardens- 15 & 16

Villa D' Este - 1 & 2

AL RAYYAN AREA



Al Asmakh Garden 3



Al Rayyan 7 Villas



Al Shafi Compound



Azghawa Villa



10 Villa Compound



Q-Bel Air



Regency Residence Markhiya 1&2



New Rayyan Villas

OHA AREA



Beverly Hills Garden -
11, 12 & 13

Gulf Residence -
5, 8, 9, 13, 16, 17, 18, 19 & 20

Hayatt Regency

Regency Business Center 2&3

Regency Residence Airport -
1,2&3

Regency Residence Old Salata

Bin Dirham 1-5 – Bin Dirham

Doha Paradise – Old Airport

40 flats - Muntazah

Commercial Building C-Ring



USAIL AREA



Les Maisons Blanches -
Lusail Entertainment City

Fox Hills A 29

Al Asmakh Lusail I -
Fox Hills A30

C4 and C5

Regency Residence Fox Hills
1, 2 & 3 (P17, P18 & L14)



OTHER AREAS



Industrial area
Al Asmakh Complex

Umm Salal area
Bu Fesseela Warehousing Park

Al Wakrah area

Al Khor area

Umm Salal Villa – Umm Salal

Abu Sidra Villa – Abu Sidra



DEVELOPMENT

Being a developing country that is moving at speed requires a developer capable of delivering against those requirements, while having the reliable contacts and cultural awareness to ensure quality standards are maintained if not elevated. Our specific expertise across multiple projects of all complexities and sizes include developments such as Towers at the Pearl, Towers in West Bay, buildings in Doha area, hotels, malls and master plans in the Industrial area and bu fesseela. Whatever the location, applying appreciation of location availability and suitability as well as ensuring the right people and products produce the right results are all principle we remain committed to.

MASTER PLANS

Place Vendome

Bu Fesseela Warehousing Park

Al Asmakh Complex

Les Maisons Blanches

Abou Sidra Project

Le Petit Paris



OVERVIEW

Place Vendôme is an upcoming USD1.25 billion mixed-use development underway in Qatar's emerging Lusail City. The project, which broke ground on 17th March 2014, will package 1,000,000m² of retail, leisure, entertainment and luxury into a one-stop family destination by the seafront. Place Vendôme is set to become a new destination for the region, combining utmost convenience with an ocean of choices.

LEISURE AND ENTERTAINMENT

Entertainment will be a major component of the complex:

Cinema complex; family entertainment center; health and fitness center; dancing fountain and laser displays

ACCOMMODATION

There will be more than 650 rooms available through:

Two luxurious five-star hotels; serviced apartments complex; Starwood hotels & resorts will operate the luxury collection five star hotel and Le Meridien Lusail five star hotel and serviced apartment.

SERVICES

Banks; exchange; other.

LIFESTYLE

There will be a wide range of convenience stores for everyday needs such as:

Electronics stores; home / office furnishing; health and personal care/beauty/cosmetics; anchor stores; supermarket

LUXURY AND FASHION

The retail component of the project is a carefully blended composition that caters for all tastes and preferences. Covering the full spectrum of retail, the customer can choose to browse the luxury flagship stores in the opulent precinct of the mall or sample the numerous high street fashion brands in the main mall.

Anticipating the customer needs has been the driving inspiration for the design, merchandising and presentation of this project.



OVERVIEW

Located in the north of Qatar, Regency Logistic Park is a mixed use master plan of 496,410 m² comprising of warehouses, residential and commercial units.

AMENITIES

Amenities include mosque, community center and a mess hall.

ACCOMMODATION

640 Rooms for staff accommodation: 4x4 m²
194 Studio apartments
68 One bedroom apartments

WAREHOUSES

Open yard storage areas : 17,600 m²
Ventilated warehouses : 111,328 m²
Air conditioned warehouses : 32,065 m²
Chilled warehouses : 31,617 m²
Freezer warehouses : 13,916 m²

RETAIL

Building material market.
43 Commercial shops
(Ground + mezzanine floors): 340 m²



OVERVIEW

Al Asmakh Complex features 19 staff accommodation buildings, 8 warehouses, 6 offices and 42 shops.

AMENITIES

Amenities include a swimming pool, landscape area, outdoor barbecue, football field and a multipurpose hall

ACCOMMODATION

Al Asmakh complex features 19 residential buildings for junior staff consisting of 1232 rooms.

WAREHOUSES

Al Asmakh complex features 8 warehouses with two accessways from the main road and from inside the complex itself.

SERVICES RETAIL

Security; maintenance

OFFICES

Al Asmakh complex features 6 warehouses located on the top of the retail shops.

Al Asmakh complex features 42 shops with facade on the main road, and are all provided with AC and mezzanine. The retail is separated from the residential blocks.



OVERVIEW

Les Maisons Blanches, developed by Al Asmakh Real Estate on a plot of 115,066 sqm, brings a new concept of luxury living to Qatar at Entertainment City - Lusail.

Located near the Vendome Mall, Les Maisons Blanches is a haven of tranquility residential compound consisting of 114 villas and 20 buildings with 2 & 3-bedroom apartments.

LIFESTYLE

The beautiful architectural design creates a perfect environment for those seeking peace, calmness and tranquility while adding excitement and fun to their lifestyles.

Residents will enjoy the diversification that Lusail Entertainment City will offer, being so near to major attractions and facilities.

AMENITIES

Les Maisons Blanches Lusail will offer its residents access to various services, amenities and facilities that will enrich their life experience.

The list of amenities includes a nursery, club house, swimming pool and security.



HIGH RISE

Paramount Residences

Regency Pearl I , II, III, IV, V & VI

The Garden - The Pearl

Beverly Hills Tower

Al Asmakh Office Tower

Regency Residence Tower

Al Kharaij





Paramount Residences



Regency Pearl V



Beverly Hills Tower



Al Asmakh Office Tower



Regency Residence Tower



The Garden - The Pearl



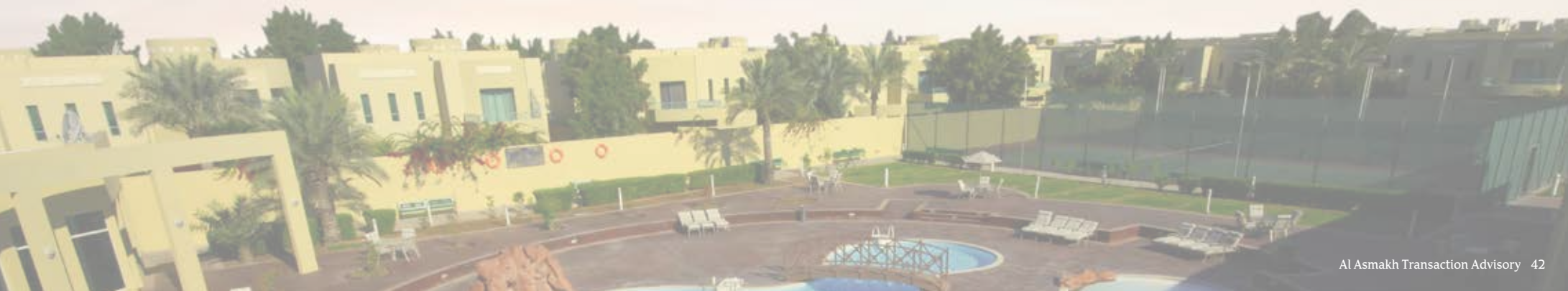
Regency Pearl VI

LOW RISE

Buildings

Compounds

Stand Alone Villas





Les Maisons Blanches



Regency Residence Musherib - 3



Regency Residence Musherib - 5



Regency Residence Al Sadd - 5



Regency Residence Musherib - 2



Regency Residence Al Sadd - 7



Regency Residence Al Sadd - 1



Regency Residence Al Sadd - 7



LOW RISE BUILDINGS

1. Gulf Residence 5 - Najma
2. Gulf Residence 8 & 9 - Mansoura
3. Gulf Residence 10, 14 & 21 - Al Nasser
4. Gulf Residence 13 - Muntazah
5. Gulf Residence 16-20 - Umm Ghwalina
6. Qanat Quartier - The Pearl
7. Regency Musheireb Apartments - Musheireb
8. Regency Residence Al Sadd
1,2,3,5,6,7,8,9,10,11, 12, 13, 14 &15 - Al Sadd
9. Regency Business center 2 - Corniche
10. Regency Residence Musheireb 1,4,6,7,9,10
& 11 - Musheireb
11. Regency Business center 3 - Bank Street
12. Regency Residence - Old Salata
13. Pavilion - Lusail
14. Les Maisons Blanches - Lusail
15. Bin Dirham 1-5 – Bin Dirham
16. Doha Plaza – Al Sadd
17. 40 flats Muntazah - Muntazah
18. Regency Residence Fox Hills 1, 2 & 3 - Lusail



COMPOUNDS

1. Ain Khalid Gate - Ain Khalid
2. Al Asmakh Garden 3 - Laqtah
3. Al Rayyan 7 Villas - Al Rayyan
4. Al Shafi Compound - Al Shafi
5. Azghawa Villa - Azghawa
6. Beverly Hills Garden 1, 2, 6, 10, 14, 15 & 16 - Al Waab
7. Beverly Hills Garden 7, 8 & 9 - Salwa Road
8. Beverly Hills Garden 11 - Mamoura
9. Beverly Hills Garden 12 - Old Airport
10. Beverly Hills Garden 13 - Hilal
11. Doha Gardens - Al Waab
12. Hyatt Regency - Freej Adulaziz area
13. Q-Bel Air - Laqtah
14. Regency Residence Airport 1-3-Old Airport
15. Regency Residence - Markhiya 1&2 - Al Markhiya
16. Villa D' Este 1 & 2 - Al Waab
17. Ain Khalid Compound - Ain Khalid
18. 10 Villa Compound - Al Frousiya
19. Les Maisons Blanches - Lusail
20. C4 and C5 - Lusail
21. Doha Paradise - Old Airport
22. New Rayyan Villas - Rayyan
23. Abu Sidra Villa - Abu Sidra
24. Umm Salal Villa - Umm Salal



LEASING

The leasing department at AREDC is experienced in providing a plan that aids in accelerating the leasing process through understanding key Residential and commercial real estate terms, analyzing a tenant's needs, assessing the tenant's lease space and providing a method of property comparison analysis based on a market survey.

Our Leasing process includes (but not limited to):

- CLIENT SCREENING
- EXPERT LEASE NEGOTIATION
- TIGHTER RENT COLLECTION PROCESS
- SHORTER VACANCY CYCLES
- BETTER TENANT RETENTION

LEASING PROCESS



CLIENT SCREENING

Thanks to the detailed screening, The Tenancy database checks, stringent interview procedures, only consistent, reliable and quality-tenants are put in place, thereby maximizing the rental returns and minimizing investor's risk.



BETTER TENANT RETENTION

Our service is generating a significant value to your asset by obtaining: shorter vacancy cycles; lower maintenance and repair costs; increase the value of the investment; generate steady cash flow.



EXPERT LEASE NEGOTIATION

Our multilingual team has a great deal of expertise and confidence in negotiating for the best - possible rent value for our clients. Lease negotiations is based on expert analysis of current market conditions, comparable property rents, vacancy factors, general condition of the property, tenant quality and the length of tenancy.



MARKETING STANDARDS

Our marketing includes high online and offline marketing standards we also reach prospective tenants through our internal database and alert system as well as through our contacts with relocation companies. We will conduct unlimited and private viewings for six days a week and host regular open house inspections.



TIGHTER RENT COLLECTION PROCESS

The way you handle your rent collection can 'make it' or 'break it' when it comes to R.O.I, AREDC will insure a non-stop cash follow from tenants in strict and mannered ways defined by the AREDC standards.

APARTMENTS



Regency Pearl I



Regency Pearl II



Regency Pearl III



Regency Pearl IV



Regency Pearl V



Regency Pearl VI



The Garden - The Pearl



Gulf Residence 21 - Al Nassr



Musheireb



Apartment Ain Khaled



Al Sadd



Doha Plaza - Al Sadd



Apartment Al Rayyan



Quanat Quartier



Les Maisons Blanches



40 Flats Muntazah



C4 and C5 - Lusail

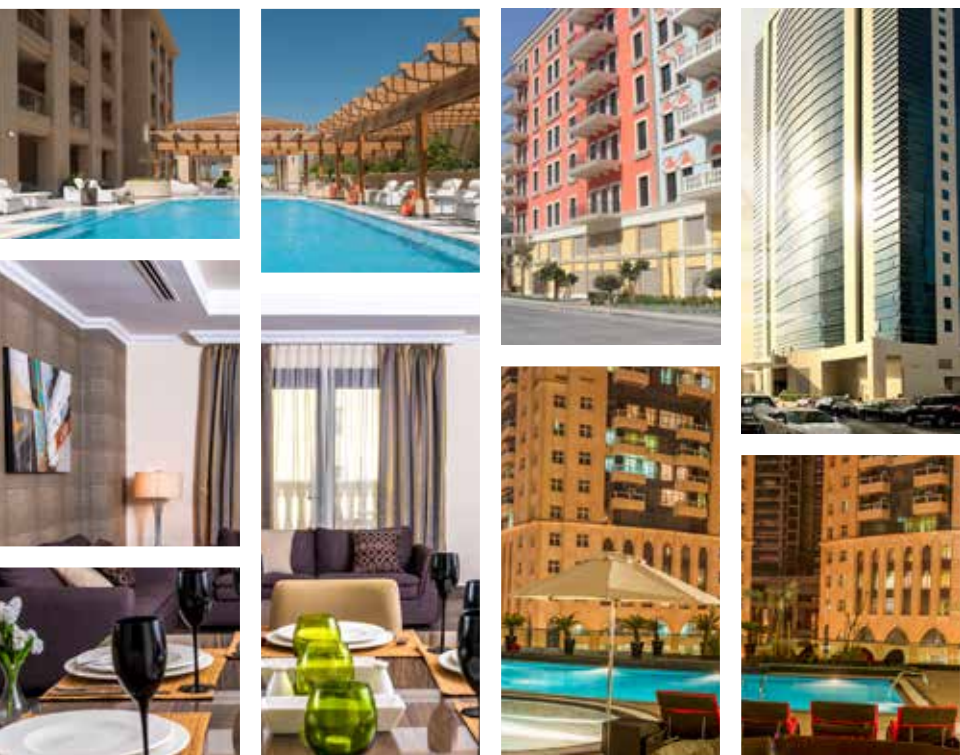


A29 - Lusail



Regency Residence Fox Hills 1, 2 & 3

DUPLEXES



Regency Pearl I

Regency Pearl II

Regency Pearl V

Beverly Hills Tower

Umm Bab Tower

Qanat Quartier



Doha Gardens



Al Bedaiya Compound



Les Maisons Blanches



New Rayyan Villas



Beverly Hills Garden 1



Beverly Hills Garden 2



Beverly Hills Garden 6



Beverly Hills Garden 7



Beverly Hills Garden 8



Beverly Hills Garden 9



Beverly Hills Garden 10



Beverly Hills Garden 11



Beverly Hills Garden 12



Beverly Hills Garden 13



Beverly Hills Garden 14



Beverly Hills Garden 15



Beverly Hills Garden 16



Ain Khalid Gate



Hyatt Regency



Doha Paradise

OFFICE SPACES



Al Asmakh Office Tower



Regency Business Center 2



Regency Business Center 3



Commercial Building C-Ring



Al Asmakh Complex



Bu Fesseela Warehousing Park



Le Boulevard – Al Sadd

STAFF ACCOMMODATION



Bu Fesseela Warehousing Park

Al Asmakh Complex

Al Asmakh Industrial Area 1

Al Asmakh Industrial Area 2

WAREHOUSES



Bu Fesseela Warehousing Park



Al Asmakh Complex



Bu Fesseela Warehousing Park

Al Asmakh Complex

C4 and C5 - Lusail



SALES

With experience comes knowledge and greater responsibilities at Al Asmakh Real Estate, our experienced multilingual sales professionals put such wisdom to good use. We know Qatar's residential and commercial markets exceptionally well, and are able to offer our clients the best sales advice when it comes to pricing sensibly, and the best practices when it comes to marketing properties professionally.

We are specialized in sales launches and in sales transactions that include lands and large assets selling.



Paramount Residences, Doha, The Pearl comprises 196 one-, two- and three-bedroom luxury residences, with signature elements of Paramount Hotel & Resorts featured throughout, including a California-inspired environment from the bold yet subtly designed lobby to luxurious residences artistically designed down to the ultimate details of back painted glass décor, opulently retro faucets, and hand crafted, exquisitely finished wardrobe interiors.

The sleek, minimal finish in the kitchens is designed to be seamless and stylish when it's the backdrop to an intimate soiree – yet effortlessly functional and practical when the creative chef in you wants to do some serious cooking. With a residents' private movie-screening room, pool with cabanas, state of the art wellness & fitness center and kids' studio club, the stage is set for you to enjoy your exclusive lifestyle. Properties are freehold and open to all for ownership.





AL ASMAKH LUSAIL 1

Al Asmakh Lusail 1, developed by Al Asmakh Real Estate Development, brings a new concept of luxury living to Qatar at Lusail City.

Located within the serene Fox Hills district, Al Asmakh Lusail 1 is a haven of tranquillity consisting of 68 apartments. The beautiful architectural design creates a haven for those seeking privacy within the reach of the bustling of city life.

Residents will enjoy the diversity of lifestyles that Lusail City offers and will be within a short distance from major attractions, and providing them with all the necessary requirements and facilities they need to lead a better, exciting and stable life.





PAVILION

LUSAIL CITY

Pavilion, developed by Al Asmakh Real Estate Development, brings a new concept of luxury living to Qatar at Lusail City.

Located within the serene Fox Hills district, Pavilion is a made out of a complex of three buildings, and is designed to cater tranquility for all 170 apartments. The beautiful architectural design creates the perfect residence for those seeking privacy without sacrificing the easy access to the city.

Residents will enjoy the diversity of lifestyles that Lusail City offers and will be within a short distance from major attractions while providing them with all the necessary requirements and facilities they need to lead a better, yet more exciting life.





The Garden

The Pearl



Type of the development	Residential
Maximum No. of Stories	15 stories + 2 storey penthouse
Total of 2 bedroom units	62
Total of 3 bedroom units	39
Total no. of apartments	101
Lifts	5
Total parking Spaces	166



MARKETING

The art of reaching-out to everyone... Differently!

The world is at run and so is the technology used in daily markets... Every tool is a potential instrument that can generate leads to your website or drive a new client down the sales funnel.

At AREDC, we tailor marketing strategies based on the market demands and around the asset's attributes to create the broadest buzz with the smartest and most accurate segmentation and targeting tools.

Our marketing department thrives in developing offline and online strategies and makes sure these plans are implemented by strict guidelines to maintain professionalism while monitoring results and constantly optimizing details.



SOCIAL MEDIA

“if you do not exist online, you do not exist”!

Marketing through the social media is the world’s most ascending trend for almost 2 decades now; being connected all around the clock has pushed social media to emerge as the world’s most used medium for advertising whilst leading the way in socializing and interacting with potential clients located anywhere on the globe.

What emerged as a top platform for socializing and finding friends swiftly turned into a must-go for every single business in the world. Not only these networks fell under the socializing category, but also jumped into becoming pioneers in ad-generating and... probably the fastest way for startups, and for pre-established corporations, to grow, create awareness, segment and target potential clients to increase visibility, track markets, watch competition, plan and penetrate new markets at lower costs, yet higher accuracy.

Our favorite channels:

- Facebook – Twitter – Google+ (for communication, publication, promotion, direct messaging, feedbacks and engagement)
- Instagram – Snapchat – Flickr – YouTube – Pinterest (going viral via images and videos)
- LinkedIn (Professional network and business-oriented platform – World’s best in B2B and acquiring new talents by recruitment agencies).





DIGITAL & MOBILE

When was the last time you laid your hands on a desktop?

Vs

When was the last time you laid your hands on your cell phone?

It's that easy!

The world is going mobile... "From cell phones and tablets to wrist watches" is another way of switching from reading newspapers into checking mobile news notifications.

How does that translate into business?

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Pay Per Click (PPC)
- Companion Mobile Applications
- In-App mobile Ads
- Responsive Websites
- QR Codes



ADVERTISING

Paid ads, regardless of the used channel onto which these ads will be displayed, were, currently are and will always be the most utilized tool for informing target audiences about a product or a service.

Nonetheless, it is clear to all that advertising has shifted ways and turned from being a printed display into a virtual art displayed on screens. The world has evolved and so has advertising that still leads the way in the battle between classic and modern marketing techniques.

WE DO BOTH

Classic advertising comes in the form of TV ads, radio broadcasts, printings indoors and outdoors, printings in magazines, newspapers, directories, whereas modern ways are all about focusing on websites, mobile applications, search engines, blogs, forums and flooding the social networks with calls-to-action.



PUBLIC RELATION

Marketing through PR is probably the most influential human-based strategy in real life marketing... Away from the virtual world, PR and WOM (word of mouth) are more likely to generate the biggest outcome on what converts into real sales and ROI.

From media relations to business events and from sponsorships to partnerships, it all comes down to that one need to go public and create the brand awareness while setting up the corporate image amongst who you trust is your target audience.

How do we do it?

- Occasional events such as launching new project or gathering dinner with suppliers.
- Inform and invite press Guru's and other advertising influencers.
- Focus on going viral using interviews, public speeches, broadcast promotions, go online.
- Issue and share newsletters and in-house reports.
- Take part in real estate related communities, events, gatherings, exhibitions, syndicates and other form of events... This involvement is crucial to build awareness and drive interest all through the sales funnel.

THANK YOU

Thank you for making it this far in our handout. Please take a minute to check and join our social network channels





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