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Al Marasem Development launches innovative real estate investment plan 'Partners, not Only Clients'

AL MARASEM Development announced the launch of its latest real estate investment plan, "Partners, not only clients" complementing Fifth Square, its inaugural real estate project launched in Cairo's 5th Settlement in 2017 and scheduled for delivery in 2020 (Phase I).

Driven by its integration-based growth strategy, this cutting-edge investment plan leverages the security as well as the short, medium and long-term profitability of real estate investment.

Al Marasem considers luxury residential compounds offering first-rate services an ideal investment, owing to higher returns from resale or high rental yields. The high value of capital needed may prevent clients from investing in high-return real estate assets, but Al Marasem's 'Partnership' plan successfully overcomes this challenge with lower capital requirements.

Investors cover the partnership cost via paying 50 per cent of the unit value, while Al Marasem for Assets Management owns the remaining 50 per cent. Al Marasem's ownership of a 50 per cent stake of the project makes it a solid investment partner with a focus on asset acquisition, development and management. By partnering with Al Marasem for Assets Management, investors thus become stakeholders in a high-return project valued at over LE1.4 billion.

Al Marasem Development said its 'Partnership' plan is aimed at rejuvenating the Egyptian real estate market and addressing the rise in supply versus demand fuelled by the large vol-

ume of developer-led projects using lucrative pricing and extended payment plans to appeal to clients. This, however, entails the risk of developers not meeting delivery timelines, as well as subpar quality products.

For investors, Al Marasem Developments' track record in the market, spanning over 22 years, makes it a trusted investment partner and developer. The company's commitment and credibility will continue to underpin its real estate investment projects.

In line with Al Marasem Developments' integrative vision, the company launched its new project, Lake Residence, within its Fifth Square development, providing clients with the highest quality finished units fully equipped with ACs and appliances.

Lake Residence's serviced units offer exclusive luxury services and benefits including a fresh water lake surrounded by two beaches with North Coast sands; sports and entertainment facilities featuring courts, a running track, a gym as well as restaurants, coffee shops, a children's nursery and play area, high speed internet and parking garages.

Services including housekeeping and security are provided by international operator ensuring operational efficiency. A centralised unit caters for reservations and bookings, and administrative service providers handle rent management. Ultimately, Lakeside Residence guarantees an exclusive experience with unparalleled benefits for the most discerning residents and investors.