

# PROPERTY MANAGEMENT

In today's competitive Real Estate industry, smart and visionary investors understand the vital need to take advantage of cutting edge innovations in order to stay ahead of their competition.

The founding root of fām's Vision & Mission has and will always be "to redefine what investors in the UAE expect of Real Estate agents; by treating our clients with uncompromising integrity and the market with unanticipated innovation".

fām's Property Management business model was born and handcrafted to satisfy and exceed our landlords' and tenants' expectations. Our services offer experienced consultancy through fundamental tech-driven market leading solutions.

The result? A well-preserved Real Estate asset that generates maximum return on investment.



360°



**fām** Properties  
Better Values. Better Tech. Better Results.

## TENANCY AGREEMENT

THIS TENANCY AGREEMENT is made on the 10th day of January 2018  
Between the Party as specified in Section 1(a) of the Schedule hereto  
And  
The Party specified in Section 1(b) of the Schedule hereto (hereinafter called "the Tenant")  
WHEREAS the landlord is the beneficial owner of all that parcel of the Premises  
(hereinafter referred to as "the Demised Premises");  
AND WHEREAS the landlord has agreed to let to the Tenant  
NOW IT IS HEREBY AGREED



## HANDOVER

An engineered thorough snagging is conducted; followed by detailed condition reports. We ensure our clients are receiving their property in top-notch condition. One that is ready to be rented or sold.

## DETAILED PRICING STRATEGY

Each unit is individually priced after implementing its features into our logarithmic model. This eliminates the traditional market norm of "Average Pricing" which consistently results in overpriced units remaining vacant while underpriced ones are unable to generate their optimum ROI.



# PREMIUM MARKETING

fäm's devoted multi-media team offers UHD photography, professional videos & our iconic 360° Virtual Tour concept. Such an interactive media is then promoted via our marketing channels; ranging from Google AdWords, Social Media, "smartly reached" newsletters and our prominent online platform on all trusted portals in the region.



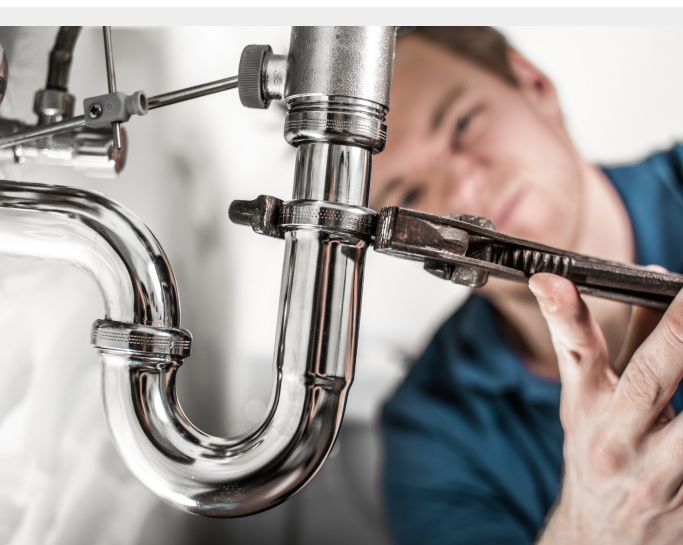
# TENANCY MANAGEMENT

Following our hand over of any property, and the utilization of our marketing machine, massive leads generation takes place. We ensure that each & every tenant is screened to make certain that they are qualified to occupy our clients' assets. During the tenure period, we can handle any concerns associated to the unit with regards to Defects Liabilities Period & Owners Association management.

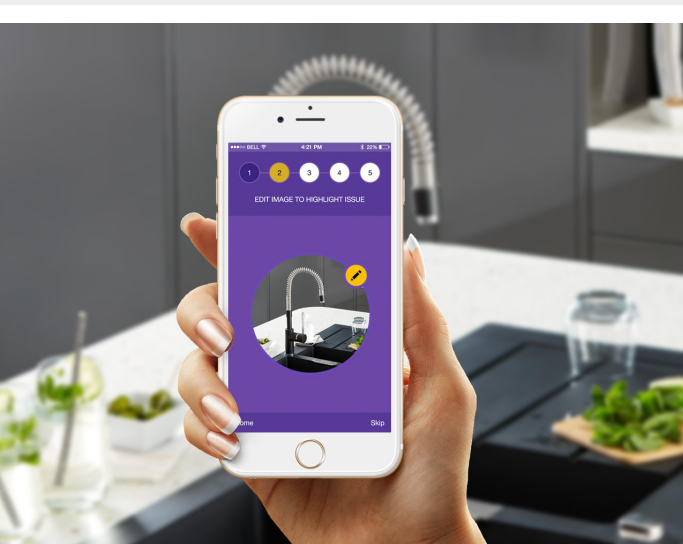


# ASSET PRESERVATION

We offer all our investors regularly scheduled preventative maintenance, pre-qualified and approved vendors whom are available 24/7 to handle any type of service request.







# TENANT'S MOBILE APPLICATION

Available on Android and iOS, the fām Fix-It App allows our tenants to record any maintenance issue and get it serviced in the most efficient technically driven way; in a few seconds at the palm of their hands.

# ENTERPRISE RESOURCE PLANNING

fām's bespoke Oracle platform CRM is in-house & tailored to our customers where it provides them with efficiency, security and transparency. Our investors are constantly able to leverage on personalized customers' reports with real-time access.



# SIZE & REACHABILITY

We only do what we know best and we do it to the best extent of our abilities. fām's dedicated teams of Property Consultants are managed by market experts where our corporate size outnumbers the market's average. This consistently results in efficient and healthy occupancy of our assets.





fäm's Bespoke Service	Landlord's Ultimate Benefit
Hand Over	Digital record of detailed condition reports – Engineered flawless property hand over supported by documents – Already appreciated asset compared to its market comparables – Transparent start of the relationship with the tenant.
Detailed Pricing Strategy	Proper budget forecasting & cash flow implementation – Maximum utilization of every premium asset feature – Avoidance of having periodically vacant units followed by price reduction adaptation – Achieving planned business targets.
Premium Marketing	Broad wide ranging exposure – Massive leads generation – Efficient occupancy of the property – Instant capital appreciation – Quick successfully yielded exit.
Tenancy Management	Tenants screening resulting in credible stable occupier – Relaxed non interference between government entities, municipality, developers & banks. Regular update on new laws & regulations – Legal advisory & management.
Asset Preservation	Periodically planned preventative maintenance – Preserving the property as a healthy asset – Minimizing running costs resulting in higher income – Elimination of ad hoc responsiveness – Tenant's satisfaction & retention.
Tenant's Mobile App	Prompt maintenance reporting – Instant 24/7 correspondence – Professional efficient services rectification – Highly organized maintenance record that is photographically supported – Satisfied tenants – Repeated highly referrals.
Enterprise Resource Planning	Elimination of repetitive & manual processes – Integral data storage & access with an effortless ability for update – Systemization of workflow – Security of sensitive personal data – Tailored customers' reports with real-time access.
Size & Reachability	Knowledgeable free consultation provided by smart & genuine professionals – Properties being taken care of by dedicated dynamic teams with onground presence – Efficient & healthy occupancy of the asset.

Our genuine and tech-driven fundamental approach is what keeps us moving forward. With the above said and how we are always miles ahead of the market to make life easier to our clients; we pride ourselves by always having stable tenants, well preserved assets that generates the highest yield to their landlords.

# Meet our Team



**Firas Al-Msaddi**  
*Chief Executive Officer*

A native of Syria, Firas is a serial entrepreneur who started his real estate career in 2007 and then founded fäm Properties-Dubai two years later in 2009. In addition, Firas has created and launched fäm Properties - Abu Dhabi, fäm Interiors, fäm Media 24x7, fäm Development Advisory and fäm Property Management as a means of providing holistic solutions to property investors. Moreover, from 2010 to early 2015 Mr. Al-Msaddi was the Real Estate Investment Advisor for the Private Office of His Highness Sheikh Sultan Bin Khalifa Bin Zayed Al Nahyan.

**Fateh Al-Msaddi**  
*Chief Operating Officer*

Having graduated from Aleppo University majoring in Information Systems, Fateh moved to Canada where he studied English, History, and Data Management at St. Clair College, the University of Windsor, and the University of Ottawa. Fateh joined fäm Properties in 2011 and has been the vision and the force behind our push to develop the most advanced set of technology tools available in the property market anywhere. When he's not focused on technology, Fateh drives our process-improvement initiatives and is passionate about boosting efficiency. He also heads up professional development at fäm and is focused on building a team that is truly world-class.



**Tarek Bou Karroum**  
*Associate Partner / Co-Founder*

Tarek has been with fäm Properties right from the start in 2009. Born in Abu Dhabi, his sense of the evolution of the Emirate and the UAE Real Estate industry is true to the minute. Tarek is well connected with all leading developers in the region. His role in delivering strategic consulting to fäm's key clients, to meet their financial goals and lifestyle objectives, has been paramount to the company's success. A natural at management and recruiting talent, Tarek today leads the dynamic sales team through initiatives that define fäm's ahead-of-times market approach.

**Ahmed Abou El Naga**  
*Director of Asset Management*

A Construction Engineer graduate from The American University in Cairo with eight years of seniority in the Oil & Gas field ranging from leading offshore rigs in the Mediterranean Sea with Schlumberger, up to International Oil Companies' Technical Sales Management at Weatherford in the UAE; Ahmed sought off a more challenging opportunity & decided to follow his real passion, Real Estate.

Having done his research in the Dubai market, Ahmed joined fäm Properties' Business Development Department where his strive for success rapidly escalated his growth within our organization and he was switched to the Asset Management Division. His great team spirit together with his analytical & interpersonal skills grabbed the board's attention and it was decided to promote him to his current position. Ahmed currently is heading our Real Estate Asset Management Portfolio where Property Management Department falls under him. He is the focal point with all our investors and the mastermind behind continuously developing new ideas to best serve our landlords and tenants.





## **Engelbert Constantino**

*Operations Manager*

Engelbert is a DREI licensed Property & Facility Manager who is certified with numerous ISO Quality Management Systems. An Architect with 20 years of diversified experience in various property related industries such as Consultancy, Construction and Real Estate Development. Engelbert has joined the fām group in November 2014 as the Architect in charge of our Interior Design division where his operational excellence of adaptation to the daily dynamics of our industry spoke for itself. He is now the Operations Manager at fām Properties and the man behind insuring perfection through quality-management where his ultimate devotion revolves around continuously developing work flows, policies and bespoke solutions to best serve our clients both effectively & efficiently. When it comes to “going the extra mile”, Engelbert is the one.

## **Lubna Abulata**

*Business Development Manager*

Holder of MBA from Edinburgh Business School and Honors Degree from The American University in Cairo majoring in Computer Science, Lubna made a career shift after moving to Dubai where she joined the Real Estate industry at fām Properties. Her eight years of technicality in the IT Advisory & Consulting field at Ernst & Young bloomed her competency within our organization where she was promoted from one position to another. Lubna has a profound experience in Technological Innovation, Investment Advisory and of course, Business Development. Her commercial & analytical skills, together with her gift of identifying the most lucrative assets in the market; continuously result in perfection of stakeholders' management and strengthening client relationships. It has been proved that Lubna is one substantial Business Development Manager.



## **Khushboo Barot**

*Head of Administration*

Khushboo is a RERA certified fām employee who is managing all of the administrative work between landlords & tenants. She is always up to date with Dubai Land Department rules & regulations as well as executing all types of work related to government or private entities. She has constantly been a key factor for satisfying our clients needs through her proficient coordination amongst all parties. Her work ethics and loyalty raised her to get promoted with a very promising career still ahead of her at our organization. Khushboo operates both passionately and professionally and she knows Property Management by heart.



## **Nadeem Maldar**

*MEP Engineer*

Nadeem is an Active Member of Society of Engineers, Dubai (SOE). Having obtained his Bachelors of Civil Engineering and working as a Project Engineer on various Residential & Commercial projects in the region, acquired him with on-ground experience in MEP, HVAC & QA/QC systems. Nadeem's strong technical discipline & functional knowledge enable him to efficiently handle all kinds of snagging, building management & maintenance related work.







# Properties

Better Values. Better Tech. **Better Results.**

## Head Office

Bay Square - Building 13  
Office 303 & 304  
Business Bay, Burj Khalifa District  
PO Box 215088 - Dubai, UAE  
ORN: 1858

## Retail Outlets

Bay Square Retail Shop:  
Bay Square - Building 1  
Retail G02  
Business Bay, Burj Khalifa  
District  
Dubai, UAE

Mudon Retail Shop:  
Mudon Community Center  
Shop G55-G58  
Dubailand - Dubai, UAE

## Office

Queue Point Office:  
Mazaya 1  
Office 905  
Liwan, Dubailand  
Dubai, UAE  
(Previously called Building R002)

## Contact Us

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