



## MISSION STATEMENT

#### PREMIER MARKET PRESENCE CONSISTS OF FIVE COMPONENTS

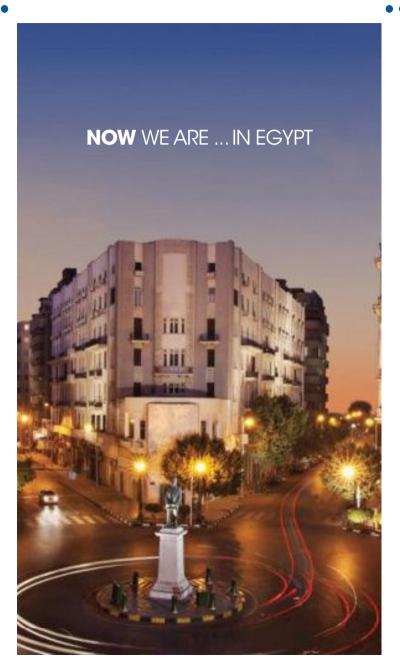
- 1) Premier Market Share is achieving the leading sales volume position among the real estate sales organizations in a given marketplace. Benefits to the Sales Associate include enhanced public image and visibility's, which lead to higher commission income.
- 2) Premier Customer Satisfaction is the highest level of customer satisfaction in the industry. Benefits to the Sales Associate include more lifetime customers and more referrals.
- 3) Premier Quality Professionals lead the industry in productivity and education. RE/MAX Al Mohager professionals average more transaction sides and more major professional designations per agent than the competition.
- 4) Premier Brand Name Awareness comes from having one of the most recognized names and corporate logos in the world. This is built on the collective power of advertising dollars from a growing sales force and the synergistic, compounding effect of increasing listings and sales.
- 5) Premier Community Citizenship is doing the right thing for the community. The benefits of cause-marketing have made RE/MAX a leading corporate sponsor of the Children's Miracle Network in the United States and Canada. Cause-marketing is good for business and, most important; it's good for the kids.



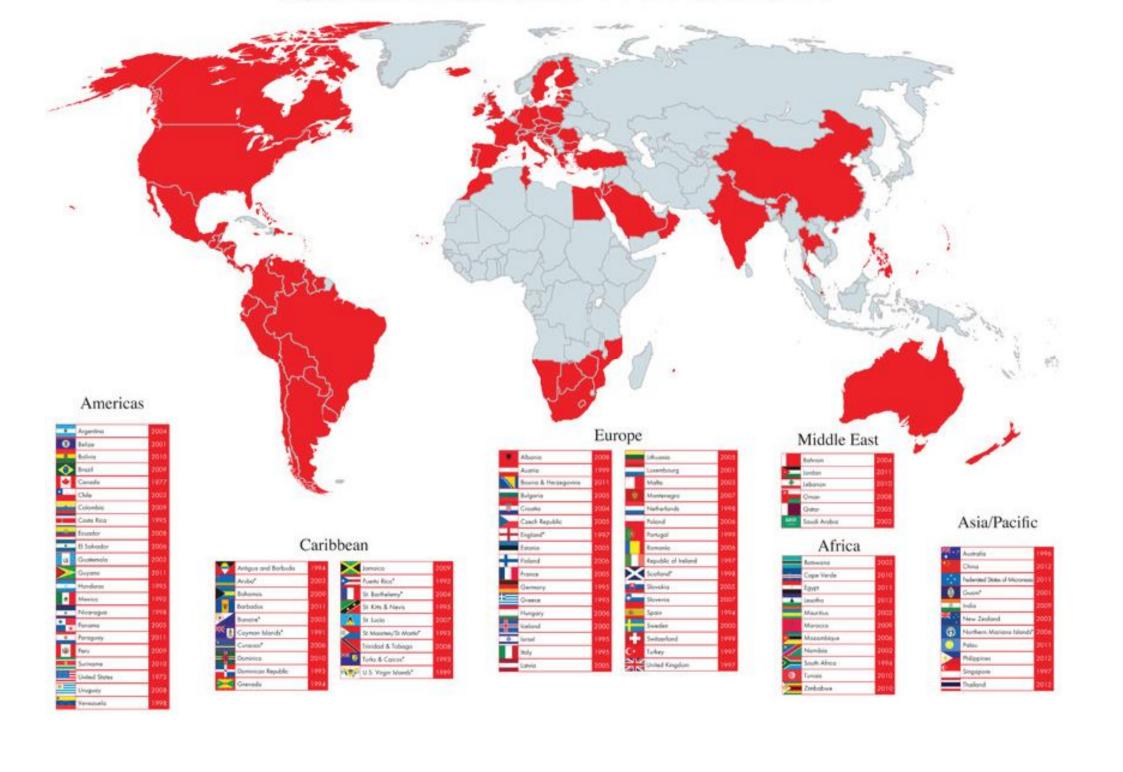
## AN INDUSTRY **LEADER**



RE/MAX is unique in that it is the only company currently in operation that is able to cater to a multitude of different target groups simultaneously and is the only company capable of selling primary and resale concurrently. RE/MAX AI Mohager's vision reflects being the single, biggest, most professional, leading real estate partners & consultants in Egypt, across the greater Middle East and in international basis acting as a gateway to both local & International markets.







## **RE/MAX** NETWORK

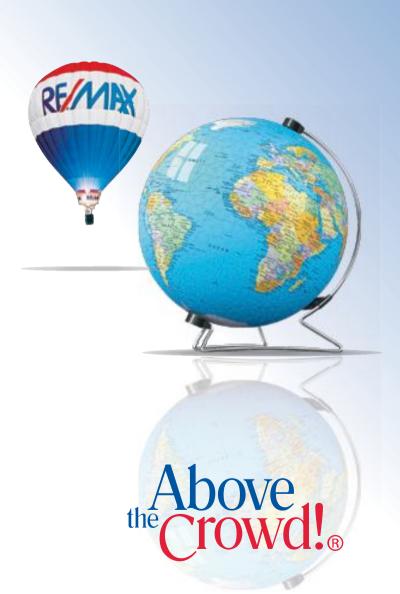
Marketing to other top agents is critical in generating higher interest in your property. Marketing within our successful agent network means even greater visibility for your home

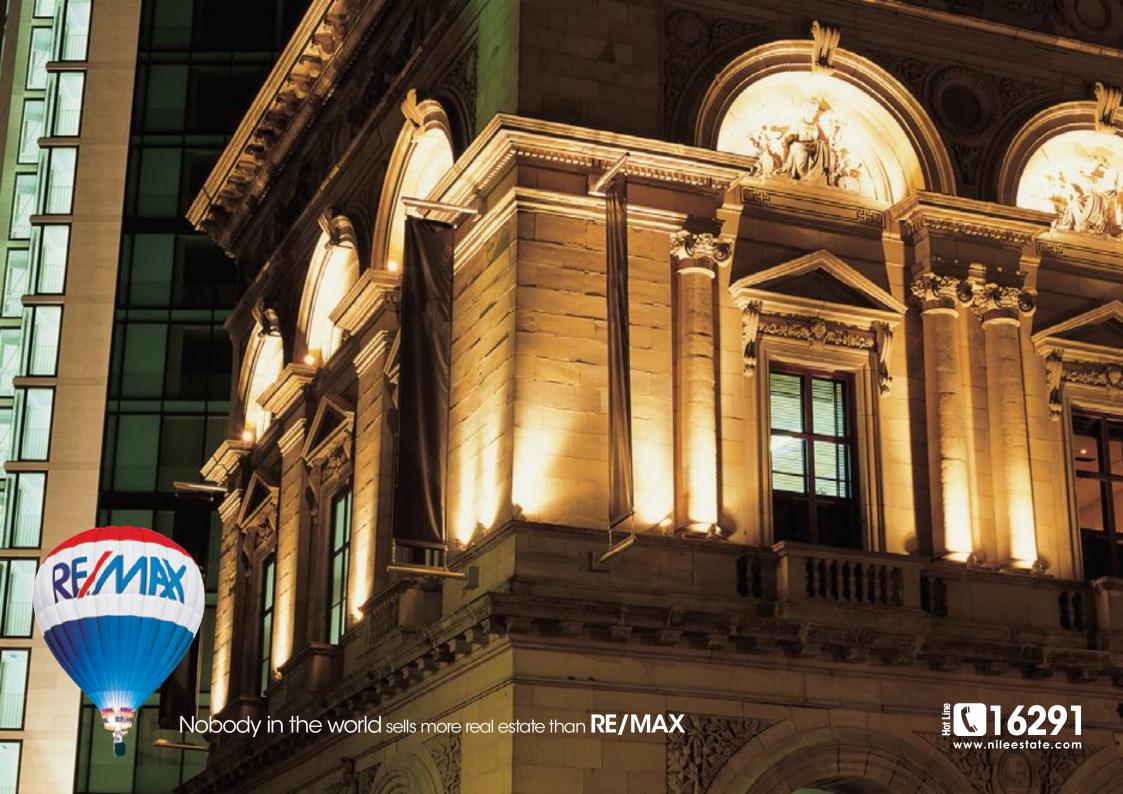
All RE/MAX countries are connected together through one international real estate network. The only international real estate network.

### **RE/MAX SALES ASSOCIATES:**

- Knowing the market
- Pricing your property correctly
- Staging your property, inside and out, for maximum impact
- Marketing to attract buyers
- Negotiating the offer to deliver the best return
- Navigating inspections, appraisals and the details
- Successfully closing the deal.

The typical RE/MAX Sales Associate is the most experienced in the industry, averaging over 13 years of Service





## **RE/MAX WINS**

Nobody in the world sells more real estate than **RE/MAX** 

1 in **Lead Generation** 

1 in **Brand Name** Awareness

1 in Website Traffic

1 in Average Sales per Agent

1 in National Advertising

1 in Sales, Texas & the World

1 in Agent Training, Education & Certifications





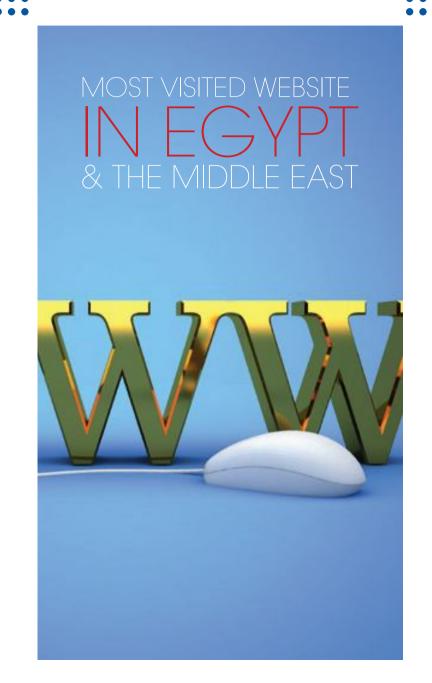


## WHERE EXPATRIATES USUALLY LIVE - AND WORK- IN EGYPT. OUR CAREFULLY DESIGNED

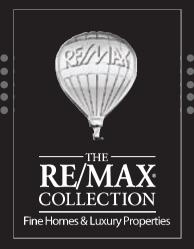
RE/MAX Al Mohager has recognized the importance of strategically embracing the online market technology. The company's site www.nileestate.com enforces Google search engine to prioritize the site links as #1 opposed to all other real estate sites in Egypt. Nileestate.com is one of the top 10

websites in the Middle East providing quality and trustworthy advice and information for locations ebsite gets heavy traffic from a global audience with more than 120,000 visitors per month. Our visitors are —mainly-families either moving to or living in Egypt as expatriates.

RE/MAX Al Mohager persistence to follow day-by-day market transactions and offerings added a factual dimension to all the data on the site. This up-to-the-moment and user-friendly website, is regarded by both international and domestic users as the most usable and informative website in the Egyptian real estate market.







View exceptional properties for sale in Egypt & the world. Elegant waterfront estates, pristine mountain retreats and gorgeous golf course manors are all just a few clicks away. Only the most exceptional homes qualify for The RE/MAX Collection. Homes that reflect your desire for luxury, character, quality and beauty. Just as the properties presented in The RE/MAX Collection stand above the ordinary, so does The RE/MAX Collection sales force, the most prolific in the world. No one is better suited to meet your needs. Whether it's marketing real estate to a global clientele or helping find that one perfect place you've been dreaming of your entire life, the outstanding agents behind The RE/MAX Collection outstanding results. Discover the RE/MAX deliver Collection, your entrée to extraordinary living.







www.cairofestivalcity.net



www.palmhillsegypt.net



www.mividanewcairo.com,



www.westowncairo.net



www.leenasprings.net



www.uptowncairo.net



www.madinaty.co



www.allegria.co



www.stonepark.co



www.mountainviewhydepark.com



www.marassi.co



www.portosokhna.cc



www.katameyadunes.co



www.lavistasokhna.com



www.portomatrouh.net



www.portosharm.net

## **RE/MAXTECHNOLOGY**

# SEARCH REMAX.COM WITH NEW MOBILE BROWSER

The newly optimized remax.com website makes it easy consumers to search millions of properties from any mobile device. Remax.com identifies consumers searching from a mobile device and automatically displays web pages that are optimized for mobile viewing. Visitors can access the site whenever and wherever they are. They can search millions of properties by area or address, and request more information, all from their mobile device. This allows consumers to take advantage of the brand-new address search feature. This feature gives prospective buyers the opportunity to look up listing information on the spot by entering the property address into remax.com.





## FOR ALL THE THINGS ... THAT MOVE YOU!

What moves people? Pivotal moments do. It's when they get married. Or find a job that's not in their city. It's when they learn they're having a baby. Or when their kids leave home and their house feels empty and way too big. And that's why the central message of the 2012 RE/MAX advertising campaign - "For all the things that move you" – resonates so deeply. Through a multimedia mix of TV, radio, online, print and outdoor/display advertising, consumers receive the consistent message that **RE/MAX agents** can help. This national, and even international, ad presence gives you a tremendous competitive advantage on the local level. When someone sees a RE/MAX ad, they think of the **RE/MAX agent** they know in their community – you. So by incorporating the images, themes and actual elements of the campaign into your marketing, you're tapping into incredible brand power. And you're leveraging the fact that these ads don't just promote RE/MAX – they promote you.





## WHAT ... WE DO?

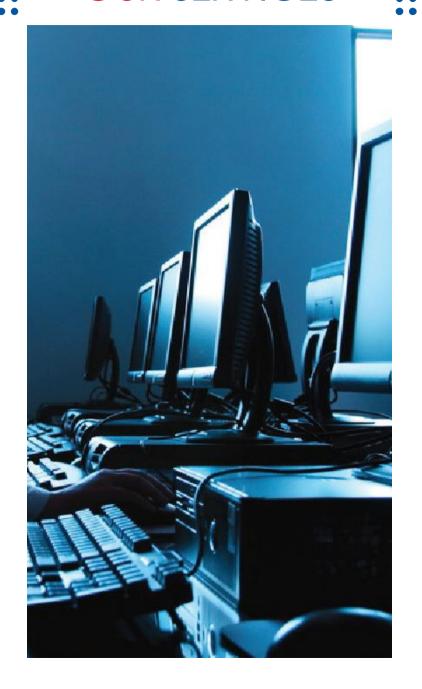
Tell us what you need. We'll get it done. With a 39-year track record of professionalism and customer focus, we understand the long-term value of every transaction, large or small. Work with us once and you'll realize the competitive advantages we bring to the table. RE/MAX has become one of the most dynamic names in the commercial sector. We're constantly building market share, and there's a very good reason for that: We get amazing results for our clients - by offering them a better way.



## **OUR SERVICES**

### RE/MAX COMMERCIAL SERVICES PROVIDER:

RE/MAX Commercial, part of the world's most productive real estate network, is a sales leader in the commercial/investment arena. Whatever the property, whatever the transaction, RE/MAX delivers a level of awareness, trust and confidence that competitors simply can't match.RE/MAX Commercial brokers have access to the industry's top training system, the support services of real estate's No. 1 brand and the best quality referral network in the business - nearly 90,000 Sales Associates in more than 80 countries. What does this mean for you? A better way. We have the entrepreneurial freedom to serve you on your terms. We are focused. We are smart. We are responsive. And we are very, very good in all aspects of commercial real estate.



#### **TENANCY INFORMATION:**

In Egypt, people who rent housing are covered by the Residential, Commercial, Administrative Tenancies and Rooming Accommodation Act 1996. The Act applies to rented Houses, Offices, Flats, Shops, Lands, Farms Factories and Warehouses. All types of rental housing and Commercial are covered by this Act including; private rental, public housing, government, employer-run and community managed rental accommodation.

This information applies to people who live in general tenancies (Houses, Apartments, Offices, Commercial rental etc).

#### **INFORMATION FOR LASSOERS:**

The lessor is a person who owns premises and rents it to a tenant. A lessor can sometimes be called a landlord or landlady. **RE/MAX** Al Mohager does not recognize or use this title in any publications or legislation. Starting, during, ending a tenancy and when something goes wrong



#### LEASES WITH RE/MAX AL MOHAGER

# Detailed information about your rights and responsibilities throughout all stages of a tenancy:

#### Forms for lessors:

Forms that a lessor may require for the duration of a tenancy. The full suite of RTA forms including all forms that a lessor may require during a tenancy.

Publications for lessors:

Publications that may assist a lessor.

#### **Legislation for lessors:**

The legislation that applies to lessors.

#### **Median weekly rents:**

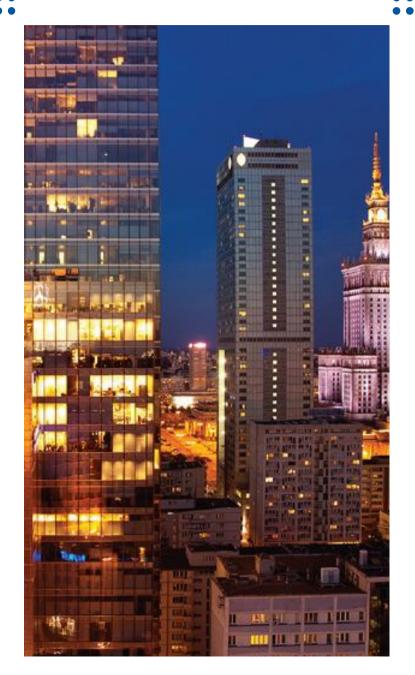
Quarterly reports showing the median rents charged for Cairo, Giza, New Cities, North Coast and Red Sea.

#### **Contacts for lessors:**

The contacts listed on this page may be able to provide further assistance to a lessor.

#### The Office of State Revenue:

The OSR can provide information about leasing your principal place of residence to tenants. You may not be eligible for the First Home Owner Grant and may incur transfer duty and land tax. Call 0122126844 to discuss your specific circumstances.



#### **INFORMATION FOR TENANTS:**

A tenant is the person who is renting residential **premises under a residential** tenancy agreement.

This can also include a subtenant of a tenan

Starting, during, ending and when something goes wrong during a tenancy Rights and responsibilities throughout all stages of a tenancy.

#### Share houses:

Share homes, co-tenancies, sub-letting and rental bonds.

#### Forms:

Forms that a tenant may require throughout a tenancy.

#### **Resources:**

Publications and resources that may assist a tenant.

#### Contacts:

Contacts which may be able to provide further assistance to a tenant. Starting, during and ending a tenancy

#### Starting a tenancy:

Contains information about rental bonds, entry condition reports, tenancy agreements, share houses and supply of locks and keys

#### **During a tenancy:**

Contains information about tenants rights and responsibilities, lessor/agent rights and responsibilities, paying the rent, other payments, entry to the premises, looking after the premises, emergency repairs, fixtures and inclusions and selling the premises.

#### **Ending a tenancy:**

Contains information about abandoned premises, when the tenant moves out, giving the correct notice and the exit condition report.

#### When something goes wrong:

Contains information about what happens when the tenant or lessor break the agreement, non-payment of rent, retaliatory eviction and other occurrences that may end the tenancy agreement.

## SOME OF OUR CLIENTS







































#### **INFORMATION FOR TENANTS:**

Are you aware that RE/MAX is the home of top producers? Last year, for the 13th year in a row, RE/MAX AL Mohager sold more homes nationwide than any other branded real estate network. This is true for many reasons. One important factor is that RE/MAX agents averaged 13.1 closed transaction sides per agent in 2010. This is nearly twice as many as the closest competitor, and more than twice as many as any other competitor.

## MAY I EXPLAIN !!!

1) how we continue to produce at this level year after year; and ...

2) what it means to you?

## WHY WOULD YOU WORK WITH A RE/MAX AGENT???

At RE/MAX, I make a monthly investment in my career regardless of what I sell. What this means to you is that while I'm investing in myself, I also invest in your success. Because of this investment, I ensure that I:

Take only marketable listings (those that will sell):

I will ensure that your property is priced to sell

I will ensure that your property is staged well

By pricing and staging your property right, we will ensure that your home is desirable for prospective buyers, including investors. Surround myself daily with like-minded professionals: **We do not "entertain" non-producing** or low-producing or part-time agents in our office. All agents in our office are professional, full-time REALTORS®.



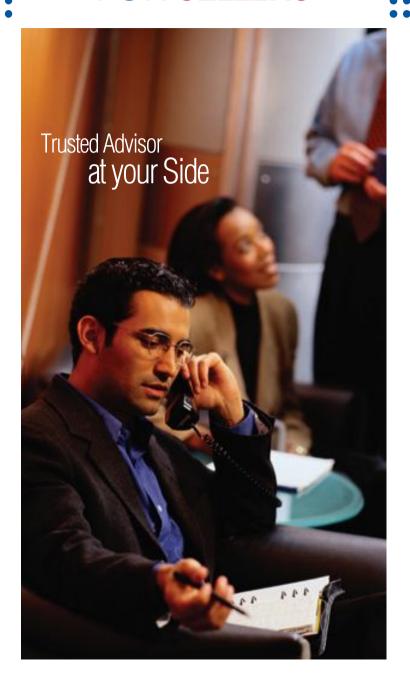






## **FOR SELLERS**

- 1) LeadStreet our Internet lead resource
- 2) The Design Center Our online marketing tool, fully customizable specifically for your property
- 3) RE/MAX University On-demand education opportunities, enabling me to stay on the top of my game with current, relevant trainers, coaches, and industry leaders to help me be more effective for you
- 4) RE/MAX Main street—Our high-tech, high-touch communication tool, which enables me to have 24/7 communication with:
- ▲ My lead generation dashboard for updates on buyer leads for your property
- Blogs and news articles relevant to today's market
- Agent-to-agent referrals globally!
- Training and educational opportunities
- Networking and chatting with other industry leaders worldwide.
- Ensure that leads are promoted by the most-visited real estate franchise website: remax.com
- Have the advantage of strategic partnerships
- Can respond promptly to all leads generated from your listing:
- ▲ I receive all sign calls on your property
- ▲ I myself receive all calls relating to your home unlike the competition, in which non-producers, low producers and part-timers often answer the phone
- All Internet lead calls are delivered to me



## **FOR SELLERS**

# Do you have questions about any of these benefits •

- Have the opportunity to strategically advertise your property where you will receive the greatest return on your investment
- Have the opportunity to personally brand my expertise with the power of RE/MAX Al Mohager to best represent you and your property

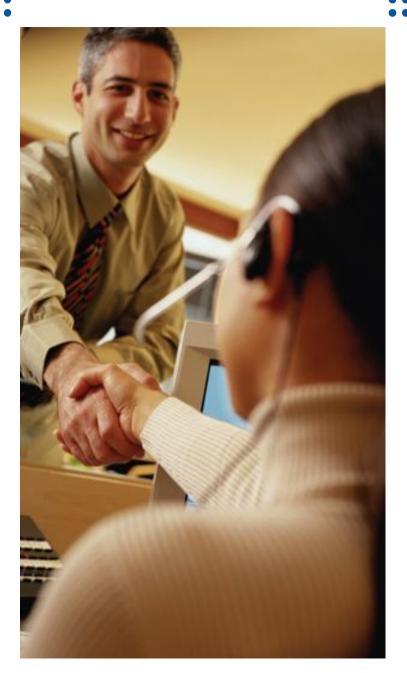
Tap into the most recognized brand in our industry

- Tap into The RE/MAX Collection the RE/MAX network's luxury home division
- Am empowered to exercise higher visibility and exposure through social Networking

YouTube.com/remax Facebook Blogging Twitter



CONTACT A RE/MAX AGENT TODAY



## **FOR BUYERS**

- ▲ RE/MAX AI Mohager brochure.
- Information about who I am and My Office
- Presenting My services.
- Maps & Professional pictures.
- ▲ Contracts.
- Additional Information about the property Location Facilities & nearby Services.
- Information about the developer.
- offering alternatives & professional advice.
- Legal Advice.
- Negotiation
- Buying a property is the biggest investment opportunity of your life, RE/MAX Al Mohager agents Illustrate investment approach for each property based on an accurate study of the Urbanization and the volume of investments.



## **FOR DEVELOPERS**

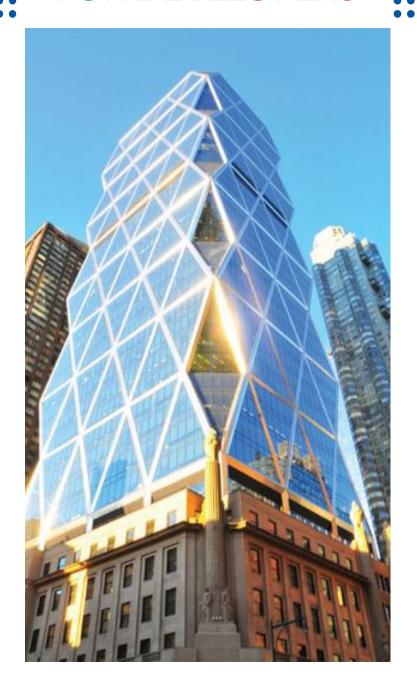
#### WHY WOULD YOU WORK WITH RE/MAX AL MOHAGER

- Professional & Experienced Team working on the marketing of your project
- ▲ Our Team is experienced in dealing with real estate developers
- Fully aware of legal procedures.
- ▲ Fully aware of the professional methods of marketing first hand properties.

#### **OUR RESPONSIBILITIES** TOWARDS PROJECT DEVELOPERS:

- ▲ For project developers we supply a study to portray a project theme. This theme matches the target clientele category with the real estate product specifications.
- ▲ For projects developers we present a scientific market analysis to determine the market share of a specific real estate product. On the other hand a real estate product configuration is scientifically analyzed to assert A match against the relevant market category.
- ▲ For project developers we supply periodic market activity reports.
- ▲ For project developers we supply a well-studied documentation to describe real estate product alternative methods of payment.

What we know the best is how to address clients' needs in our properties



# THANKYOU

