



**COLDWELL BANKER
COMMERCIAL**
ADVANTAGE

**GUIDING CLIENTS TO
OUTSTANDING OUTCOMES
FOR 23 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

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+

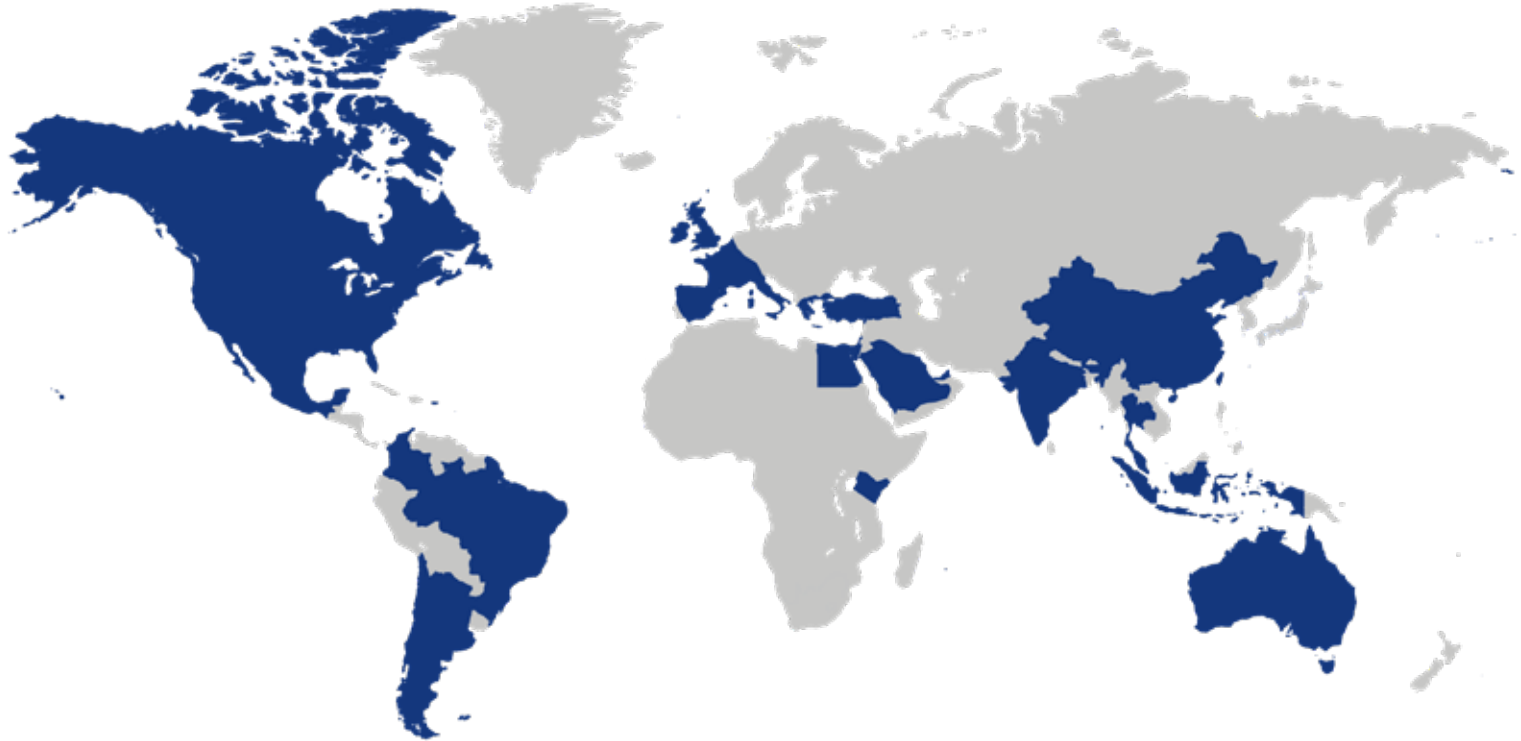
COUNTRIES

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

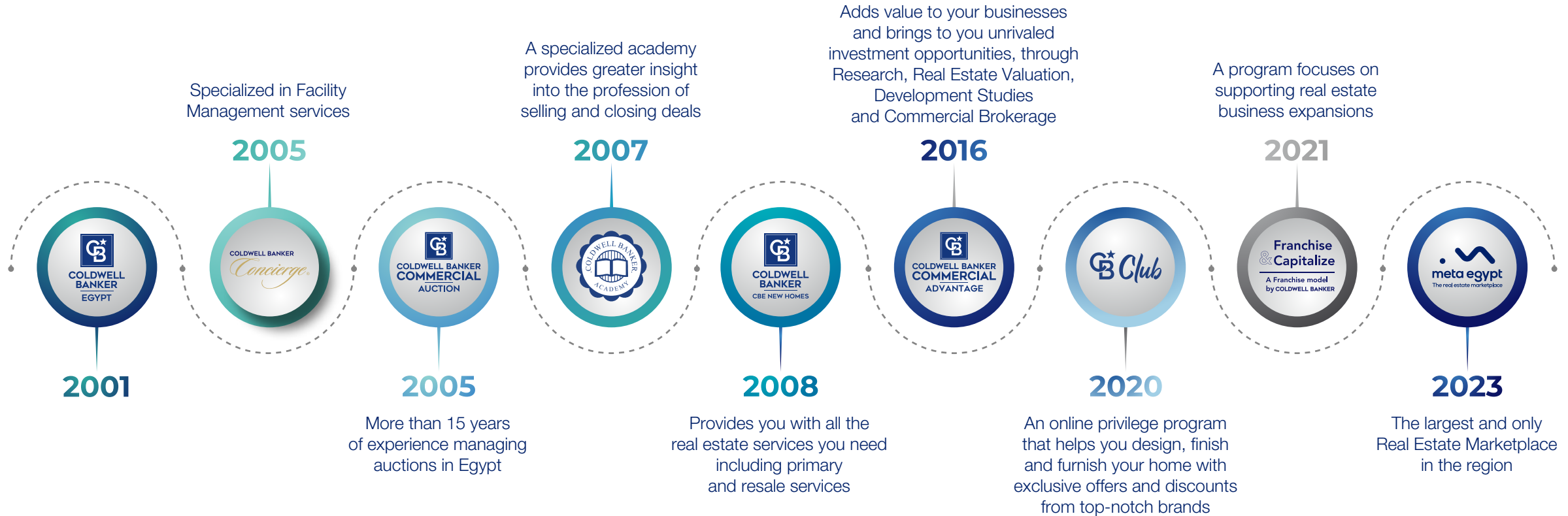
500 +
OFFICES

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.

COLDWELL BANKER EGYPT MILESTONES





COLDWELL BANKER
COMMERCIAL

ADVANTAGE

OUR SERVICES

R&D CONSULTANCY SERVICES

INFORMED • POLISHED • PROFESSIONAL





**CONSULTANCY
SERVICES**
DEVELOPMENT
STUDIES

CONSULTANCY STUDIES

CONSULTANCY SERVICES

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

CONSULTANCY STUDIES

POWER IN NUMBERS

87

PROJECTS

43 Development Study
26 Market Research
18 Financial Study

26

MARKET RESEARCH

16 Investment Destinations
06 Delta & Upper Egypt
04 Second Home

11

GOVERNORATES

Our services extend all Over Egypt

10

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

CONSULTANCY STUDIES

TRACK RECORD



**CONSULTANCY
SERVICES**

**ASSET
VALUATION**



EGP 176.2 BILLION

IS THE TOTAL VALUE OF OUR EVALUATED **900** ASSETS, AND CATEGORIZED AS FOLLOWS

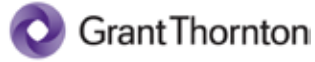
<p>EGP 72B MIXED-USE ASSETS</p>	<p>EGP 30B MEDICAL ASSETS</p>	<p>EGP 27B RESIDENTIAL ASSETS</p>	<p>EGP 22B HOSPITALITY ASSETS</p>
<p>EGP 13.5B INDUSTRIAL ASSETS</p>	<p>EGP 5.7B AGRICULTURAL ASSETS</p>	<p>EGP 3.6B EDUCATIONAL ASSETS</p>	<p>EGP 2.4B LOGISTIC ASSETS</p>

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



ASSET VALUATION TRACK RECORD

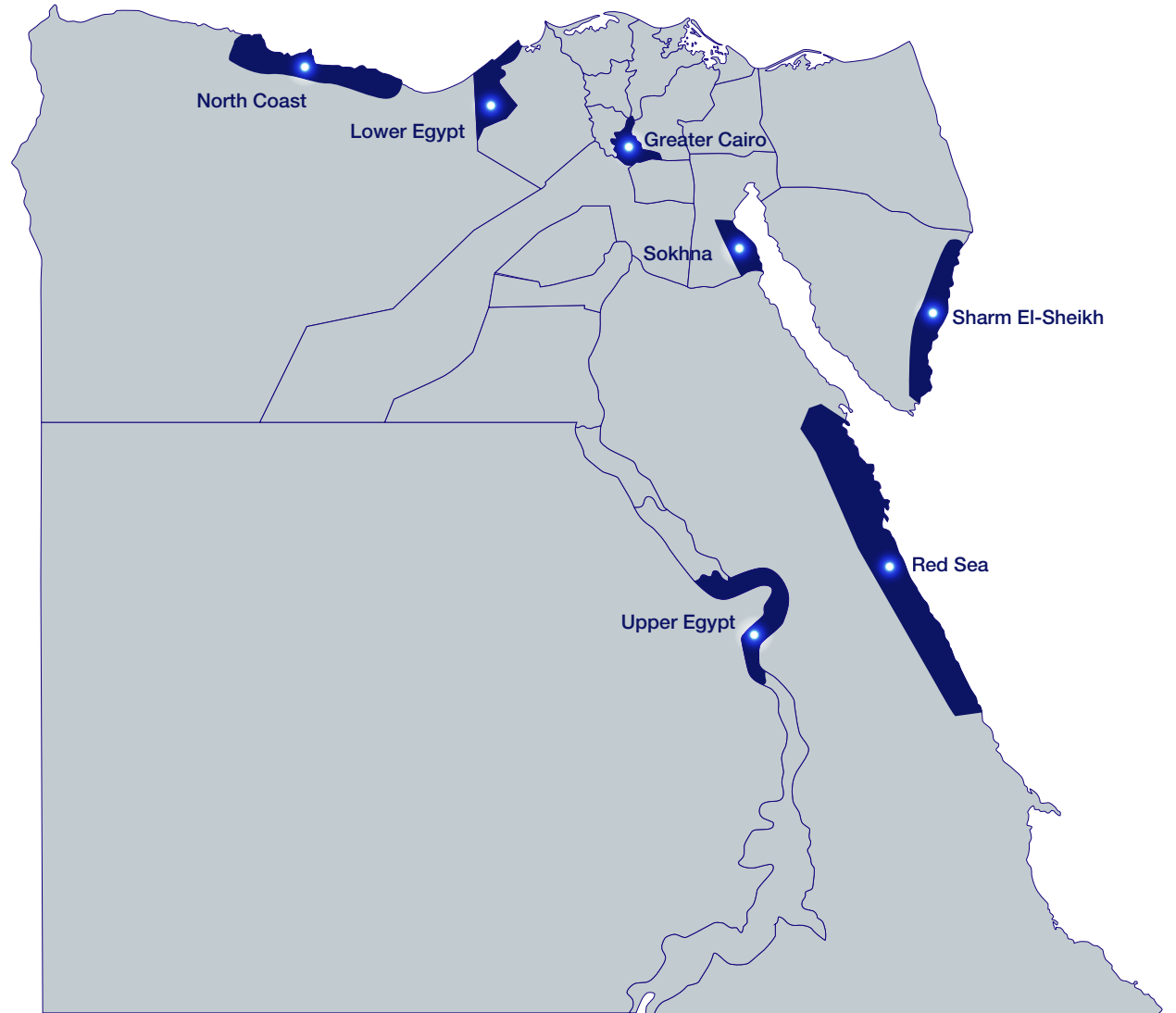




**CONSULTANCY
SERVICES**
REAL ESTATE
INVESTMENT

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 SECTORS



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



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



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



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



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



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



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



Factories - Industrial Zone - Lands allocated for Industrial use

REAL ESTATE INVESTMENT TRANSACTIONS TYPES



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.



Following the floatation of the Egyptian Pound that surpassed 300%, the secondary market (re-sale) operations saw a remarkable increase. Subsequently, "resale" has evolved into a popular business among ordinary citizens.



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.



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.

A close-up photograph of two business professionals in a meeting. One person, wearing a blue suit, is holding a white tablet. The other person, wearing a grey suit, is holding a silver pen. They are both looking at the tablet. In the background, a computer keyboard is visible. In the foreground, there is a blurred bar chart with various colored bars.

**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.





**COMMERCIAL
SALES**

PRIMARY MARKET

DEVELOPERS | TRACK RECORD



SECONDARY MARKET ANCHORS | 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

