

PROPTECH

TECHNOLOGY REVOLUTION



Real Estate in Egypt is a business dominated by trends and fueled by hype. Developers have no choice but to stay fresh and up-to-date in all their approaches. With the global pandemic Covid-19, people are more familiar working from home and hooked with the social media 24/7. The shift includes the real estate industry and setting the path for the digital transformation. This digital movement has already begun in many countries abroad where people can buy a home without leaving the couch, record data on their phone or laptop and deal with the broker and bank through apps or websites. In the old days it was difficult to find real estate information online or customers being able to buy or rent a home online. Whereas, these days people are forced towards social media and ecommerce to keep business ongoing.

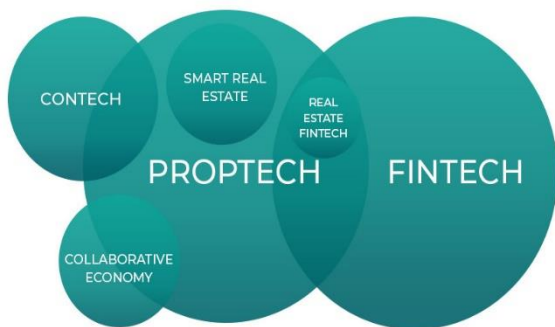
Property + technology is the next move, by using technology to improve the way to buy, sell, rent, design, construct, and manage residential and commercial property. "PropTech" is the magical phenomena that will bring real estate forward and with no stagnation. It will improve productivity & profitability. It has become an unstoppable and potent force that will transform the industry forever. In addition to the initiative of central bank of Egypt to improve financial inclusion through financial technology, which is known as Fintech. Facilitating the access of individuals and businesses, to the products and services of formal financial institutions, transactions, payments, savings, credit and insurance at a reasonable cost and in a sustainable mode using mobile phones.

What Does PropTech Mean?

Property technology or real estate technology is the use of information technology (IT) to help individuals, companies, landlord research, buy, sell and manage real estate using digital innovation or platform (such as an application) to connect processes for participants in all stages of the real estate market.

Imagine that one day your home buying is easy as your online shopping!

The technology revolution is disrupting all industries and presents huge opportunities to early adopters. However, professionals and companies that are slow or resistant to change risk being left behind and so the threat of becoming obsolete is real. Developed countries use technology in construction which is also known as Contech by using robots and drones, building a hospital in 10 days as China did will not be an event.



Advantages of PropTech

- Minimizing cost and resources associated with real estate transaction by reducing paperwork
- Safe public health through less communication with people especially nowadays
- Maximizing the transparency and efficiency in real estate market
- Saving time and personalizing property management.
- The availability of big data, data analytics and artificial intelligence will reduce risks across the industry and increase liquidity

PROPTECH MAP CAN INCLUDE:

- Online Agents
- Property Management Solutions
- Real Estate News
- Home Automation
- Aggregators
- Rentals
- Legal Work
- Mortgages
- CRM Property Software
- Big Data
- Virtual Reality

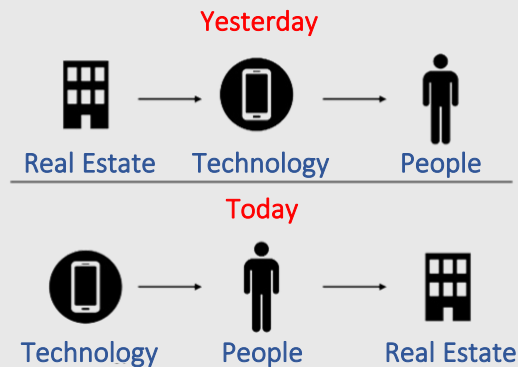
HOW CAN DEVELOPERS GAIN ?

Developers can design their own application which will give their prospect customers the following:

- The ability to watch master plan using virtual reality technology
- Connect with customer service through conference call for any question 24/7
- Sign contract, Pay deposit and installments and choose the preferable payment plan
- Follow up the updates about project construction
- Make deal with banks for mortgage loans
- Connect commercial and residential area for gated community as residents make online orders through app with special discounts

RECOMMENDATIONS TO INCREASE PROPTECH COLLABORATION

- Creating new boards or committees related to digital transformation
- Educating themselves on the benefits and value of technology
- Hiring experts who can take the business forward; running pilots, experimenting and learning
- Rooting digital transformation into the culture of the business
- Allocating budgets for digital and PropTech collaboration; seeing these as investments, not costs
- Co-creating solutions and cooperating with peers on digital roadmaps for property companies. Providing sandbox locations for PropTechs to test solutions
- Investing in start-ups or setting up presences in incubators or accelerator centers, to seek out and fund PropTechs

The Changing Order of Real Estate


The future possibilities are still in their infancy. The internet uprising how developers can connect with buyers by location data enabling them to ping property details to potential buyers in a given area, or an interactive window displays that transfer property details to the potential buyer's phone instantly. All activities leading to huge data supply information and knowledge allowing decisions whether to buy or sell properties. Buildings with PropTech will be associated with quality and value than buildings that are not provided with PropTech.

Coldwell Banker Commercial Advantage (CBC Advantage)

A full service commercial real estate company in Egypt, offering various investment services:

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|---|---|--|
|  Market Research & Asset Valuation |  Development Management |  Investment Analysis |
|  Capital Services |  Acquisition & Disposition Services |  Corporate Services |
|  Distressed Assets |  Landlord Representation |  Tenant Representation |
|  Property Management |  Start-up and Small Businesses | |

For more details, please contact: