

Real estate developers advise immediate property purchase due to inflation wave

By Shaimaa Al-Aees

The Egyptian real estate market is witnessing noticeable changes recently as companies began to gradually increase unit prices, affected by the increase in building materials starting from last October.

Several real estate developers believe that the current period is the best ever to buy new properties before the upcoming price increase due to the existing inflationary wave in the world.

Tarek Shoukry, Head of Real Estate Development Chamber at the Federation of Egyptian Industries, and Undersecretary of the housing committee at the House of Representatives, expected price hikes in real estate market as a result of increase in building materials prices.

He added that concrete constitutes one-third of building process, which witnessed an increase of about 80%. Cement increased during the last month only from



EGP 800 to EGP 1250, and one-third of the construction process is finished that increased by approximately the same percentage, so the cost of construction works increased by about 25 to 30%, in

addition to the cost of land and operation. Shoukry projected price spikes ranging between 10-15% during the next two months, advising clients to quickly purchase before the inflationary wave had its

consequences on the properties that will be developed in the coming period.

Yassen Mansour, Chairperson of Palm Hills Developments, said that the coming period will see an increase in real estate

prices by average rates of up to 10%, as a result of the increase in the prices of building materials.

Mansour added that buying properties is the safest investment in facing inflation, projected a significant increase in demand for real estate purchases in the current and future period.

The Egyptian real estate market is very strong and healthy due to the large population increase, which creates real demand for real estate, he disclosed.

Nader Khozam, Go Khozam Developments Chairperson, said: "With the global inflationary wave, the need for speeding up construction works of sold units is increasing with expectations of a high construction cost."

Khozam also expected price increases ranging between 10-15% in the real estate market during the coming period.

He pointed out that these price hikes push real estate companies to be flexible in spaces of offered units as well as pay-

ment plans to maintain boosting sales in real estate market.

Even with the expectations of price spikes, real estate market continues to sell due to its dependence on real demand, he elaborated, added: "Real estate is a fundamental commodity for any citizen. Moreover, initiatives provided by the state to support citizens' purchasing power, the latest of which was the initiative of the Central Bank of Egypt for mortgage finance at an interest rate of 3%, contribute to revitalizing sales."

Abdel Rahman Khalil, CEO of Sari Real Estate, also expected price hikes in the real estate market in the coming period ranging between 10-15%, given the global inflationary wave and its impact on building materials prices, which makes the current period the most appropriate time to buy before the beginning of 2022.

Khalil noted that steel and other building materials represent 15% of the construction cost of any project in general.

Tameer launches Azad Views project in New Cairo

Project comprises 830 units and will be completed by 2025

Real estate developer Tameer has announced the launch of its new project Azad Views in 5th Settlement, New Cairo.

During a press conference on Friday, the company's officials said that Yasser El Beltagy, Chairperson of YBA Consultancy, will design the project and supervise its construction.

To be built on 40 feddan, the project features 830 housing units, including apartments and penthouses designed on the G+4 system, with private underground garages. It is expected to be completed by 2025.

Saad Al-Wazzan, Chairperson of Tameer, said: "Tameer is working hard to maintain its credibility, which it bases on more than 67 years of experience in the Egyptian real estate market, during which it was able to implement and deliver about 27,000 housing units, including Diyar 1, Diyar 2, and Azad 1."

Alaa Anwar, Head of Development



Sector at Tameer, said that Azad Views' residents will have full access to all Azad 1 facilities through the Promenade, a beautifully designed avenue that connects the two compounds.

Mohamed Younes, the executive advisor for transactions at Tameer, explained: "Appropriate prices have been set for each housing unit complemented by flexible and easy payment plans for all customers up to

eight years."

Anwar added that Tameer realizes the importance of the size and impact of the real estate investment and development sectors in the economic equation in Egypt. Therefore, the company looks forward to playing a key and active role in the development and modernization of the real estate sector, and to be one of the positively affecting elements in this equation.

Al-Borouj Misr to manage Mövenpick Hotel in Sixty Iconic Tower

Real estate developer Al-Borouj Misr has signed a contract with Accor, a French multinational hospitality company, to manage Mövenpick Hotel in the Sixty Iconic Tower at the New Administrative Capital.

The Sixty Iconic Tower was built on 13,000 sqm, comprising of 45 floors, in addition to five underground floors for vehicle parks. It is located in front of the Central Business District (CBD), where the Iconic Tower is located, the tallest in Africa.

In a press conference last Thursday, Vice-Chairperson of Al-Borouj Misr, Mohamed Assy, said that this contract comes within the company's vision and strategy based on diversifying its investment portfolio and cooperating with the largest partners globally.

Assy added that the Mövenpick Hotel in the Sixty Iconic Tower will be the first five-star private sector hotel in the New Capital. He added that the hotel's capacity



will be 190 keys, in the last 10 floors of the Sixty Iconic Tower. The serviced residences will be also managed by Mövenpick.

He pointed out that the company sold about 75% of the project with a sales value of approximately EGP 2bn, noting that the project's services area reached 20,000 sqm with sales estimated at EGP 1.5bn.

Moreover, the company is developing six projects in the New Capital and has di-

rected EGP 3.5bn in construction works of its projects in the city, Assy disclosed.

Frank A. Naboulsi, Vice President Operations, Egypt at Accor Hotels, said that his company's cooperation with Al-Borouj is the former's third contract in the New Capital and the first of its kind with a private company in the city.

Naboulsi added that Accor Hotels aims to establish 20 international hotel brands in Egypt in the next five years.

Pillars Constructions contracted to build 2nd phase of La Verde New Capital

Company to start delivering La Verde New Capital's units by beginning of 2023

La Verde Developments has contracted with Pillars Constructions to build the second phase of the former's La Verde New Capital project in the New Administrative Capital (NAC).

According to the contract, Pillars Constructions will be responsible for the construction works of the project's second phase.

Chairperson of La Verde Developments, Ibrahim Lashin, said that the contract with Pillars Constructions comes within the company's plans to cooperate with major companies in the Egyptian market to develop its projects according to the highest quality and the latest technologies.

Lashin added that the La Verde New Capital compound was built on 35 feddan in the NAC's R8 district.

Naglaa Tahoun, Vice Chairperson of La Verde Developments, said that the company has a specific strategy when it comes to cooperation with other companies, as it prefers those specialized in their fields, especially in the technical works which require strong expertise.

Tahoun stated that 80% of villas construction in the project had been completed in the first phase, adding: "It is scheduled to complete the project's construction works and start delivering units by the beginning of 2023."

Mohamed Abdallah, Chairperson of Pillars Constructions, said: "Pillars Constructions provides integrated engineering and construction services at the highest quality level, as it adopts modern technology in designing projects to ensure safety of buildings such as the building information modeling (BIM)."

Prop-tech startup Lizas launches real estate platform 'Liza' for customers

Lizas, a prop-tech startup, has pre-launched a consumer-driven real estate platform dubbed Liza to empower its customers to choose properties that fit their needs and dictate their rules, the company's Founder Ahmed Alaa has said.

Alaa told Daily News Egypt that Liza is a web platform that facilitates the process with state-of-the-art tech, for a smooth user experience catering to different segments of society, to unlock various real estate investment opportunities for its stakeholders. Furthermore, it aims to link the buyer and the seller with a chat system powered by Liza. In addition, it enables developer's sales team to maximize direct sales number.

The company's founder elaborated that Liza mobile application is set to be launched in January 2022. The platform and the app intends to attract users inside Egypt and Gulf region and then Europe, disclosed that



the app intends to reach around 1500 users within two months.

He added: "Liza sets forth to empower users to obtain the highest quality assets and to pursue their choices through a state-of-the-art digital platform. It enables audiences to browse through numerous listings that cater to anyone's real estate needs – from buying,

selling, and rentals as well. All with the click of a button, as seller all that is needed is to sign up on our platform choosing the package with the convenient duration for listing, and you just pay a minor subscription fee."

Additionally, it helps in lifting the hassle of commissions and the burden of intermediaries and leading to the consumers' ease

of mind, and canceling the pressures caused by middlemen. In addition to, offering a wide spectrum of choices, whether you want to sell, buy or rent.

Alaa stated: "We aim to evolve the real estate sector by being ahead of the game, as the whole country sets forth on the movement towards a more digitized country and after the COVID-19 pandemic and its impact on our lives and lifestyles, digitizing real estate market became a must. Our main objectives are to establish brand equity to gain trust and credibility at the brand level to help grow our brand and educate the audience on a new method of real estate."

Lizas is the umbrella brand and the platform that empowers Liza. The company has acquired ISO 9001 and ISO 27001. The ISO 27001 is the international standard for information security, which guarantees the clients' information secured and private.

Coldwell Banker launches its latest franchise programme in Egypt

Coldwell Banker - Egypt, a real estate company, has launched a new franchise programme in Egypt for the first time. This came on the sidelines of its sponsorship of the fourth edition of BiznEX 2021 - Egypt's Business Conference.

The conference was held on 17-18 November, with the participation of more than 60 companies, 30 speakers, 200 CEOs, and 1,000 exhibitors.

The launch of the franchise programme comes within the framework of the pioneering strategy of Coldwell Banker, which was

founded 115 years ago and began its operation in Egypt in 2002.

It aims to support and develop Egyptian real estate market by preparing a generation of professional real estate experts to cater all the Egyptian governorates, provide job opportunities, and create new investment opportunities that provide a guaranteed return on investment.

Mohamed Abdullah, Chairperson of Coldwell Banker - Egypt, said: "With the franchise programme, we seek to expand in all Egypt's governorates to spread our global expertise,

enabling investors and youths to be able to think, analyze, and gain customer trust."

Karim Zain, CEO of Coldwell Banker - Egypt, said: "After the successful implementation of the programme in the USA, we decided to launch it in the Egyptian market, as it represents an ideal facet for franchising programmes. In fact, the programme provides the opportunity to work through a set of systems and operating policies of Coldwell Banker International, which contributes to reducing the risks of failure and providing professional services based on scientific foundations."

Additionally, Vice President of Coldwell Banker - Egypt for Franchising, Sherif Mahmoud, said: "Through the franchise programme, we are working to empower the youth by providing job opportunities, which contributes to the recovery of the Egyptian economy as a whole. We also aspire to contract with more than 100 franchisees who comply with Coldwell Banker standards during the next three years in all governorates that are witnessing an urban boom, especially with regard to the new cities and fourth-generation cities."