



COLDWELL BANKER | EGYPT

The Real Estate Company that Shines Like no Other

COMPANY PROFILE



MEET THE REAL ESTATE EXPERTS

The Largest Network Worldwide

3000+

Office across
the world

120,000+

Professional
Consultant

The Highest Value Added Ever



ABOUT COLDWELL BANKER

Fulfilling the Dream of Home Since 1906

For over a century, home has been our purpose. It defines us and everyone in our network. Our mission will never waver to deliver the treasure of home ethically and honestly.

The Coldwell Banker brand is the oldest and most established residential real estate franchise system in North America. In fact, in many ways, it was the original real estate “start-up.” Founded by young entrepreneurs Colbert Coldwell in 1906 and later Benjamin Banker, Coldwell Banker changed the way people bought and sold homes across America, ultimately becoming one of the most trusted real estate brands in the world. More than 100 years later, the Coldwell Banker network is still continuously recognized for its innovation and leadership across 3,000+ offices in 49 countries and territories.

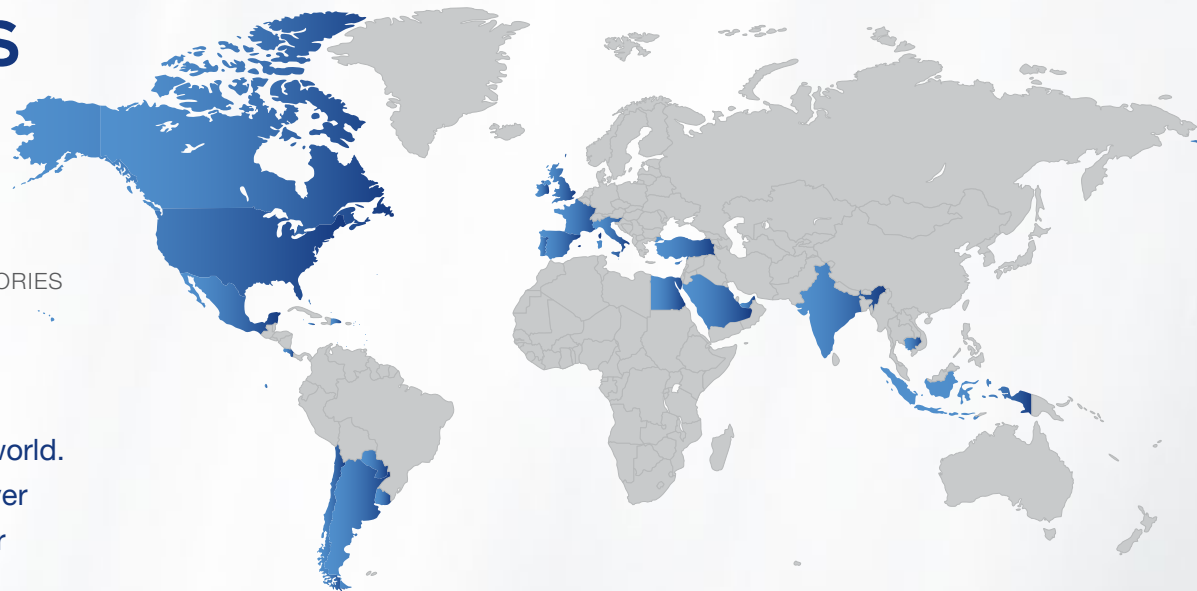
POWER IN NUMBERS

100,000⁺

AGENTS

40⁺

COUNTRIES & TERRITORIES



The Coldwell Banker® brand is a true global force, with the power to showcase exceptional properties and reach affluent buyers around the world. Through a master franchise network located in over 40 countries, we offer unmatched services in their local languages.

- Andorra
- Argentina
- Aruba
- Bahamas
- Bermuda
- British Virgin Islands

- Cambodia
- Canada
- Cayman Islands
- Chile
- Costa Rica
- Curaçao

- Cyprus
- Dominica
- Dominican Republic
- Egypt
- England
- France

- Grenada
- India
- Indonesia
- Ireland
- Italy
- Jamaica

- Luxembourg
- Malta
- Mexico
- Monaco
- Paraguay
- Portugal

- Saudi Arabia
- Sint Maarten
- Spain
- St. Lucia
- Turkey
- Turks & Caicos

- United Arab Emirates
- United States
- Uruguay
- U.S. Virgin Islands
(St. Croix & St. Thomas)

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.



OUR VOICE

CONFIDENT • WITTY • EMOTIVE

We are proud of our history.
And we're excited about where we're going.
We believe in our message and our mission
to be the best – every day in every way.
When relaying that message to our clients,
our peers and the world at large,
we speak with pride, enthusiasm and the
joy that comes from a job done well.





HOME

It's the most important thing in our lives. It's the place we long for at the end of the day, the place that holds all we love and everything we cherish. It's our agents' mission to bring the joy of home to every one of our clients with unrivaled expertise, passion and energy.



AWESOMENESS

This is the spirit in every Coldwell Banker agent and office. It's fun, happy, energetic and full of life. It's optimistic and always sees opportunities ahead. It's Gen Blue®, a worldwide network of affiliated agents joining forces to share insight and knowledge, so we can all succeed together.



INGENUITY

From our very beginning in 1906, we saw things differently. We found new ways to help our clients, and pioneered many industry firsts. From the first real estate code of ethics to the first real estate mobile app, we've always been happiest when we're leading the way to where the industry is going.



EXCELLENCE

We believe that if you're going to do something, you should be the best at it. Never settle for average. Always be exceptional, whether it's a listing presentation for a potential client, a home staging for an open house, or running an entire office-go beyond what's merely expected and deliver something amazing.



COLDWELL BANKER EGYPT

Coldwell Banker Egypt landed in the middle east in 2001 exceeding the trust and commitment standards to become the market leader in real estate ever since, with more than 400 real estate projects and more than 300 real estate consultants dedicated to offering premium quality service that caters to various market segments with the highest return on investment.

The company's core values and integrity in providing the real value of quality living begin with its professional consultants being customer-focused and evolve to subtle comprehension of what home means while offering unrivaled assistance.



VISION

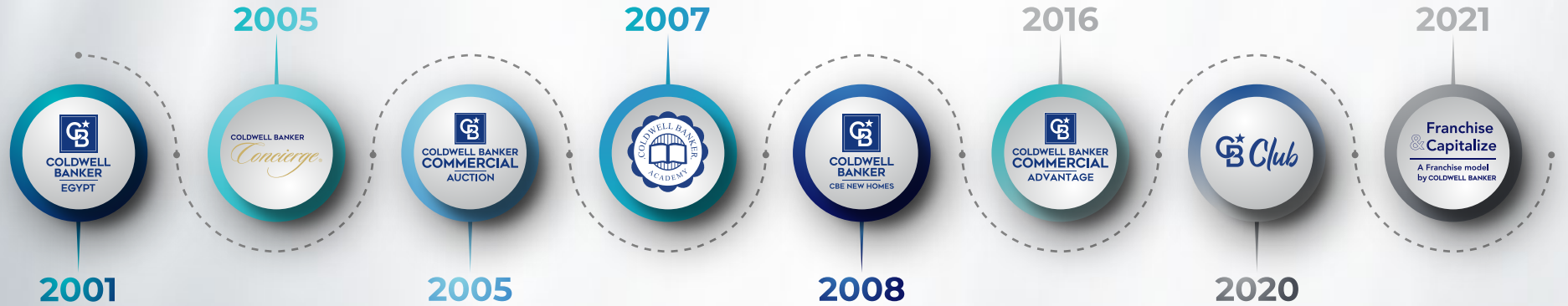
We aim to become the real estate consultant of choice for all the real estate clients in Egypt via unprecedented customer experience coupled with highest investment in research and technology in the field.



MISSION

We are providing real estate clients with unbiased professional consultancy service via a comprehensive range of services and products and value-added services that warrant them with the highest return on investment. In return, real estate clients will reward us with competitive commissions, exclusive deals and returning business.

COLDWELL BANKER EGYPT MILESTONES



ORGANIZATION STRUCTURE





COLDWELL BANKER | CBE NEW HOMES



OUR STORY

CBE New Homes was founded in 2008 being the prime dominator in the real estate market, guiding you to your dream home, whether it is an apartment, penthouse, duplex, townhouse, twinhouse, or villa. Our professional consultants help you to buy your home with the best prices and locations.

We also offer a wide range of vacation homes, showing you the real value of quality living, and giving you a timeless investment with a premium unrivaled quality.

CBE NEW HOMES SERVICES

PRIMARY

RESIDENTIAL

Home, it's the most important purchase you can make. Coldwell Banker Egypt guarantees a smooth and trouble-free process of finding your dream home in collaboration with 100+ top-rated developers while giving the best payment plans and after-sales service. Our professional agents guide you to the right choice through unbiased consultations tailored to respond to your exact needs.

VACATION HOMES

We provide a variety of luxurious sea projects covering a wide range of locations across Egypt, such as North Coast, Sokhna, Hurghada, Gouna, Sahl Hasheesh, Soma Bay, Makadi Bay, Marsa Alam, Ras Sudr, and Sharm ElSheikh. We offer superior service and professional assistance, to help you make the perfect choice.

RE-SALE

BUYING

The rhythmic sequence of the process is the key to building a success story. Our distinction is framed by taking the buyer's request and selecting a property that meets the requested criteria while offering the best payment terms.

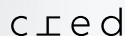
SELLING

The professional sequence of the assistance offered is the reason for a satisfied client. We help our clients in selling their properties, providing all the needed support, negotiating on behalf of the seller in all the stages of the deal, and offering all the required legal services.

RENTING

Our unlimited inventory variations meet the constant demand of the market, helping our tenants find their preferred property, including immediate delivery, superior customer service, specialized consultation, and a smooth process that leads to making an informed righteous decision.

OUR PARTNERS



THE ARK



NEW CITY DEVELOPMENTS



MADAAR DEVELOPMENT



ROCC



ORASCOM DEVELOPMENT



MOUNTAIN VIEW



Tatweer



HASSAN ALLAM PROPERTIES



PALM HILLS DEVELOPMENTS



OGA



AL AHLY SABBOUR DEVELOPMENTS



SODIC



EMAAR MISR



THE WATERWAY DEVELOPMENTS



MARAKEZ



IMKAN MISR



MISR ITALIA PROPERTIES



LAVISTA DEVELOPMENTS



HYDE PARK DEVELOPMENTS



INERTIA



CITY EDGE DEVELOPMENTS



mhd
مركز تطوير العقارات والتشييد



SAUDI EGYPTIAN DEVELOPERS



MENASSAT DEVELOPMENTS



Better home Better Lifestyle



SOMABAY



NILE DEVELOPMENTS



EIGHT DEVELOPMENTS



REKAZ DEVELOPMENTS



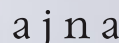
ATRIC DEVELOPMENTS



DM DEVELOPMENT



INVESTWELL REAL ESTATE



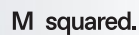
ajna



AL-BOROUJ MISR DEVELOPMENTS GROUP



IWAN



M squared.



MABANY EDRI'S



TLD THE LAND DEVELOPER



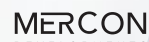
MOON HOUSE DEVELOPMENTS



JUMEIRAH EGYPT REAL ESTATE INVESTMENTS



Reportage Egypt. Real Estate Development



MERCON DEVELOPMENTS



VAI DEVELOPMENTS



AMAZON DEVELOPMENTS



PARAGON DEVELOPMENTS



MOBCO DEVELOPMENTS



NAKHEEL DEVELOPMENTS



شركة تطوير العقارات والتشييد



ngd. NEW GENERATION DEVELOPMENTS



JEDAR DEVELOPMENTS



I CAPITAL DEVELOPMENT



MARGINS DEVELOPMENTS



Upwyde developments



**COLDWELL BANKER
COMMERCIAL**

ADVANTAGE



OUR STORY

A subsidiary of Coldwell Banker Egypt one of the top world leaders in real estate services. 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 5 offices in Egypt that provide professional real estate services.

Research & development is deeply rooted in our DNA. We offer a wide range of specialist services from Development studies including Market Research & Competition Analysis, Highest & Best Use Studies, recommendations regarding the concept design, SWOT Analysis & Recommendations, tailor-made Marketing & Sales strategy, Retail Studies & Tenant Mix, Facility Management & Operational Studies, Financial studies, Asset Valuation, Real Estate Investment Consultancy & Funding Advisory.

Moreover, our team of consultants can help business owners and individuals buy, sell, or lease commercial real estate. They 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 and 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 SERVICES

R&D CONSULTANCY SERVICES

INFORMED • POLISHED • PROFESSIONAL

DEVELOPMENT STUDIES

— Our consultancy is justified by extensive research & analytics covering detailed market research studies, Market entry advisory, SWOT analysis, highest and best use studies, design reviews and recommendations, tenant mix and retail studies, facility management plans, marketing and sales plans, feasibility studies.

ASSET VALUATION

— Get a fast, 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.

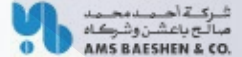
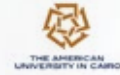
REAL ESTATE INVESTMENT

— Offering in-depth real estate investment services, getting access to diverse investment opportunities in the local market. 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.

FUNDING ADVISORY

— After understanding the client's needs and overall objectives including their investment strategies and advising on possible solutions, structures. We connect investors with lending and equity sources in Egypt to secure the best financing and deal structure for any asset or property type, with tailored financial modelling and detailed economic impact assessment.

OUR PARTNERS



OUR SERVICES

NON-RESIDENTIAL BROKERAGE SERVICES

INFORMED • POLISHED • PROFESSIONAL

PRIMARY MARKET

Our professionals know what it takes to guide the clients to satisfying outcomes with their real estate needs. 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.

SECONDARY MARKET

Our team of consultants can help business owners and individuals buy, sell, or lease commercial real estate properties, as retail, office & medical. They understand market dynamics and provide you the advice to make an informed real estate decision.

OUR PARTNERS





COLDWELL BANKER
COMMERCIAL

AUCTION



OUR STORY

Commercial Auction was founded in 2005 and has successfully expanded to introduce a new concept for auctions in the Egyptian real estate market, becoming the market pioneer in auction services.

We assist you in enhancing your property value prior to sale and providing national exposure. Ultimately helping you to achieve the highest possible price for your property/land in the shortest amount of time by acknowledging you with auctions' timelines, marketing plans, disposition of portfolio or property, and unbiased consultation services.



SELLING THROUGH OUR AUCTIONS

- All types of properties can be sold through our auctions
- The seller is obligated to provide all the legal documents required for the property such as Civil Aviation, Neighborhood permits, etc. which guarantees a smooth selling process
- Our auctions are always led by the most professional and credible Appraiser Experts in Egypt who have a wide range of experience in the auctions industry
- Full support from the head office for continuous assistance through all the auction stages until the property is sold
- Sales are accelerated as the property gets huge exposure in the shortest period of time
- The process provides 3 opportunities to sell before, at, and after the auction
- The seller sets the terms and conditions of the sale while maintaining control of the property throughout the auction
- Negotiations are made by professionals and specialists in the auctions industry on behalf of the seller which guarantees a smooth process



BUYING THROUGH OUR AUCTIONS

- Our auctions are a trusted method to make a safe investment
- The seller is obligated to provide all the legal documents for the property which guarantees a safe buying process without any legal issues
- Buying through Coldwell Banker Egypt offers better payment plans and a wide range of privileges
- A huge variety of real estate properties is sold through Coldwell Banker Egypt's auctions to accommodate all the buyers' needs
- The buyer has the right to investigate the property from the announcement date of the auction until the auction day
- It is always easy to have the Terms of References from the nearest branch, as Coldwell Banker is located all over Egypt
- A complete refund for the insurance fees is guaranteed if someone else won the bid
- Competition is created among the buyers which allows them to see the real value of the property
- There is always a settled price for the property with the seller and Coldwell Banker Egypt which obligates him to selling once the price threshold is met

OUR PARTNERS





Franchise & Capitalize

A Franchise model
by COLDWELL BANKER



OUR STORY

The new "Franchise and Capitalize" Program is in conformity with Coldwell Banker's global strategy, which is focused on assisting and advancing Egypt's real estate market. It compliments Egypt's urban renaissance and its focus on micro, small, and medium enterprises. Additionally, Coldwell Banker Egypt hopes to develop a generation of real estate professionals through the "Franchise and Capitalize" Program which will serve all of Egypt's governorates, create jobs, and open up new investment opportunities with the highest return on investment.

PRIVILEGES OF JOINING THE PROGRAM

01

The most recognized international brand

02

The highest commission scheme in the market

03

Fastest collection cycle in the Egyptian real estate market

04

An intensive Sales Support Program

05

Real Estate education development through local and international courses

06

Full-force support from the head office in all business aspects

07

The most strategic network with top-rated developers

08

Global network and cross-selling

09

Cutting-edge technology reflected through the best CRM system that helps you manage your business

10

Profitable business model with 100+ real estate developers

11

An opportunity to thrive in the real estate industry and grow your business depending on our expertise

FRANCHISE EXPANSIONS



Our franchise offices are located all over Egypt, covering all the strategic locations such as New Cairo, Heliopolis, Zamalek, Sheikh-Zayed, Alexandria, and Sharkia.





OUR STORY

Coldwell Banker Training Academy is one of the specialized institutions in Egypt that provides real estate education development to help Egypt enhance its future leaders and expand the pool of sales talent, helping all candidates gain a deeper understanding of the real estate industry. The instructors at Coldwell Banker have more than 10 years of combined real estate expertise. The courses cover both theoretical and practical aspects of the real estate sales process, with a focus on negotiations and closings.

OUR SERVICES

The Academy specializes in providing high-end education aiming to build on the caliber's experiential skills

Our main goal is to develop real estate education in all categories including

Sales
Skills



Managerial
Skills
Development



Real Estate
Digital
Marketing



Client
Relationship
Management

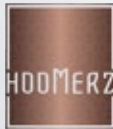
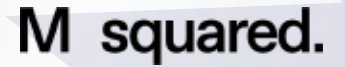


Commercial
Investment



TRUST THE SCHOOL THAT BREEDS THE BEST QUALITY AGENTS

OUR PARTNERS





COLDWELL BANKER

Concierge®

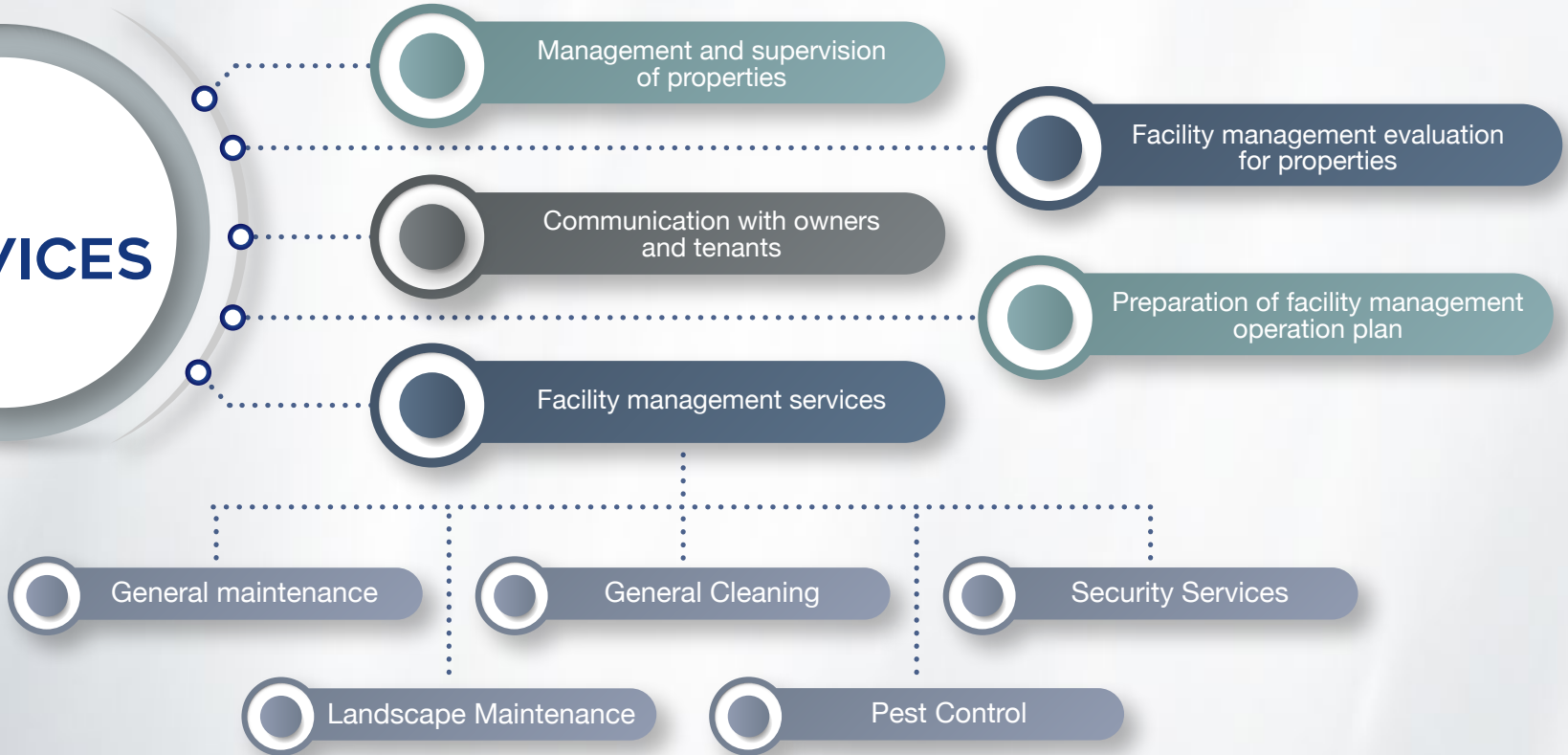


OUR STORY

Coldwell Banker Concierge is a reputable facility management company that has been contracted by many organizations to maintain valued buildings and properties. Mainly, the objective is to secure and maintain the property while providing top-notch quality service.

The teamwork and customer-focus strategies are a key component of maximizing the company's efficiency as they result in an unmatched customer experience and an advanced work flow.

OUR SERVICES



OUR PARTNERS





GB Club



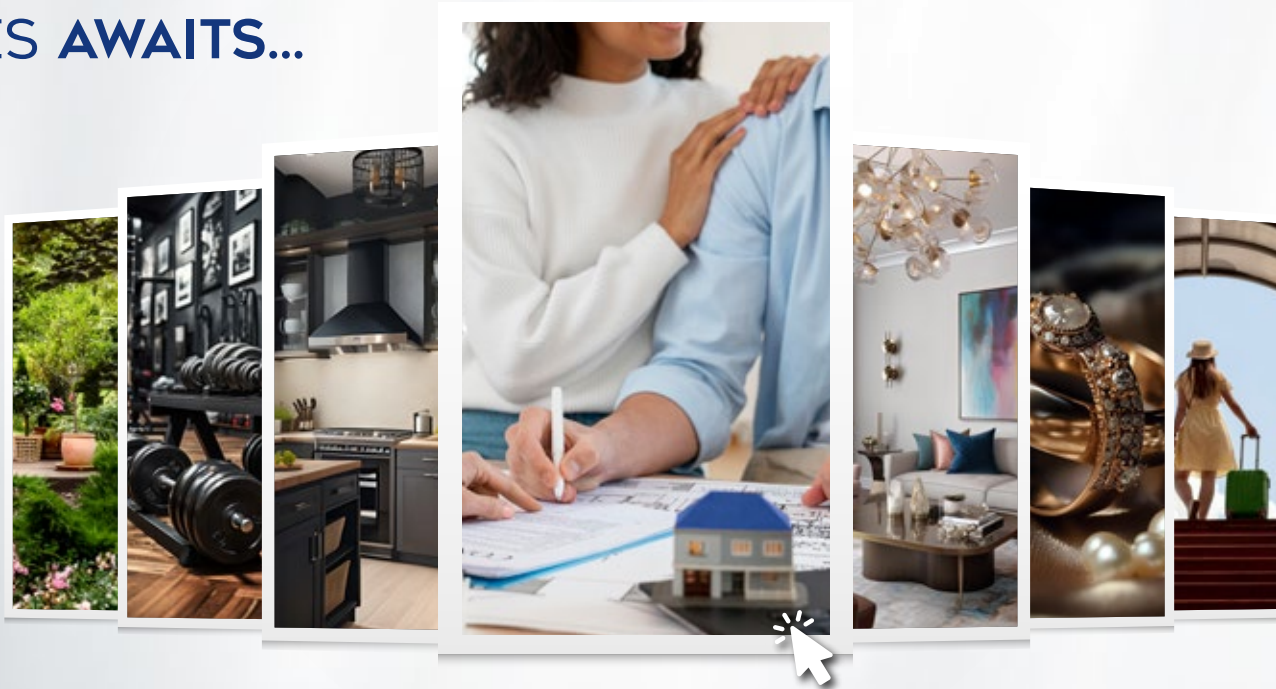
OUR STORY

CB Star Club is an online privilege program (application and website) that helps you design, finish and furnish your home with exclusive offers and discounts from top-notch brands.

At Coldwell Banker Egypt we consider our clients as our success partners. Accordingly, we aim for a long-lasting connection with our clients by creating CB Star Club supporting all the moving, designing, finishing, and furnishing needed for a home.

Coldwell Banker Egypt provides the best-in-class experience to its clients by bringing the best brands from every home-related category.

A WORLD OF PRIVILEGES AWAITS...



For the first time in real estate, our clients can save up to EGP 1,000,000 in designing, finishing and furnishing their properties



THE REAL ESTATE COMPANY THAT
SHINES LIKE NO OTHER



COLDWELL BANKER
EGYPT

ULTIMATE SERVICE

The Coldwell Banker® brand is a true global force with the power to showcase exceptional comprehensive real estate Services all over EGYPT under one umbrella.

Our professionals understand market dynamics and provide you with the advice to make an informed real estate decision.

Whether you an investor, seller, or buyer or want to build a franchise of your own, our team can guide you to where you want to be.

We are industry-leaders, committed to providing the highest level of Customer Satisfaction, countless advantages, and sharing our knowledge, services and expertise through various channels.

Let the power of a global brand help you find what you're looking for

COLDWELL BANKER EGYPTS' FRANCHISE LOCATIONS



OFFICES

COLDWELL BANKER EGYPT'S BRANCHES

HEAD OFFICE

Maadi | 35 Cornich ElNile

SHOWROOMS

New Cairo | Plot 77, First Sector, South 90th Street

Sheikh-Zayed | Twelve Mall, 26th of July Corridor



Thank You



    /CBNEWHOMES

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 16223

www.coldwellbanker-eg.com