



**COLDWELL BANKER
COMMERCIAL**
ADVANTAGE

**GUIDING CLIENTS TO
OUTSTANDING OUTCOMES
FOR 20 YEARS**

**WE ARE
PATHFINDERS**

OUR VALUES



DO RIGHT

For our owners. For our real estate professionals. For our clients. Putting the client first is not a billboard or slogan, but an operating credo at the core of every Coldwell Banker Commercial® affiliates professional.

WIN TOGETHER

We are a community of commercial real estate professionals. We build each other up. We share our knowledge. Connections made here are as valuable as the deals we secure. By leveraging internal skills and expertise we win business, grow as a network and as a result ensure that our clients achieve their goals.

BIG HEARTED

Coldwell Banker Commercial® affiliated professionals are local experts because they live, work and serve in their communities. There's a spirit of community in every affiliated company – one that not only loves the markets in which they reside, but showcases that affection through action. Giving back is at the heart of our brand and is undeniably evident when you walk into any Coldwell Banker Commercial office across the globe. We are a community that has a big heart for our communities.

OWNERSHIP MENTALITY

We have grit and plenty of heart to make things happen and help clients reach their goals. We see the possibilities that others miss. We are business owners, so we think like business owners. We know what it takes to close the deal. With local expertise in our markets, we know all the right people and economic opportunities, and we anticipate and address potential issues before they arise to make sure the deal gets done.

THE STORY BEHIND THE STAR

IN THE DARKEST NIGHTS, even when the clouds obscure a good deal of the starry heavens, the North Star can still be found. A beacon to pathfinders, trailblazers and pioneers of yesteryear, it is still that guide even today.

Finding the North Star means you know the way. And in turn, that you are equipped to guide others to where they need to be. Coldwell Banker Commercial professionals are dedicated to find the right solution for their clients at every step of the way.

Guidance and forging a path forward have been at our core since 1906 when Colbert Coldwell wanted to do right by his clients.

He created a road to success that would outlast all others, where 114 years later, his name and the Coldwell Banker Commercial brand not only are still standing but continue to grow. His internal compass and ownership mentality of embracing each client's business needs as if it were his own are at the core of the brand. And that big-hearted nature for his community is still what allows our network to continue to win together over a century later.

Today, our mission remains the same as it did in the streets of San Francisco at the turn of the last century: to be pathfinders.

Like the North Star, Coldwell Banker Commercial continues to be the guide to show our clients the way.

A FORCE IN COMMERCIAL REAL ESTATE

OUR COMMITMENT TO YOU

Forging a new path takes vision and grit. It takes seeing opportunity before others do. Experience, creativity and the agility to move quickly is a must when it comes to commercial real estate deals. This is what we do – The Power of Coldwell Banker Commercial®. We help turn your vision into reality. Our brokers pair local expertise with global reach and offer smart solutions that turn your goals into maximized returns. We're a force in the commercial real estate industry, backed by one of the most recognized names in the business*. For over 115 years, we've been pathfinders paving a road to success and guiding our clients to achieve outstanding outcomes.

Like you, we're business owners with an ownership mentality. We speak your language and understand that your success is our success. We're committed to reaching goals, closing deals and building connections within our communities. Developing creative solutions, solving problems and offering sound advice is our goal – and our commitment to you.

OUR LEGACY: TRUSTED. PROVEN. ENDURING.

Founded after the San Francisco earthquake of 1906, the Coldwell Banker Commercial brand was created to protect the interests of people striving to rebuild their city. As fearless entrepreneurs, Colbert Coldwell and Benjamin Banker created a "brokers only" standard, bringing honesty and transparency to the real estate transaction, and paved a road to success outlasting all others. From our humble beginnings over a century ago to becoming a global real estate powerhouse, Coldwell Banker Commercial always puts people first.

YOUR PATH TO
SUCCESS IS OUR
COMMITMENT.
WE'LL HELP YOU
GET THERE.

GLOBAL POWER

Coldwell Banker Commercial® is one of the most recognized and well-respected names in real estate*, commanding a global geographical footprint with representation in primary, secondary and tertiary markets in North America and around the globe.

40
COUNTRIES

500+
MARKETS

2,600+
PROFESSIONALS

COLDWELL BANKER COMMERCIAL IS:

- Top 15 firms in the U.S. for sales transaction market share in 2021 by MSCI Real Capital Analytics
- One of the Lipsey Company's Top 25 commercial real estate brands in 2021
- Member firm of the International Council of Shopping Centers (ICSC)
- Ranked third in number of Certified Commercial Investment Member (CCIM) company designees in 2021; CCIM Platinum partner

Egypt Operations

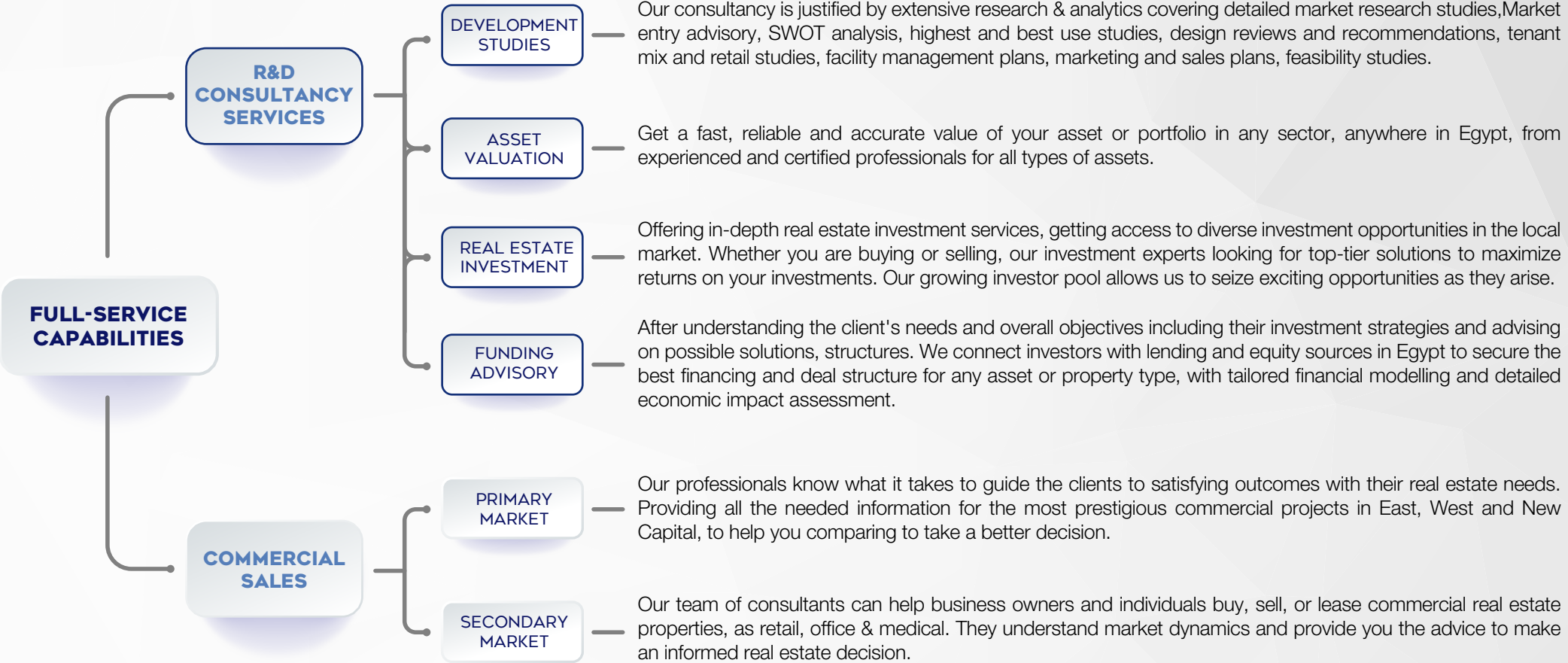
Coldwell Banker first arrived in the Middle East in 2001 when Coldwell Banker Intercontinental Affiliates was formed by acquiring the franchise rights for Coldwell Banker and Coldwell Banker Commercial in Egypt. The company grew to become the leading real estate broker in the country. Coldwell Banker Egypt is the first professional real estate company in Egypt with registration number 7175. It set out form a develop real estate marketing model to lead the region and to provide a high quality residential and commercial real estate services. Our offices are conveniently located and accessible to clients. We have branches in New Cairo, Sheikh Zayed, Maadi and Zamalek.



FULL-SERVICE CAPABILITIES

INFORMED . POLISHED . PROFESSIONAL

We are business owners and we think like business owners. We speak the language. We get it. Our goals are to help our clients grow their businesses and benefit their communities. We are collaborators in addressing challenges of spatial solutions and organizational efficiencies.





**COLDWELL BANKER
COMMERCIAL**
ADVANTAGE

CONSULTANCY SERVICES DEVELOPMENT STUDIES



CONSULTANCY SERVICES DEVELOPMENT STUDIES

Market Research & Competition Analysis

Gain an in-depth look at your competitors and into the market overall to make well-informed decisions. Undertaking demographic studies, comparative market surveys & analysis by applying both qualitative & quantitative techniques, and identifying the latest market trends.

SWOT Analysis & Recommendations

Gaining more insights about the project on how it stands and compares in the marketplace.

Unique Selling Proposition (USP)

A unique selling proposition is what makes the project different from other projects in the market.

Highest & Best Use Studies

Identify which use would bring maximum value to a piece of vacant land, under development project or an improved parcel.

Concept Designs

Present recommendations regarding the concept design, master plan, the main program, preliminary designs, and schedule of areas, to meet the customer needs and operational requirements.

Retail Studies & Tenant Mix

Provide the latest market trends, including researching & analysing competitive properties, undertaking market surveys & analysis, and demographic studies.

Marketing & Sales Studies

We offer a tailor-made marketing strategy for the project, as well as expert analysis of any of the previous marketing campaigns (if available).

Facility Management & Operational Studies

We offer detailed manuals for building operation and Facility; including maintenance, cleaning and security, for longevity and efficient use.

Valuation Studies

Computing the estimated sale/rental value (Average per SQM) for different unit types. Recommendations on pricing policy (considering area & location of units) and payment plans, and determine all contractual conditions.

Financial Studies

Timely and precise financial data are indispensable for effective decision-making, as well as for corrective action by project management staff, to enhance the prospects of timely completion of deliverables within the planned project budget and scope.

77

PROJECTS

39 Development Study
24 Market Research
14 Financial Study

24

MARKET
RESEARCH

14 Investment Destinations
06 Delta & Upper Egypt
04 Second Home

11

GOVERNORATES Our services extend all Over Egypt

9

MARKET ENTRY ADVISORY

You can rely on the knowledge and expertise of our exceptional real estate professionals to offer top-tier guidance

8

INVESTMENT SECTOR

Residential Compounds, Commercial, Administrative, Medical, Educational, mixed -use, Logistics

SINCE 2016 ARMING OUR CLIENTS WITH DETAILED MARKET RESEARCH AND LATEST TRENDS, SO THAT WELL-INFORMED DECISIONS ARE THE ONLY ONES THAT ARE MADE.



● EAST CAIRO
● WEST CAIRO
● OTHERS

CONSULTANCY SERVICES DEVELOPMENT STUDIES | TRACK RECORD





**COLDWELL BANKER
COMMERCIAL**
ADVANTAGE

CONSULTANCY SERVICES

ASSET VALUATION



EGP 73.4 BILLION

IS THE TOTAL VALUE OF OUR EVALUATED 748 ASSETS, AND CATEGORIZED AS FOLLOWS

<div>EGP</div> <div>30B</div> <div>MIXED-USE ASSETS</div>	<div>EGP</div> <div>12.5B</div> <div>MEDICAL ASSETS</div>	<div>EGP</div> <div>11.2B</div> <div>RESIDENTIAL ASSETS</div>	<div>EGP</div> <div>9.2B</div> <div>HOSPITALITY ASSETS</div>
<div>EGP</div> <div>5.6B</div> <div>INDUSTRIAL ASSETS</div>	<div>EGP</div> <div>2.4B</div> <div>AGRICULTURAL ASSETS</div>	<div>EGP</div> <div>1.5B</div> <div>EDUCATIONAL ASSETS</div>	<div>EGP</div> <div>1B</div> <div>LOGISTIC ASSETS</div>

OUR LICENSED VALUATION EXPERTS ARE TECHNICALLY STRONG AND EXPERIENCED APPRAISERS CONDUCTING HUNDREDS OF VALUATIONS ANNUALLY FOR OUR CLIENTS ALL-OVER EGYPT AND WORLD WIDE, GETTING FAST, RELIABLE AND ACCURATE FAIR MARKET VALUE FOR ALL TYPES OF ASSETS IN ALL THE REAL ESTATE SECTORS

CONSULTANCY SERVICES ASSET VALUATION | TRACK RECORD



CONSULTANCY SERVICES ASSET VALUATION | TRACK RECORD





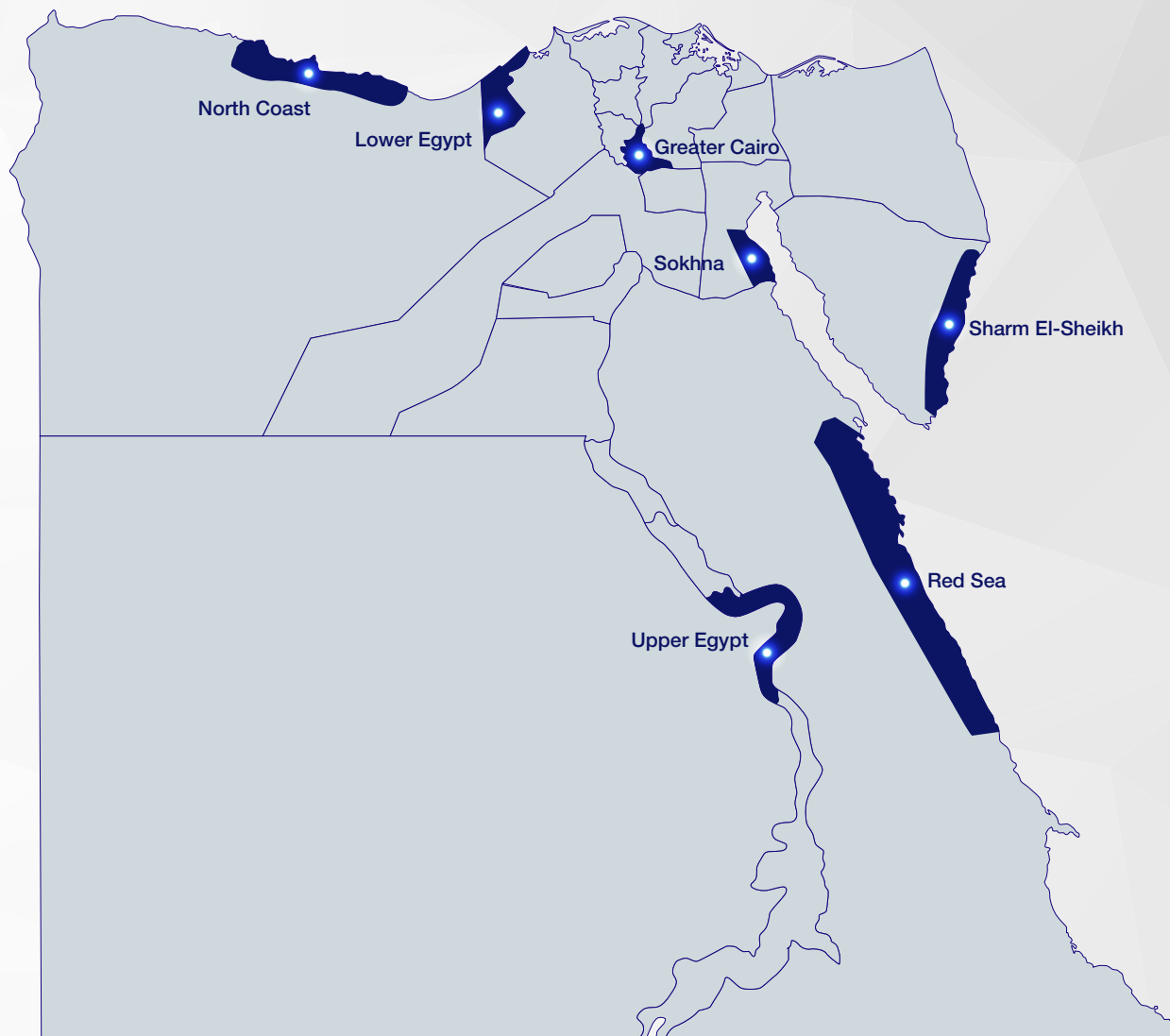
**COLDWELL BANKER
COMMERCIAL**
ADVANTAGE

CONSULTANCY SERVICES

REAL ESTATE INVESTMENT



Offering diverse investment opportunities in the local market, covering all areas in Greater Cairo, and the investment zones in the coastal areas as North Coast, Sokhna, Sharm El-Sheikh and the Red Sea region. In addition to all the promising investment zones located in Lower and Upper Egypt. Whether you are buying or selling, our investment experts looking for top-tier solutions to maximize returns on your investments. Our growing investor pool allows us to seize exciting opportunities as they arise.





COMMERCIAL

Shopping Malls - Commercial Buildings
Entertainment Centers - Gas Stations
Retail Chains & Hypermarkets
Lands allocated for Commercial use



RESIDENTIAL

Apartment Buildings - Serviced Apartments
Branded Residence - Multifamily Houses
Residential Compounds
Lands allocated for Residential use



TOURISM & HOSPITALITY

Hotels - Touristic Villages & Resorts
Lands allocated for Establishing Hotels or Resorts



ADMINISTRATIVE

Office Buildings - Companies Headquarters
Office Spaces - Business Parks
Lands allocated for Administrative use



MEDICAL

Hospitals - Polyclinics
Medical Centers - Wellness Centers
Lands allocated for Medical use



LOGISTICS

Warehouses (Build-to-suit/ Co- Working)
3PL Facilities - Distribution Centers - Fulfilment Centers
Dry /Sea - Ports Lands
Lands allocated for Logistics use



EDUCATIONAL

Schools - Universities
Training & Educational Institutions
Land allocated for Educational use



INDUSTRIAL

Factories - Industrial Zone
Lands allocated for Industrial use



**COLDWELL BANKER
COMMERCIAL**
ADVANTAGE

CONSULTANCY SERVICES

FUNDING ADVISORY



PROVIDE ONGOING SUPPORT TO NAVIGATE AN EVER-CHANGING GLOBAL LANDSCAPE WHERE DEMAND FOR TRANSPARENCY AND INVESTOR PROTECTION ARE DOMINANT

Objectives:

Our multi-disciplinary team of experts aims to provide multi-jurisdictional advisory insights and solutions that help you rise to the challenges and capitalize on opportunities; our Funds Advisory is an integral part of the Investment Service.

Our Clients:

We are a third party consultant advisor, serving and connecting investment funds, developers, corporates, entrepreneurs and investors, while we work with a number of trusted service providers in the investment funds industry.

Service offerings:

Understanding the client's needs and overall objectives including their investment strategies and advising on possible solutions and connecting them with the trusted lending and equity sources in Egypt.

Assistance with drafting or review the Financial Modelling, Market Assessment & Partnership Agreement.





**COLDWELL BANKER
COMMERCIAL**
ADVANTAGE

COMMERCIAL SALES





COMMERCIAL SALES PRIMARY MARKET

COMMERCIAL IS OUR CALLING

Providing all the needed information for the Most prestigious commercial projects in East, West and New Capital, to help you comparing to take a better decision. LET THE POWER OF THE GLOBAL BRAND HELP YOU FIND WHAT YOU'RE LOOKING FOR.

COMMERCIAL SALES | PRIMARY MARKET
SHEIKH ZAYED PROJECTS | TRACK RECORD



COMMERCIAL SALES | PRIMARY MARKET

NEW CAIRO PROJECTS | TRACK RECORD



MISR ITALIA
PROPERTIES



CAIRO
BUSINESS
PARK



ALJAZI
EGYPT



JW MARRIOTT
RESIDENCES



MARAKEZ

DISTRICT



Heartwork



MINKA
DEVELOPMENT



THE HOFT
HYBRID PROPERTIES

M squared.



Darna Medical Clinics

MERCON
DEVELOPMENTS



COMMERCIAL
COMPLEX

LMD°




ONE·NINETY



AL MAADI GROUP
developments



ETERNA
HEALTHCARE CITY

EMAAR

MISR



MIVIDA
BUSINESS
PARK



AL AHLY SABBOUR
DEVELOPMENTS

THE
SQU
ARE.

NEW CAIRO



DEVELOPER X
BY ENOURA

Muse
— THE STRIP



Al-Futtaim



Al-Futtaim
City of Future
Cairo Festival City



upwyde>
developments

G R A N O Y

MOBCO Developments

Eastmain®
NEW CAIRO

COMMERCIAL SALES | PRIMARY MARKET
NEW CAPITAL PROJECTS | TRACK RECORD

CONSTRUCTA

DESIGN . CONSTRUCTION . PROJECT MANAGEMENT

THE WALK MALL
NEW CAPITAL

TAMAYOZ

IVORY PLAZA
NEW CAPITAL

MISR ITALIA

FORPSTERIA

VINCI

NEW CAPITAL | DIPLOMATIC AREA

TLD

ARMONIA

SOROUH

DEVELOPMENTS

ENTRADA

CITADEL
COMMERCIAL COMPLEX

THE LOFT
PLAZA

nile

DEVELOPMENTS

31A
COMMERCIAL TOWER

NILE BUSINESS CITY

VAI

DEVELOPMENTS

PARAGON

Developments

PARAGON

NEW CAPITAL

INVESTWELL

REAL ESTATE

AMRISON

CASTLE DEVELOPMENT

CASTLE GATE MALL
NEW CAPITAL

MENASSAT DEVELOPMENTS

PODIA
— TOWER —

VOW

DEVELOPMENTS

SOLAS

Enlightened Workplaces

AL-BOROUJ MISR
Development Group

6ixty
ICONIC TOWER
NEW CAPITAL

3
POINTS

MARGINS DEVELOPMENTS

Zia
BUSINESS COMPLEX

MERCON

DEVELOPMENTS

PAVO
TOWER

INFINITY
TOWER

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24





COMMERCIAL SALES SECONDARY MARKET

COMMERCIAL IS OUR CALLING

Our team of consultants can help business owners and individuals buy, sell, or lease commercial real estate properties, as retail, office & medical. LET THE POWER OF THE GLOBAL BRAND HELP YOU FIND WHAT YOU'RE LOOKING FOR.

COMMERCIAL SALES | SECONDARY MARKET

ANCHORS | TRACK RECORD



ORANGESQUARE®



COMMERCIAL SALES | SECONDARY MARKET
ANCHORS | TRACK RECORD





COLDWELL BANKER
COMMERCIAL
ADVANTAGE

PERFORMANCE.
POWER.
RESULTS.

Coldwell Banker Commercial professionals can help you achieve your goals with an unmatched level of service, expertise and business savvy. We will help you reach new heights, guide you to achieve your goals and turn your vision into reality.

Your path to success is our commitment.




**COLDWELL BANKER
COMMERCIAL
ADVANTAGE**

Thank You

  /CBC ADVANTAGE

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 www.coldwellbanker-eg.com

**SCAN TO
DOWNLOAD**
COMPANY PROFILE





PRIMARY

First sale, including new releases and ongoing projects, Suitable if your money is not available at once. Suitable if your money is not available at once, flexibility in payment terms, and unlike cash payment, there is an opportunity to invest in any other project and you can merge your free and unfixed assets into more than one field with keeping the payment of installments and premiums on time.



SECONDARY (RE-SALE)

The secondary Market (Resale) operations in the years following the floatation of the Egyptian Pound of reached rates of more than 300%. Since this time, the idea of "resale" has become a popular business that many ordinary citizens have turned to.



INCOME GENERATING PROPERTIES

An opportunity to invest in large commercial assets and administrative buildings, which are difficult for investors, especially individuals, to invest in due to their budget, which is usually limited, maintain revenue from day one since acquisition, and enjoying high growth in real estate prices: whose prices may rise increasingly.



CO-DEVELOPMENT

Our Real Estate Investment Experts will guide you finding the suitable partner of success, with full assist in strategies, negotiating & agreements, navigating to the most suitable investment model, and acquiring the targeted co-development opportunity.