

FINE HOME REAL ESTATE

22 YEARS
OF SHINING
IN
REAL ESTATE
MARKET





ABOUT COMPANY

FINE HOME Company was primarily founded and established in 2004, to become one of the best and well distinguished Real Estate companies in United Arabs Emirates, specifically in Abu Dhabi Emirate. Since then, it has demonstrated its expertise in the field and grown its clientele by forming a number of connected businesses in response to market demands. Fine Home Real Estate specializes in providing properties for sale and rent exclusively to Emirati locals.

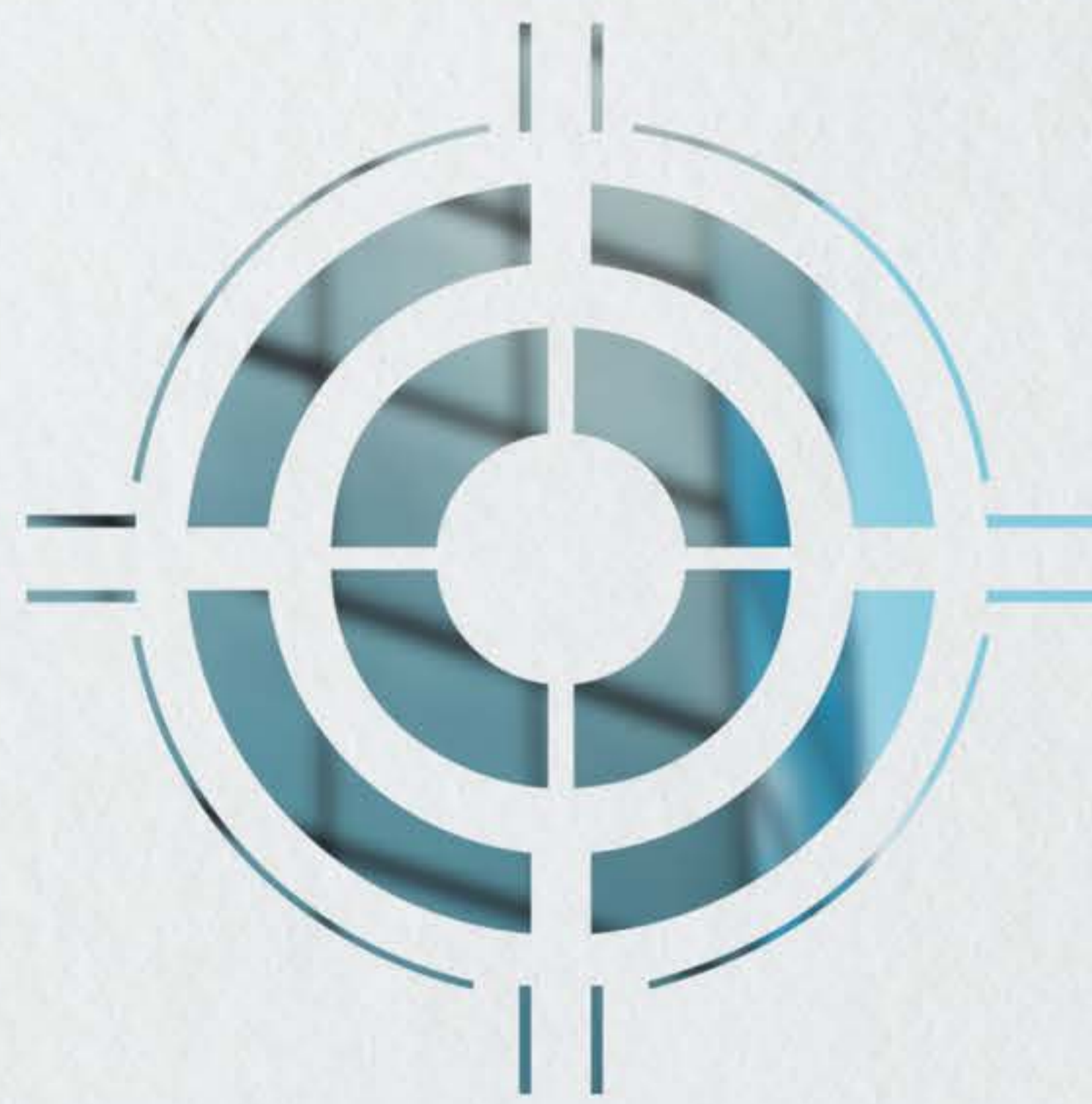
The company started out small in 2004 with general real estate maintenance and decoration, developed by a fantastic team of established Fine Home Real Estate LLC in 2008, which serves as the foundation and primary division of the business, in light of the significant growth of the UAE market. We founded Fine Home for Exhibition and Conference in 2010.

With regard to residential and commercial land, Fine Home Real Estate has one of the widest portfolios of properties in Abu Dhabi. We, at FHRE, consistently generate the most recent offers in comparison to other real estate companies operating in the market. This makes it your ideal partner for leasing or selling your home in the United Arab Emirates or for assisting you in determining the advantages of a deal you're willing to make.

observing the shifts in the market and the failure of numerous startups. Our experiences have allowed us to present our clients with a plethora of amazing options in the most profitable method possible in the cutthroat industry of today. Because of our position, we provide the following unmatched services in the real estate sector

STEERING the Group's direction since its inception in 1997, the management team at Fine Home maintained its commitment to the strategic direction of the Group and has demonstrated a clear vision for sustainable growth through world-class real estate management projects and other service With an ever growing number of employees and ambitious plans for regional expansion and diversification, the management team remains clear in its vision to see the Group plans realized while ensuring continued financial success through an ever growing portfolio of businesses. As the company grows, preserving the core values and culture that contributed to its success is important. Clearly communicate the company's mission and values to ensure they remain integral to decision-making and operations.





OUR VISION AND MISSION

Our main goal is to empower people and instill confidence in them by enabling them to realize their dream of owning a home, leaving a lasting and transformative impact. Our employees share this goal because we are aware that, in addition to offering a sense of security, property ownership opens doors to safety and numerous opportunities for both financial and personal advancement.

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Our goal at Fine Home Real Estate is to maintain our position as the foremost real estate service for Emirati residents in the UAE. We work hard to increase our business footprint throughout the region, developing a reputation for dependability, creativity, and great service. We aim to set new industry benchmarks by leveraging our extensive grasp of local market dynamics and commitment to exceeding client expectations, all while maintaining solid relationships based on trust and mutual respect. Finally, we aspire to be the go-to partner for all real estate needs, helping to ensure the long-term growth and prosperity of the communities we serve



MANAGEMENT TEAM



MONA AL SUWAIDI
Chairwoman

Demonstrating strong entrepreneurial talent early in her career, Mona Al Suwaidi is a leading business figure in the UAE and the region. As Chairwoman and founder of Aqary International Group, Fine Home Real Estate and Great Fine Home, she has been an inspirational businesswoman to the young women of the Emirates and has been a champion for stronger involvement by women in business.

In her roles as Chairwoman and founder of Aqary International Group, Fine Home Real Estate, and Great Fine Home, Mona has not only carved out a name for herself but has also established a legacy of excellence in the real estate industry. Her leadership has been instrumental in shaping the success of these enterprises, setting new benchmarks for innovation and achievement.

Mona's influence extends far beyond the boardroom. She has emerged as a source of inspiration for countless young women in the Emirates, serving as a shining example of what is possible through hard work and dedication. Her advocacy for greater female participation in the business world underscores her commitment to empowering others and driving positive change in society.





ASHRAF ARYAN

Chairman and CEO

As co-founder of Aqary International Group, Fine Home Real Estate and Great Fine Home, Ashraf has a deep experience in the regional markets and has been instrumental to the Group's success in the real estate sector. Having initially established the Fine Home brand as a key real estate investor in the region, Ashraf is spearheading the Group's expansion into other markets and is also overseeing the Group's diversification initiatives.

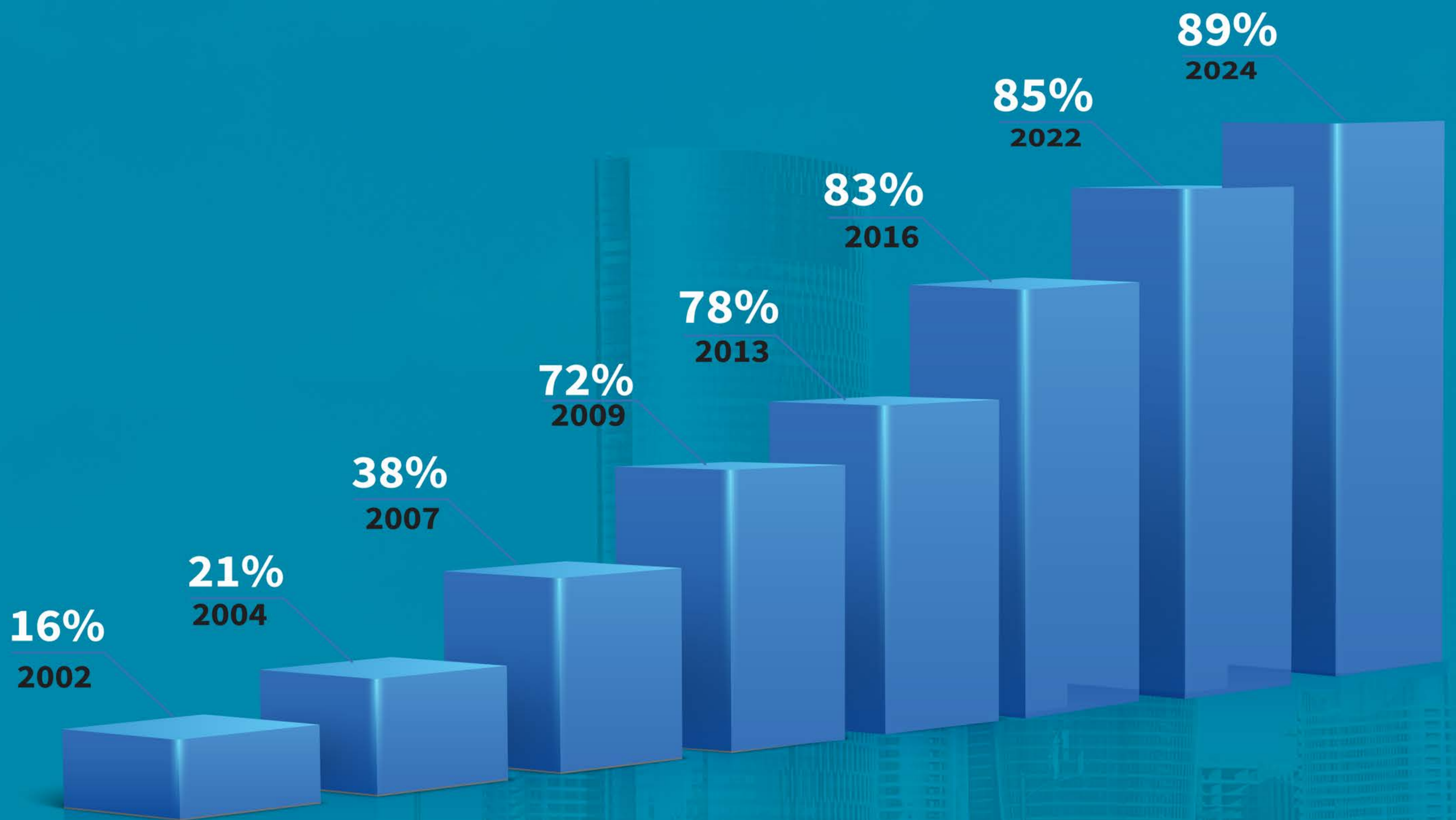
His deep-rooted experience in the regional markets serves as the bedrock of his leadership. Through his initial establishment of the Fine Home brand as a cornerstone real estate investor, he not only showcased his prowess but also laid the foundation for the Group's subsequent triumphs, with a keen eye for emerging opportunities and a bold approach to expansion, he has embarked on a journey to penetrate new markets. This endeavor speaks volumes about his ambition and his unwavering commitment to scaling new heights of success.

Ashraf's leadership narrative is one of resilience, innovation, and relentless pursuit of excellence. His ability to navigate complex market dynamics and steer the Group towards sustained growth cements his position as a visionary leader in the real estate sector

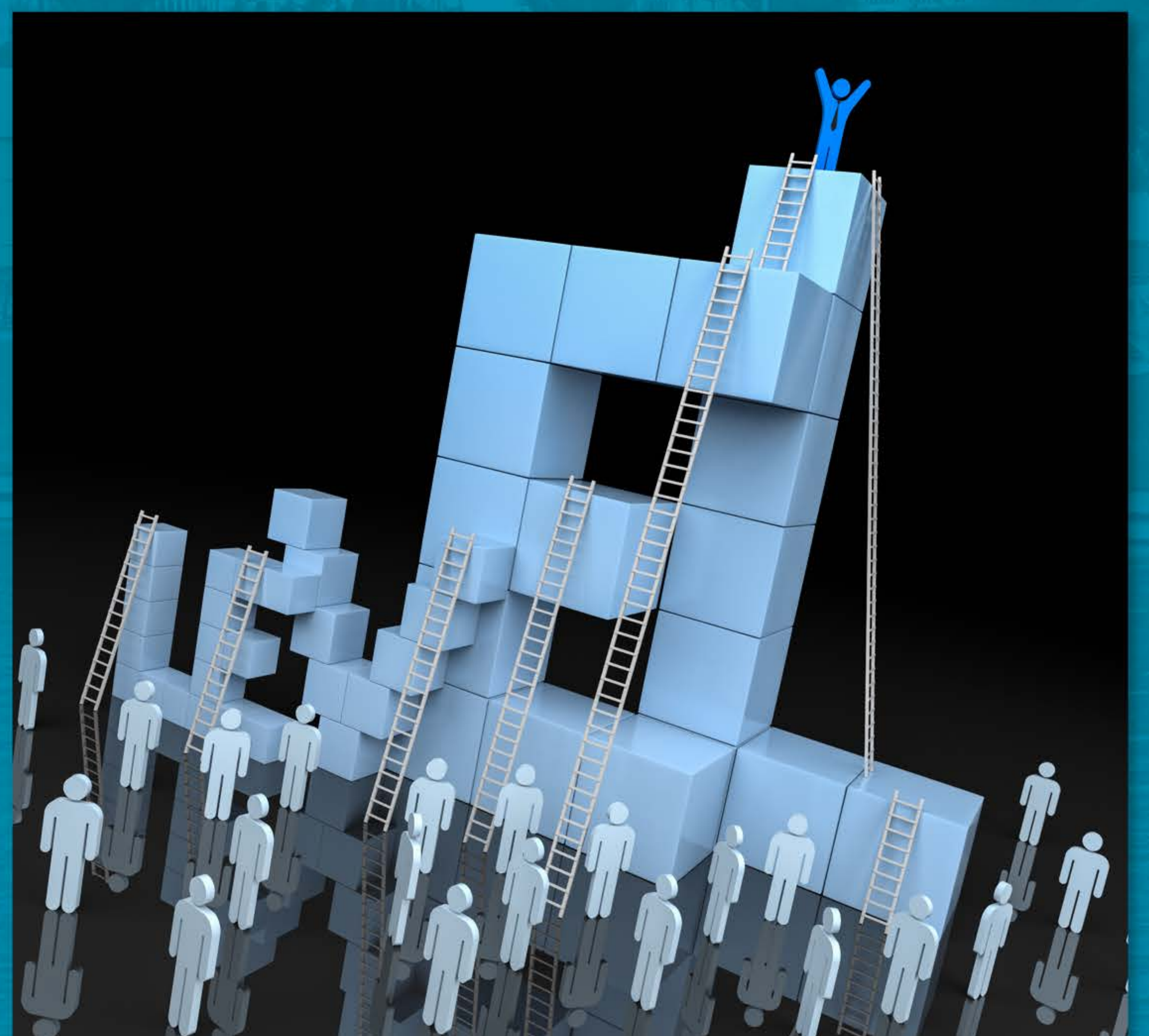


HISTORY & ACHIEVEMENTS

Fine Home Real Estate Company, well-known for its proficiency and skill in overseeing a broad range of real estate transactions, has solidly established itself as a cornerstone of the sector. Fine Home Real Estate has an extensive history of closing deals involving the acquisition, sale, and rental of various property types, such as opulent villas, contemporary townhouses, sophisticated flats, large commercial buildings, and valuable land lots.



In the UAE, Fine Home Real Estate has established a stellar reputation over the years, with Abu Dhabi being a particularly bright spot for the company. Delivering exceptional results and going above and beyond for clients, the organization has been instrumental in forming the real estate market. Fine Home Real Estate has helped countless buyers and investors locate the ideal property by utilizing its in-depth knowledge of market dynamics and trends. This has allowed them to select homes that perfectly suit their goals and objectives.



Over the years, Fine Home Real Estate has built a strong name in the UAE, with Abu Dhabi being a particularly successful market for the business. By providing outstanding outcomes and going above and beyond for customers, the company has played a significant role in shaping the real estate industry. Fine Home Real Estate has used its extensive understanding of market dynamics and trends to assist several buyers and investors in finding the perfect property. This has made it possible for individuals to choose residences that are ideal for achieving their aims and goals.

Another big component of Fine Home Real Estate's offering is rental services. The company serves both residential and commercial clients by providing a wide range of rental alternatives. Fine Home Real Estate ensures an effortless and effective renting procedure by comprehending the needs of both landlords and tenants. This promotes mutually beneficial agreements and long-term happiness.



The success of Fine Home Real Estate is based on its unwavering commitment to provide outstanding client service and creating enduring bonds with customers. The committed team of professionals at the organization puts up endless effort to keep ahead of industry trends while providing sage counsel and customized solutions. Fine Home Real Estate has received multiple industry awards and a devoted clientele as a result of its client-focused strategy.

The impact of Fine Home Real Estate is especially noticeable in Abu Dhabi. The company is the preferred option for real estate transactions in the emirate because of its extensive understanding of the regional market and strategic placement in advantageous areas. Fine Home Real Estate's Abu Dhabi portfolio showcases its versatility and expertise in managing a wide range of real estate demands, from luxurious residential homes to appropriate business deals.

Driven by a vision of excellence and a passion for real estate, Fine Home Real Estate Company is growing and thriving. As it looks to the future, the company is dedicated to maintaining its tradition of innovation and success and making a positive impact on the dynamic and thriving real estate market in the United Arab Emirates.

WE ARE SPECIAL BECAUSE WE PROVIDE



Superb Customer Service

"Driven by artificial intelligence, our virtual bot service ensures rapid and efficient customer assistance, providing instant responses to queries and facilitating seamless



Availability Around-the-Clock

"We provide 24/7 support via our AI virtual bot service, so clients may access help at any time of day or night. This ensures superior ease of access and comfort."



Data-Driven Insights

"Use our AI virtual bot to get valuable information about the preferences and behavior of your customers. The system gathers and evaluates data to give your company useful information to improve decision-making and services."



Dedication

"Our commitment to excellence extends to ongoing improvements. To make sure the system continues at the forefront of technological breakthroughs, we update and improve it frequently."



Efficiency and Speed

"Experience a new level of efficiency and speed in customer interactions. Our dedicated agents can handle a high volume of inquiries simultaneously, reducing wait times and increasing overall customer satisfaction."

OUR DEPARTMENTS



THE LOCAL DEPARTMENT

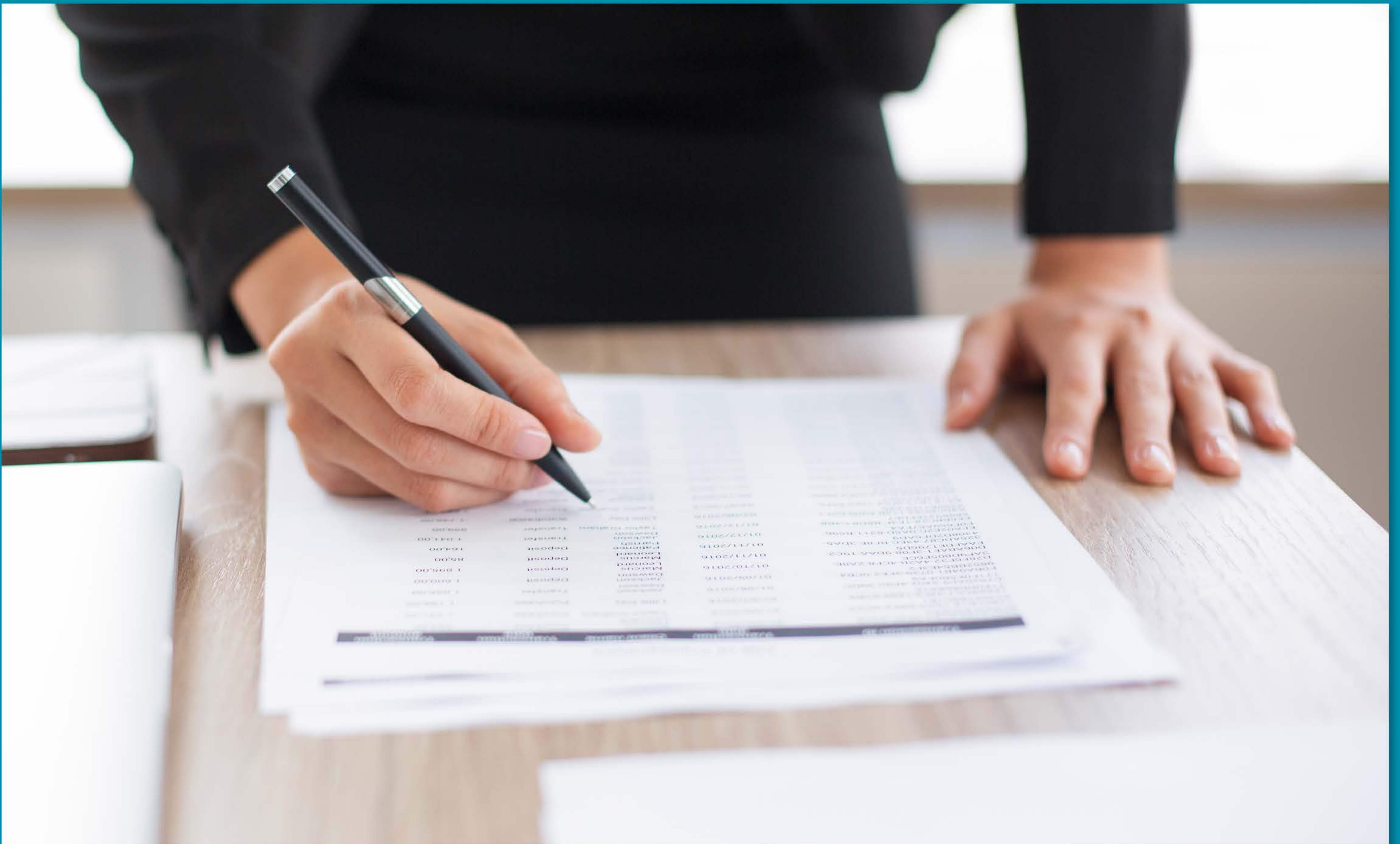
This local department in Fine Home is the pillar of the company, it specializes in selling and advertising different types of properties across Abu Dhabi Emirate in UAE. It has an array that includes a wide range of property types, and it has expertise at fulfilling the needs of its clients. The local Department provides unmatched experience and wide range of options for investing in residential, commercial, or mixed-use buildings:

Residential Properties

Selling luxury villas is one of the Local Department's primary areas of expertise. Often tucked away in some of Abu Dhabi's most sought-after neighborhoods, these residences include opulent living areas, cutting-edge facilities, and stunning architectural styles. The department makes sure that each client finds the ideal property, whether it is an elegant, minimalist villa or a big family house with private gardens and pools. The department also specializes in the sale of complete buildings and villas. These structures might be big, multilevel structures fit for different households, or they can be little apartment complexes. Entrepreneurs seeking new projects or investors seeking rental income customers will find a plethora of options tailored to their investment goals.

Land Sales:

The Local Department is also renowned for its expertise in land sales, particularly in the prestigious Al Reem Island area. This prime location offers a mix of residential, commercial, and recreational spaces, making it a hotspot for developers and investors looking to create new projects in one of Abu Dhabi's most dynamic environments. Whether it's land for a custom-built home, a brand-new business complex, or an extensive development with multiple uses, the department offers valuable advice and support all along the way. This ensures that each client can get the most out of their investment.



Commercial Properties

The Local Department offers a wide range of retail spaces, warehouses, and staff accommodation, proving its expertise in the commercial real estate industry. The department offers properties that suit all business demands, whether you are an entrepreneur looking for a premier retail location, an enterprise wanting vast storage facilities, or a company needing comprehensive staff housing options.

In addition, the department specializes in big business investments including malls and hotel apartments. These properties have a large potential for profit and are situated in important business areas with lots of foot traffic and visibility. With these calculated investments, investors can profit from Abu Dhabi's growing economy.

Hospitality and Educational Properties

The Local Department works with experts' properties including hotel buildings, hotels, and resorts, going beyond typical real estate. These hotels have the perfect location to draw leisure and business visitors, offering profitable prospects in Abu Dhabi's rapidly expanding hospitality industry. The department offers a wide range of accommodation to suit different investment plans and market needs. The department provides properties that are appropriate for educational organizations. These properties are perfect for schools wishing to establish or expand their presence in Abu Dhabi because they are located in residential areas that are convenient for both parents and students to reach.



FINE HOME
REAL ESTATE



CRM

Our team is bolstered by an internally developed Aqary CRM system, which facilitates smooth operations for both agents and various business functions. Data security is a top priority, governed by our stringent privacy policy aimed at safeguarding the confidentiality of information and preserving client privacy.

The Aqary CRM system embodies a comprehensive approach to managing customer relationships, covering every stage from initial contact to post-sale support. It serves as a vital tool in enhancing customer satisfaction, fostering loyalty, and ultimately driving the sustained success of our business.

By leveraging this advanced CRM system, we ensure that our team operates efficiently, maintains high levels of service quality, and nurtures lasting relationships with our valued clients.

HUMAN RESOURCES DEPARTMENT

The Human Resources Department at Fine Home is responsible for fostering a positive work environment and empowering its employees. They oversee various functions, including recruitment, training, performance management, employee relations, compensation, compliance, and employee engagement. They manage the recruitment process, from sourcing candidates to onboarding new hires, ensuring top talent is attracted and a smooth transition. They also design and implement training programs to enhance employees' skills and knowledge. Performance management involves performance appraisal systems, providing feedback, setting goals, and evaluating performance. Employee relations involve addressing conflicts and fostering open communication. Compensation and benefits packages are managed, including salaries, bonuses, health insurance, and retirement plans. Compliance with labor laws, regulations, and company policies is ensured. Employee engagement is promoted through team-building activities and wellness programs. Overall, the HR department plays a crucial role in attracting, developing, and retaining talent, creating a positive work environment, and supporting the company's growth and success.

MEDIA DEPARTMENT

The Media Department at Fine Home Real Estate serves as the creative nerve center, responsible for crafting compelling narratives and visual experiences that resonate with our audience. This dynamic team harnesses the power of various media channels, including digital platforms, print media, and audiovisual content, to effectively communicate our brand's message and offerings.

With a keen eye for storytelling and design, the Media Department collaborates closely with marketing strategists, content creators, and graphic designers to develop engaging campaigns that capture attention and drive engagement. From captivating social media posts and visually stunning property showcases to informative blogs and video tours, every piece of content produced by this department is crafted with precision and creativity.



REAL ESTATE MORTGAGE BROKERAGE

Real estate mortgage brokerage services serve as crucial intermediaries between borrowers seeking home financing and lenders providing mortgage loans. These services encompass a wide range of assistance throughout the mortgage process, ensuring a seamless experience for borrowers while maximizing their options and securing favorable terms.

Mortgage brokers offer comprehensive loan consultation, guiding borrowers through the intricacies of the application process and providing expert advice on suitable mortgage options. They conduct thorough market research to identify competitive loan rates and terms, enabling borrowers to make informed decisions.

Mortgage Brokerage Services:

- Mortgage refinancing
- Mortgage origination & application assistance
- Loan rate comparison & analysis
- Credit counseling & repair services
- Pre-qualification & pre-approval services
- Loan processing & underwriting assistance
- Down payment assistance programs



EVENTS & AWARDS

Under the Patronage of Her Highness Sheikha Fatima Bint Mubarak "Mother Of The Nation"

Abu Dhabi University Alumni Homecoming & Reunion Event 2015

Let's Stay Connected!



#ADU_2015_Alumni



EVENTS & AWARDS



The CEO of a company receiving the Agency of the Month award, Best Real Estate Company in Abu Dhabi for the month of November 2019. Abu Dhabi Agency and Agency of the Month November 2019: Congratulations Fine Home International!

The CEO, Ms. Mona Al Suwaidi was delighted to hear that Fine Home Properties has been awarded the Best Real Estate Company in Abu Dhabi for the month of November 2019. Upon receiving the news of the win, she thanked Bayut and her team for that.

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