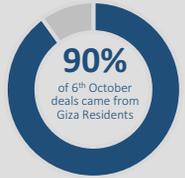
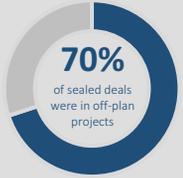
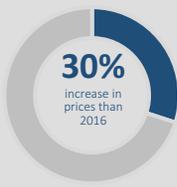
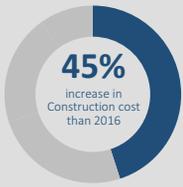


**2017 REAL ESTATE MARKET HIGHLIGHTS**



**New Trends in Payment Terms**



**Installments**



**Mortgage Financing**



**2018 CHALLENGES & OPPORTUNITIES**



Prices are expected to continue in rising between 10% - 30% by the beginning of 2018 due to the continuous increase in the construction costs and land prices



The Real estate investment sector in Egypt is rigid that even in the case of high prices, the demand on purchasing will remain strong given the high demand on lands and tenders for apartments by the Ministry of Housing for the following reasons:

1. The continuous increase in population and the real demand for housing
2. Properties in Egypt maintain their value, therefore, there would be a continuous demand on purchasing properties (Hedging)



The highest demand is expected to be on small and medium sized units, especially in the areas and communities surrounding the new administrative capital, such as Sherouk, Badr, New Heliopolis and other cities



The new administrative capital will be a real model for changing the real estate concepts in Egypt in the coming years, as the developers will introduce new projects considering high environmental, design standards and smart homes



Decrease in demand on low-income housing units as a result of the current pressure of the inflationary wave and increase in day to day expenses, driven by the current economic situation



Increase in the volume of investment and demand on commercial, administrative, educational and medical projects, especially in the new cities

## RECOMMENDATIONS FOR DEVELOPERS AND GOVERNMENT ENTITIES



### Payment Terms

➤ Extend payment plans to 7-10 years, to attract investors and clients



### Affordability Levels

➤ Target smaller unit areas to decrease the total price in order to reach affordable monthly installments



### Delivery

➤ Perform well organized development plans to guarantee delivery on contractual dates



### Security

➤ Provide high security measures in terms of qualified security staff supplied with the latest security systems



### Finishing

➤ Introduce fully finished units with high quality to tackle the hassle of further finishing costs and efforts on the client



### Design & Facilities

➤ Offer top notch designs with full project facilities including basic options for smart homes



### Sahel Facilities

➤ The private and public sector have an obligation to stabilize the demand on Sahel which can be compromised given poor facilities and services despite unique project designs, crystal clear waters, night entertainment, etc. For this to be maintained, accommodation options (especially serviced apartments), emergency aid, traffic jams, transportation methods, and infrastructure has to be further enhanced or provided



### Tourists

➤ Given that Egypt is a tourism based economy, responsible officials/governmental entities should strive to keep the flow of tourists by enhancing safety & security, increasing international marketing campaigns & promotions, improving services quality, enhancing sustainability, and further facilities for tourists (providing visas on arrival)

## Coldwell Banker Commercial Advantage

CBCA is a full service commercial real estate company located in New Cairo, Egypt. The company specializes in commercial, industrial, retail, residential, land development, and real estate investment covering various services.

Our professional team enjoys significant investment, managerial, and real estate development experience acquired from global and regional powerhouses assisted by specialized in-house functional advisors, including, Engineering, Legal, HR, Finance, etc., in addition to the company's collaboration with top real estate experts/consultants who act as stakeholders on many tasks appointed by the company's esteemed clients. Such high level of experience and devotion will offer and result in the highest quality and perfect timing.



Acquisition & Disposition



Development Management



Market Research & Analysis



Start-up & Small Businesses



Capital Services



Corporate Services



Property Management



Landlord Representation



Investment Analysis



Distressed Assets



Tenant Representation

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