



COLDWELL BANKER
COMMERCIAL
ADVANTAGE

WE ARE PATHFINDERS
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ABOUT COLDWELL BANKER COMMERCIAL ADVANTAGE

Coldwell Banker Commercial – Advantage (CBCA) was established in 2016 to cover the different needs of the clients in the real estate market, serving our clients through our offices in Egypt that provide professional real estate services.

Research & development is deeply rooted in our DNA. We understand market dynamics and have up-to-date insights and the latest commercial real estate news to provide you the game-changing advice to make an informed real estate decision.

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 the challenges of spatial solutions and organizational efficiencies.

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

Our mark features a visual icon that sets us apart—a star. This star represents two distinctive elements that exemplify the Coldwell Banker brand.

First, the five-pointed star is a recognized mark of excellence, one that symbolizes the quality of service that we've provided since 1906. Second, throughout history, the North Star has been the beacon that explorers have used to guide them to the place they most cherished—home.

Sitting confidently above the CB, this north star signifies the fact that we've been guiding people home for over a century, longer than any other real estate brand.

COLDWELL BANKER GLOBAL FOOTPRINT

44+

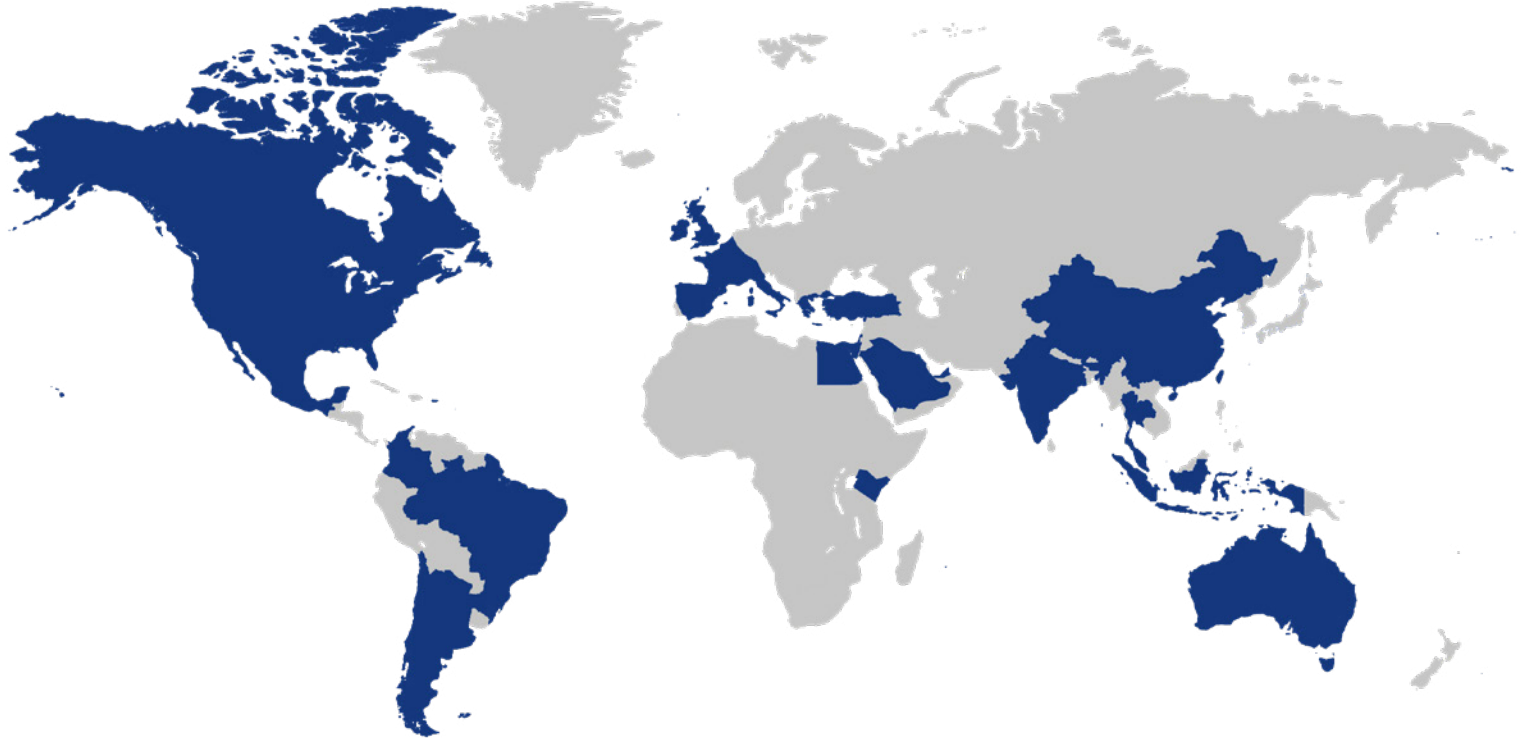
COUNTRIES

3,000+

OFFICES

120,000+

PROFESSIONALS



Andorra
Argentina
Aruba
Bahamas
Bermuda
British Virgin Islands

Cambodia
Canada
Cayman Islands
Chile
China
Costa Rica
Curacao
Dominican Republic

Egypt
England
France
Grenada
India
Indonesia

Ireland
Italy
Jamaica
Luxembourg
Malta
Mexico

Monaco
Netherlands
Northern Cyprus
Panama
Portugal
Puerto Rico

Romania
Saudi Arabia
Singapore
Spain
St. Kitts/Nevis
St. Maarten
Thailand

Turkey
Turks & Caicos
U.S. Virgin Islands
United Arab Emirates
United Kingdom
United States of America
Uruguay

A FORCE IN COMMERCIAL REAL ESTATE

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 +
OFFICES

2,770+
PROFESSIONALS

COLDWELL BANKER COMMERCIAL IS:

- Top 20 CRE firms for the first three quarters of 2023, according to MSCI.
- Ranks among the top 15 CRE firms in the U.S. based on transaction volume during the first half of 2023.
- Member firm of the International Council of Shopping Centers (ICSC)
- Rank as one of the top 20 CRE firms for the first quarter and first half of 2023.

Comprehensive Consultancy Services at Coldwell Banker Commercial Advantage

Delve into the Diverse Range of
Consultancy Services Offered

DEVELOPMENT STUDIES

Our services encompass market studies, SWOT analysis, highest & best use studies and their impact on design and tenant mix, facility management solutions, detailed marketing and sales strategies, as well as valuations and feasibility studies.

ASSET VALUATION

Reliable and accurate value of your asset or portfolio in any sector, anywhere in Egypt, from experienced and certified professionals for all types of assets.

REAL ESTATE INVESTMENT BANKING

We offer a range of investment opportunities, utilizing our expanding network of investors to achieve optimal returns. Additionally, our funding advisory service connects clients with the most suitable financing solutions and deal structures in Egypt.

PROPERTY MANAGEMENT

Comprehensive property management services, including exclusive sales, leasing strategies, fit-out solutions, and facility management.

REAL ESTATE BROKERAGE

Our professionals know what it takes to guide the clients to satisfying outcomes with their real estate needs in primary and secondary market.



DEVELOPMENT STUDIES

DEVELOPMENT STUDIES

CONTENT

Market Research & Competition Analysis

Attain a comprehensive understanding of competitors and the broader market, facilitating strategic and well-informed decision-making for successful business initiatives and endeavors to achieve sustained growth

SWOT Analysis & Recommendations

Acquire a comprehensive understanding of the project's current status and competitive position in the market to inform strategic decisions and enhance overall project management effectiveness

Unique Selling Proposition (USP)

A project's unique selling proposition differentiates it by showcasing superior qualities, setting it apart in the market through brand or asset excellence compared to competitors

Highest & Best Use Studies

The optimal, legally viable use of vacant land or an improved asset, physically possible, supported, and financially feasible, aiming to achieve the highest possible value

Concept Design

Suggest initial design, layout, objectives, and space allocation timetable to meet customer requirements and operational needs within a specified timeframe, ensuring optimal outcomes and satisfaction

Retail Studies & Tenant Mix

Offering guidance on selecting optimal tenants to enhance sales traffic, consequently boosting the sales revenue of tenants for overall financial improvement within the commercial space

Marketing & Sales Studies

Delivering a comprehensive, tailored marketing plan for the project, including a timeline and budget. Additionally, conducting a professional assessment of past marketing campaigns, if available

Facility Management & Operational Studies

Creating comprehensive manuals for facility and operation management, encompassing maintenance, cleanliness, and security measures, to ensure long-term effectiveness and efficient utilization of resources and infrastructure

Valuation Studies

Estimating sale/rental values for various unit types, offering guidance on pricing strategies, payment schedules, and establishing contractual conditions for informed and strategic real estate decisions

Financial Studies

An accurate and timely feasibility study is vital for well-informed decision-making and effective project management, facilitating corrective actions and ensuring project success within set parameters

DEVELOPMENT STUDIES KPI'S DASHBOARD

104 PROJECTS

51 Development Study | 32 Market Research | 21 Financial Study

32 MARKET RESEARCH

21 Investment Destinations | 07 Delta & Upper Egypt | 04 Second Home

12 GOVERNORATES

Our services extend all Over Egypt

11 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, Tourism & Hospitality, Administrative, Medical, Logistics, Educational, Industrial



- EAST CAIRO
- WEST CAIRO
- OTHERS

DEVELOPMENT STUDIES TRACK RECORD



ASSET VALUATION

ASSET VALUATION
POWER IN NUMBERS

EGP 329.1 BILLION

IS THE TOTAL VALUE OF OUR EVALUATED 1080 ASSETS, AND CATEGORIZED AS FOLLOWS

EGP
134.5B
MIXED-USE ASSETS

EGP
56B
MEDICAL ASSETS

EGP
50.5B
RESIDENTIAL ASSETS

EGP
41B
HOSPITALITY ASSETS

EGP
25.5B
INDUSTRIAL ASSETS

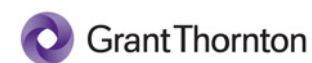
EGP
10.5B
AGRICULTURAL ASSETS

EGP
7B
EDUCATIONAL ASSETS

EGP
4.1B
LOGISTIC ASSETS

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

ASSET VALUATION TRACK RECORD

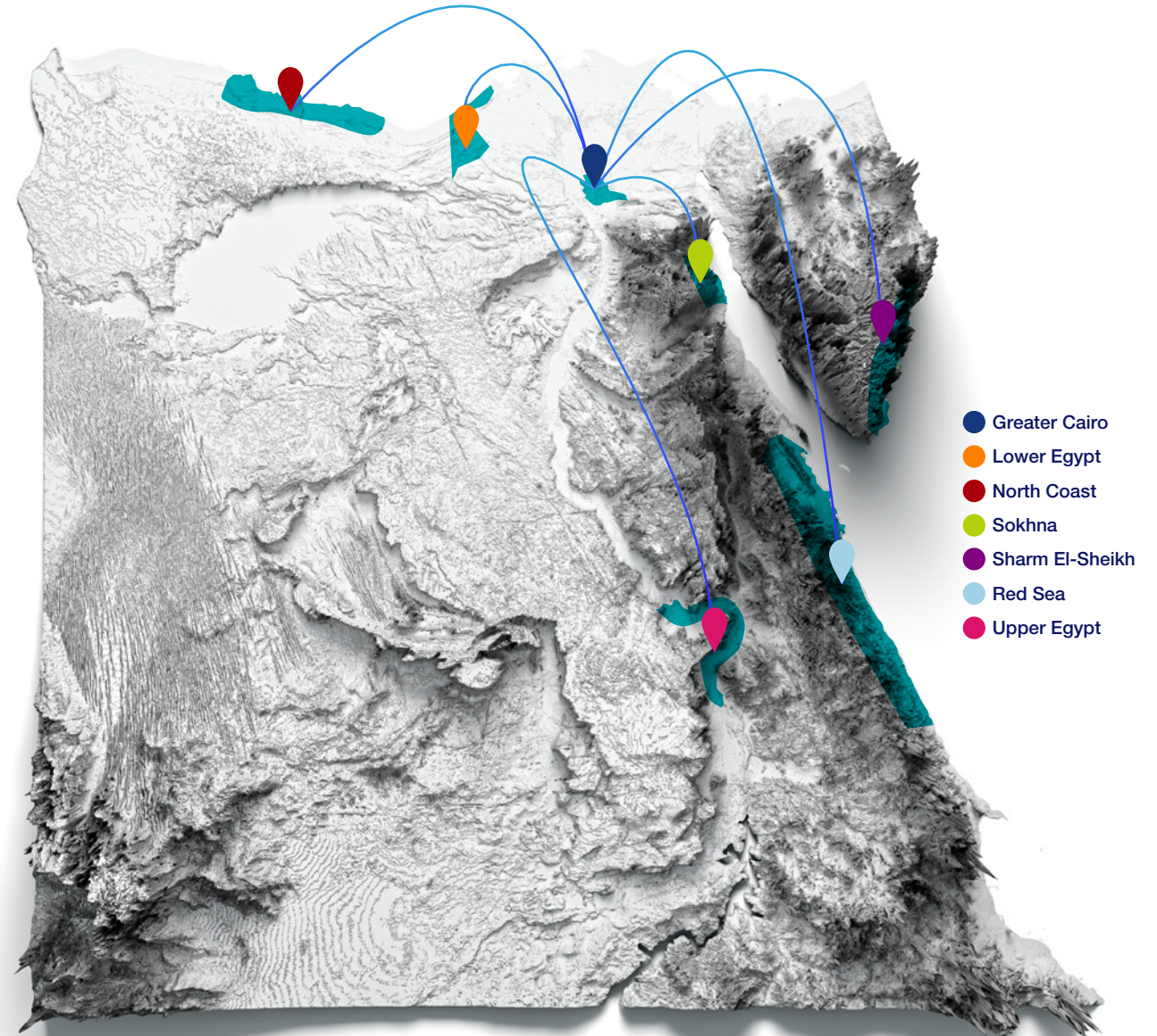




REAL ESTATE INVESTMENT BANKING

REAL ESTATE INVESTMENT COVERAGE

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.



REAL ESTATE INVESTMENT BANKING SECTORS

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 AND 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 -
Lands allocated for Educational use

INDUSTRIAL

Factories - Industrial Zone - Lands allocated for Industrial use

REAL ESTATE INVESTMENT BANKING

TRANSACTIONS TYPES

Primary

First sale, including new releases and ongoing projects, 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.

Secondary (Re-sale)

Our specialized secondary (Re-Sale) service is here to guide you through the process of recognizing the value and potential of a previously owned asset with expertise and efficiency.

Income generating properties

An opportunity to invest in large commercial assets and administrative buildings, 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.

Co-Development

We 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.



PROPERTY MANAGEMENT

PROPERTY MANAGEMENT

We offer comprehensive services to oversee and optimize real estate assets, relieving you of burdens associated with maintenance. Our expertise ensures seamless operation and optimization, allowing you to focus on your core business.

Exclusive Sales

Experience the pinnacle of property transactions with our Exclusive Sales service, designed to deliver unparalleled results for discerning clients. Our dedicated team of seasoned professionals provides personalized strategies tailored to your unique needs, ensuring maximum visibility and optimal market positioning.



#1

Leasing Strategies

Our solutions aim to maximize returns by optimizing occupancy rates and attracting high-quality tenants. Through strategic marketing and lease negotiations, we ensure competitiveness in changing markets, unlocking your portfolio's potential.



#2

Fit-Out Solutions

Tailored fit-out services enhance functionality and aesthetics, aligning with clients' goals and budgets. Our collaboration ensures efficient project execution, transforming spaces to meet both tenant and owner aspirations.



#3

Facility Management

Our services prioritize functionality and safety, allowing you to focus on core activities. With our commitment to efficiency and professionalism, you can delegate property complexities while driving your business forward confidently.



#4

PROPERTY MANAGEMENT TRACK RECORD



REAL ESTATE BROKERAGE

PRIMARY MARKET DEVELOPERS | TRACK RECORD



SECONDARY MARKET

ANCHORS | TRACK RECORD





INFORMED POLISHED PROFESSIONAL

Coldwell Banker Commercial Advantage 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



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**SCAN TO
DOWNLOAD**
COMPANY PROFILE

