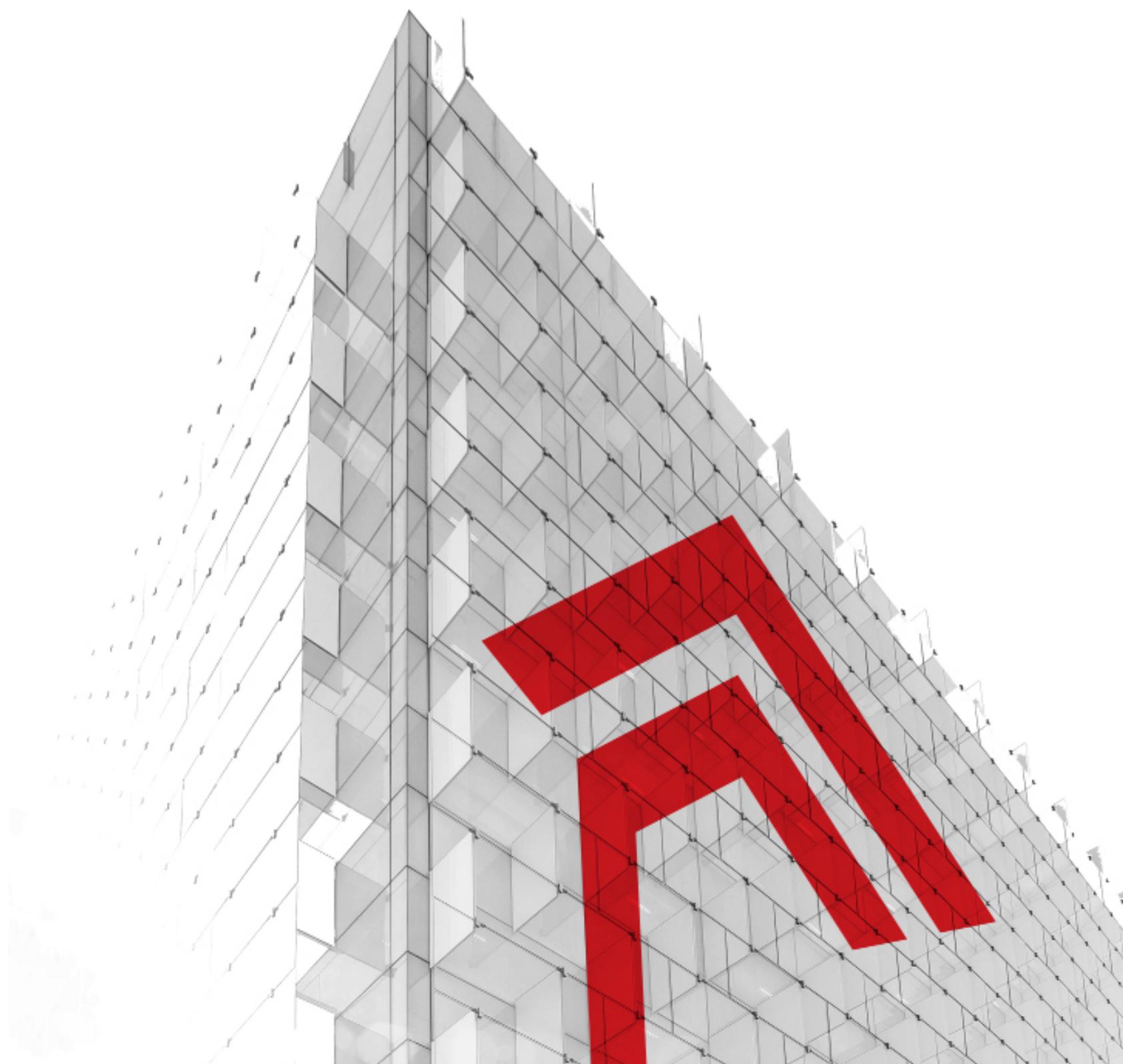




**PEOPLE  
PASSION  
PROPERTY**

cre-me.com





# SERVING PEOPLE WITH VALUES & PASSION





# About Continental Real Estate

**Continental Real Estate is not just a company but an experience that holds an elaborative portfolio of more than 4 decades in the Real Estate industry.**

Stretching towards excellence and a fine range of broad realty associate services, the organization is headquartered in the United Arab Emirates. The visionary organization started with a niche to deliver highest customer standards in the Real Estate industry while keeping its 3Ps motto always in the picture – People. Passion. Property.

**Offering a diverse range of services Continental Real Estate is the ultimate consulting group providing**

Property Management	Property Valuation & Advisory	Strategic Consultancy	Owner's Association Management	Sales and Investment Advisory	Project Management & Cost Consultancy
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Sectors We Deal in:



Residential



Hospitality



Commercial



Industrial



Health Care



Retail





**DELIVERING THE  
HIGHEST RETURNS,  
THE GREATEST  
VALUES, AND THE  
LEAST RISK**



# Continental Group of Companies

Delivering 360 degrees Real Estate Services across the nation!

**Established in the 1980's, the business was founded in Sharjah and today holds well established offices in multiple locations including Sharjah, Dubai, Abu Dhabi, Ajman, and Fujairah.**

With local expertise paired with international approach and extending towards Europe and Middle East, the group reached foreign borders while successfully addressing the challenges faced by clients residing globally and creating long-lasting bonds.

**In order to deliver the full spectrum Real Estate services, the Continental Group of Companies offers the following subdivisions:**





# MISSION

**Continental Real Estate mission revolves around its core principles:**



## PEOPLE

We cater to every person around to create tailor made services with premium and quality based real estate services. We work with the people and for the people to induce fast tracked efficient practices.



## PASSION

Our passion drives us further to improve and create a striking balance within our services. Over the years we have used passion to evolve and create using modern approaches which are client-centric to the core.



## PROPERTY

We have emerged as a successful entity that has mastered the real estate industry by providing all efficient services and understanding the plethora of changes. With consistent persuasion we have out done ourselves.





# VISION

To evolve into one of the preferred choice globally as a bespoke property services provider by excelling in each real estate industry we handle.



## Founder's Message

I have always lived by my core principles. I have instilled these ethics into the business, and I believe they are fundamental to our success. My wish is to provide a professional service that our customers can always be proud of.

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**Mr. Walid Al Mallahi (LATE)**

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## ABOUT THE FOUNDER

**Mr. Walid Al Mallahi (LATE)** - Founder of Continental Real Estate

Mr. Walid was a person who, till today, has been known as one of the first experts and arbitrators in the Real Estate industry. The market recognized him as the King of Real Estate from his times. In the 1980s, when he moved to UAE from Egypt, he acted as one of the pioneers in the real estate market and brought revolutionary advancements especially setting a strong footprint in Sharjah and Dubai market.

He portrayed an extensive background of his knowledge in the valuation and real estate industry. His decades long experience set a solid foundation for multi-disciplinary skills, including real

estate acquisitions and disposals, property management, marketing and leasing, property valuations, and feasibility studies.

This experience gave him an acute understanding of the mechanics and investor demands of the UAE real estate market which still continues as a strong legacy. Mr. Mallahi had a BA of Arts from the Department of Geography, Alexandria, University of Egypt, and was certified by the Institute of International Research. (The world's leading provider of business information) in the faculty of Valuation & Finance of Real Estate Projects.



## Words from the CEO

We have a history that taught us to value the people we work for, and evolve with every passing era in the industry we deal in. Following the legacy, I look forward to have a promising future for all of my clients in UAE and internationally by being their partner in all of their property needs.

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**Ahmed Almollahi** Partner & CEO

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## Words from the MD

Our aim has been ellaborative and well-sought to provide services to the people who are our diligent customers. CRE empowers real estate, accelerates growth and advancement. This is what we stand up for.

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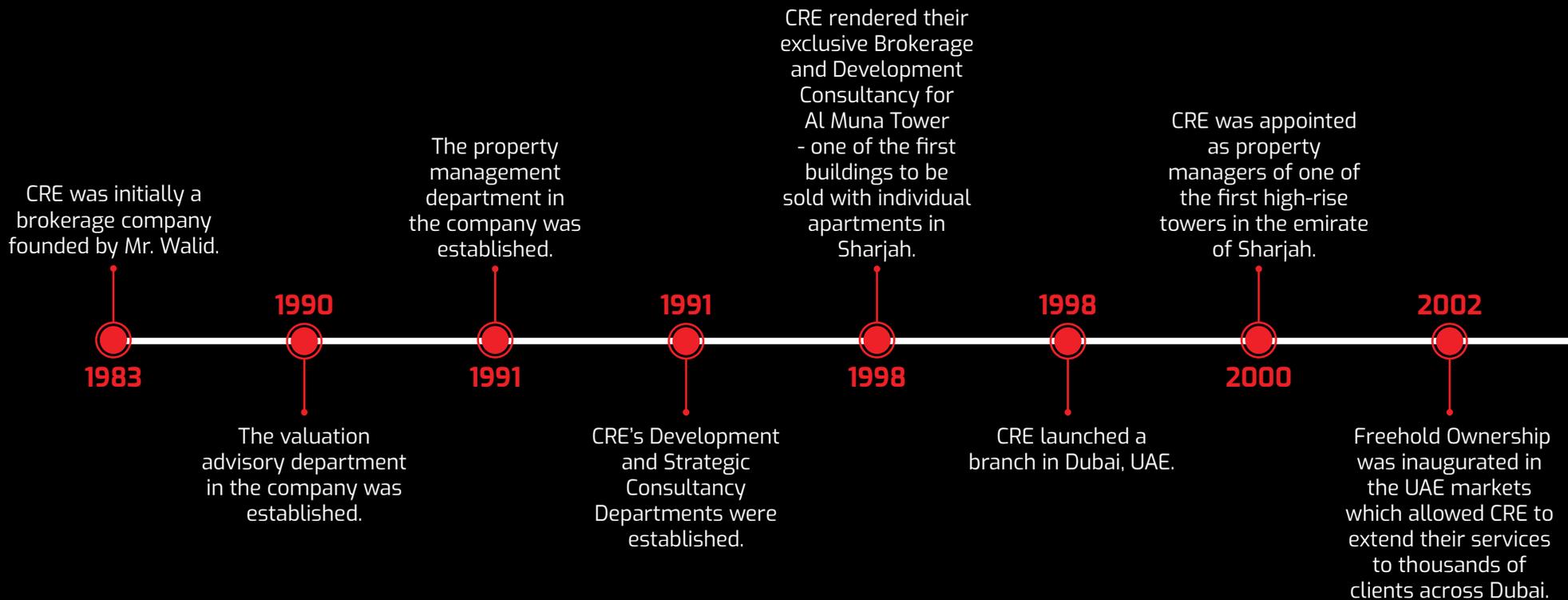
**Mohammed Almollahi** Partner & MD

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# OUR STORY

## A JOURNEY WELL-ACCELERATED





Participation in the first ever Cityscape Global Real Estate Exhibition held in Dubai.

2002

2004

Tailored services as an exclusive brokerage company and development consultancy for IMG Development of City of Arabia.

CRE launched a branch in Abu Dhabi, UAE.

2005

2006

Tailored Services As An Exclusive Brokerage Company With Development Advisors and Property Managers for Al Sajaa Industrial Area by Al Hanou Holding.

CRE started the Owners Association Management department.

2010

2018

Completed RICS regulation for CRE's valuation company.

CRE launched a branch in Fujairah, UAE.

2019

2022

CRE went International with its first office in London, UK.



# CRE's Business at a Glance!



FOUNDED  
IN **1980'S**



**40+** YEARS  
OF EXPERIENCE



OFFICES IN 5  
**EMIRATES**



TEAM: **250+**  
EMPLOYEES



VALUATION REPORTS  
ACCEPTED: **50+** BANKS



**GLOBAL** REACH:  
5+ COUNTRIES



CONSULTANCY PROJECTS  
COMPLETED: **10,000+**



MANAGED PROPERTIES  
REVENUE: **1.2 BILLION**



PROPERTIES VALUED:  
AED **3 TRILLION+**



# Why Continental Real Estate?

Continental Real Estate gathers pride from the numerous well-experience services and deals it offers. Over the decades, we have thrived to excel while keeping our principles intact at every stage.



## Holistic Advices

Providing implementable strategic approaches in the realty services



## Comprehensive Understanding

Helping customers with tailored services as per the needs and requirements.



## Time is money

Delivering all services punctually to our customers.



## Customer Satisfaction

Guaranteeing customer satisfaction with value for money.



## Embrace Changes

Magnifying services based on the ever-changing trends in the real estate market.





# OPTIMIZING THE SPECIALIST SERVICES WITH CORE VALUES

## Core Business Values

Owing to our services we run  
by the following values:



Experience



Integrity



Sustainability



Forward-pacing



# Services

Continental Real Estate offers a multitude of services in the real estate industry including:

 **Continental**  
Property Management

 **Continental**  
Real Estate Valuation

 **Continental**  
Owners Association Management

 **Continental**  
Brokerage & Investment  
Advisory Services

 **Continental**  
Strategic Consultancy





# PRESERVING BENEFITS WITH WELL THOUGHT MANAGEMENT

## Property Management

The privilege of being a landlord comes at the cost of maintaining what you own. CRE team of experts is the answer you are looking for.

Our team ensures a seamless approach for property management in the UAE market that give you the peace of mind you deserve. We offer premium property management services for residential, commercial, industrial, offices, retail, hospitality and health care.



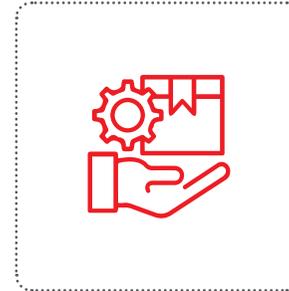
**Our proactive approach and steadfast team members are readily available to understand the property demands and assist with credible options for:**

- Maintaining the property
- Increasing occupancy rate
- Higher rental returns
- Timely payment collections
- Handling legal requisites
- Seamless communications



**Rent Assessment & Review**

An adequate model is applied which includes various factors such as location, property age, units' area and layouts, facilities and amenities, finishes and qualities, neighborhood comparative prices and the supply and demand interest of the property.



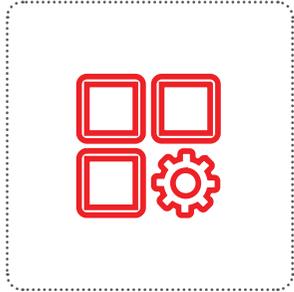
**Facility management**

Tailor made services for running the day-to-day operations as well as ensuring quality standards applied for the increased durability of the buildings or individual property. CRE has been expertly handling and providing outsourced management to help facilitate the living of the residents.



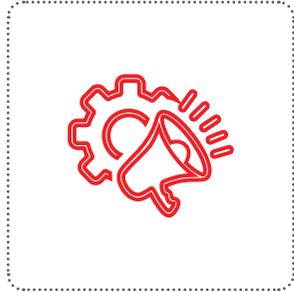
**Legal advisory**

CRE provides excellent advisory and legal consultancy services to any property management concerns and disputes. Our legal team is incredibly qualified and works with the clients towards a proactive and skillful approach.



### Leasing

CRE helps clients with well managed leasing services that provide profitable results to the property owners. Understanding the variety of properties, we create effective options.



### Marketing

To advertise the benefits of property management, our marketing team spear headedly works to reach out to the audience and give them the positive potentials.



### Tenant – landlord relationship

For helpful negotiations and understandings between the tenants and landlords, we provide our valuable customer services to deal with all correspondence matters. Our services represent the communication between the two parties for best results.



### Renewals

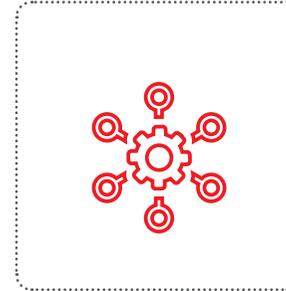
For rental management renewals we have a team of well-versed experts who can guide property owners and tenants. We help them with the needed requirements of renewing the terms and conditions of their property agreements considering the laws and regulations of their emirate.





### Complains

CRE is designated to handle the client concerns and complaints well. We make sure that our team is available 24/7 on their helpline support with Quality Management and Assurance services that highlight our services and the broadly defined customer satisfaction.



### Move-in and Move-out process

To facilitate the moving process, we provide our clients with efficient snagging services that ensures that the space remains according to the terms of the agreement.



### Financial Services

Understanding the accrual basis, VAT Calculation and payments, bank, rental and daily deposits, bank reconciliation and transfer of income to owner 'accounts are all included in the financial reporting services.



# Property Valuation & Advisory

**Valuation and Advisory services are efficient and effective solutions that include a range of holistic ideas with multiple property sectors including sales, leasing, property management, engineering, building maintenance and valuation.**

With our team of professionals who have gained proficient expertise from RICS, PMP, RERA, TEGOVA and other international standard certifications we have elaborate on our area of expertise and devised multiple solutions to cater to property valuation and the advisory sector. We provide comprehensive valuation reports and advisory services for residential and commercial property for a multitude of purposes.



### Loan Security

CRE provide insightful analysis and advisory on loan security. The reports are shared with financial institutions by the client



### Portfolio Review

We provide complete information on the quality, value and condition of the property. We create informative and detailed reports that define the overview of the properties. Based on these we provide recommendations and consultations to our clients.



### Insurance Purposes

We provide a detailed valuation of your properties that are calculated considering all factors of the market. Reports are provided to insurance companies who then sort property insurances.



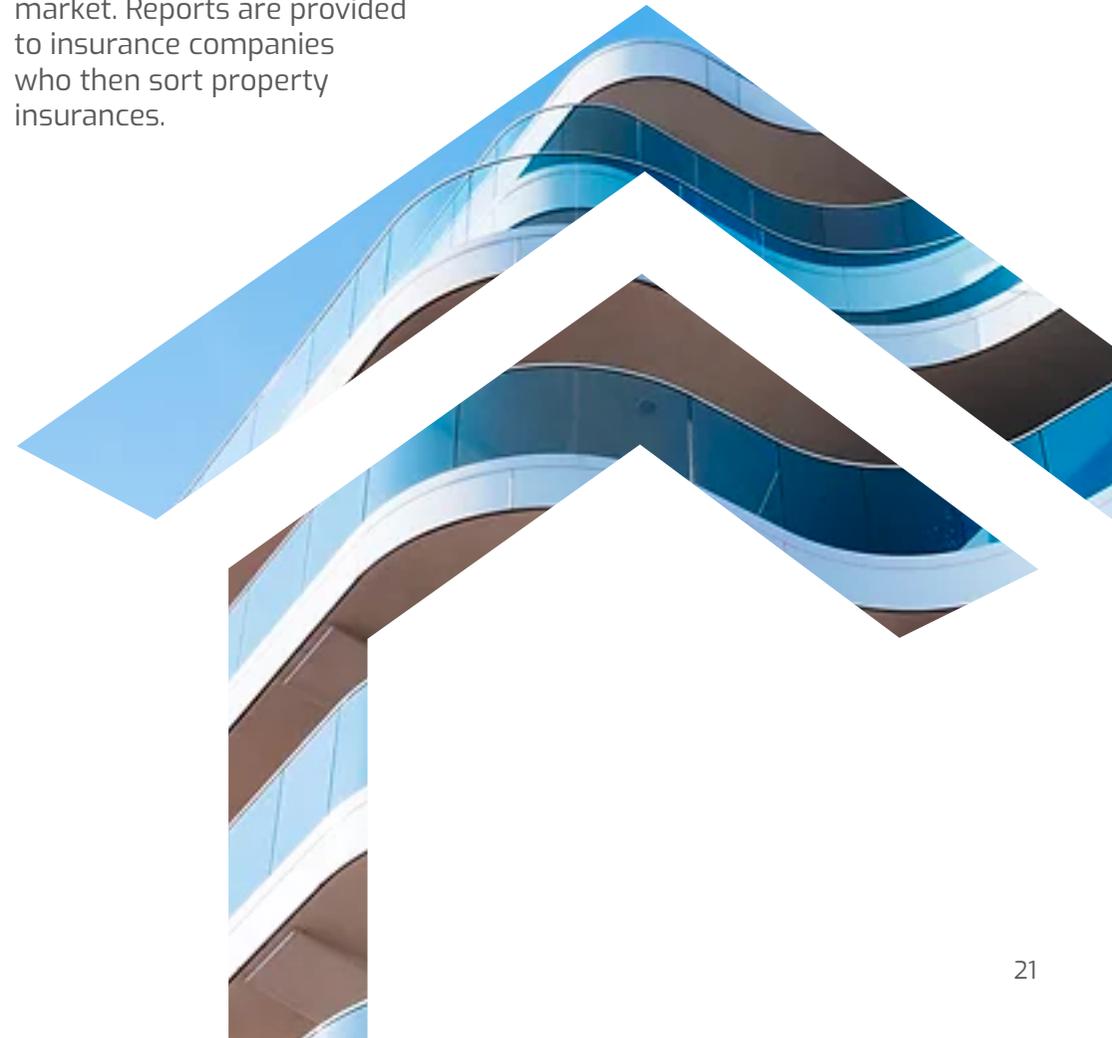
### Litigation

We value properties that are used for litigation services. As experts we are able to properly identify the value of your properties and then help you with our professional expertise.



### Inheritance & Probate

CRE offers a detailed property valuation service including probate that extends to legal professionals for the purpose of inheritance and related agreements.





# Owners Association Management

**Redeeming the integrity, Continental Owners Association also provides real benefits through Owners Association service.**

The idea goes beyond property management and bring CRE as the value management partner where the team is responsible to not only maintain but also improve the asset value for the landlords.

The core idea is to balance the long-term development of a residential block or community building that could generate more profitable approach for our clients. This helps with the overall property value in terms of maintenance, services, accounting functions and cost-effective vendors.



### **Financial Management**

CRE maintains the annual budgeting, collection and accounting for all payments and service charges, HOA recoverable and monitoring cash flows.



### **Administrative Services**

We ensure that we work according to the directives that ensures a seamless administrative processes and communication for the landlords and tenants.

- Maintenance and administration
- Newsletters updates and communications
- Installing an adequate CRM system
- Documentation & records
- Insurance policy and other legal interactions
- Utility management and registrations



### **Facility Management**

We effectively understand the quality and promote management for all services. Aligning and supervising vendors, arranging inspections, and performing maintenance as required. We further include timely PPM services and adopting a rigorous approach to implement building maintenance regulations.



### **Legal Advisory**

Our works also include compiling all the legal registration and licensing documents, appointing lawyers and arbitrators to resolve and negotiate any pending claims. We also enforce OA Constitution and handle all governmental legislations, fees, regulations etc.





# Real Estate Brokerage

**Commercial leasing, property acquisition and marketing are all sub-functions of the Brokerage service at Continental Real Estate.**

This is a combination of our in-depth knowledge, customer-driven services and a passion for understanding the industry and delivering quality commercial brokerage and leasing services. We have a team of experts who are well-versed in understanding the market and adequately negotiate to seal deals successfully.

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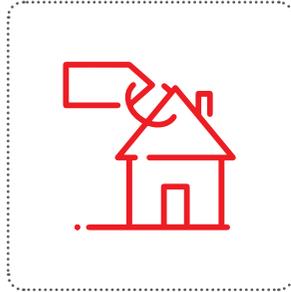
**AIMING TO SUCCESSFUL CLOSINGS**

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### Leasing

For the landlords' advantage, we lease vacant properties. Our aim is high occupancy in a short period of time with the maximum yield. For tenants, we provide them varied options depending on their budgets, locations and requirements. We also cater to other related services including payment terms, lease agreements and attestation services.



### Selling

CRE helps you find the best properties with higher rental returns and profitable gains while keeping your living standards and lifestyle according to the requirements you have opt for.



### Acquisition and Disposition

Providing buying and selling advisory, pre-purchase assessments, recommending selling prices, building hand-over inspection, recommendation services to improve existing properties and increasing their values.



### Marketing

CRE's marketing services include a broad expertise of advertising well known properties that are up for grabs. We make sure that all valuable information is available to our clients by rightly expanding and explaining the details



### Snagging Services

An expert team of certified engineers visit the site to inspect and detect any minor or major defects in the building after the construction work has ended. This helps our clients stay aware in a safer, compatible environment.



# Strategic Consultancy

## Smarter Outputs with well thought out Inputs

Our Strategic Consultancy services include preliminary analysis and in-depth understandings of your property based concerns. With accurate feasibility studies, determining the location analysis and formulating a clear market research we give you precise advices and consultation sessions for your real estate.

Our aim is to enlighten customers and let them take an informed decision based on the valuation and consultancy services we provide. We target securing your finances using optimal standards and generating investment strategies that are adequately salient.



### **Development Consultancy**

Our services enable our clients to adopt a well-structured and researched approach to maximize revenues, while planning for a real estate investment. Further categorization includes Pre-Development Consultancy, Development Mix Review, Master Plan and Architectural Drawings Review and Best Land Use.



### **Project Management & Cost Consultancy**

With our team of expert engineers and certified professionals who are equipped with knowledge and hold multiple years of experience, we provide efficient project management services for our clients. We provide efficient policies to manage your project with adequate costing and budgeting solutions. We have picked out the best property managers who are well equipped with knowledge.



### **Development Mix Review**

We take market requirements, tenants and buyers preferences and needs as well as many other provisions and future considerations that real estate markets require to assess elaborate details on individual unit areas, types and ratios of each, and building features and facilities.



### **Feasibility Studies**

CRE's feasibility studies are aimed to evaluate the vitality and impact of the project. These provide studies based on client projects, in terms of costing, revenues predicted, ROI, equity, projection and SWAT analysis.



### **Highest and Best Use**

Determining the ideal development on a raw plot is a lengthy and crucial process that needs to undergo various stages. It outlines the required sub-development mix and the needed asset classes to each sub-development.



### **Master Plans and Architectural Drawings Reviews**

With a team of architects, urban planners, engineers we lead communities to be developed functionally efficient and financially feasible. These services are conducted at initial planning stages of any community development.



### **Freehold Consultancy**

Our clients can benefit from our expertise and obtain proper consultancy on the available options that suit their budget and needs. We cover all asset classes at various freehold developments that facilitates choosing the best properties at possible prices.



# Serving Our Clients

**Our veteran leaders have seen drastic shifts and dynamic turns in the real estate industry and because of the extensive experience have maintained an honorary position in the industry.**

The company has successfully connected with clients belonging to a number of organizations and various industries that have made them well-versed in the field.



# Major Clients & Partners

## BANKS



## CORPORATE CLIENTS





**LEVEL  
HEADED &  
DRIVEN FOR  
FAST PACED  
RESULTS**

## Team of Experts

**CRE, known for its People. Passion. Property approach, definitely do not leave behind its own team. The CRE members are equally valuable to us and the visionary leaders at CRE ensures that our values are well delivered to each member we work with.**

AT CRE, the team is periodically trained to keep their passion on track for delivering the best customer-centric property services. We follow a public centric module that is grown prosperously due to our focused interest for the real estate industry. We ensure that by adopting a more personalized communication with our team we are concluding a proactive stature.

- Local and International Talent
- Bilingual Team Members
- Qualitative Leaderships
- Independent Services
- Extensive and In-depth Knowledge
- Elaborative Experience



**ANYWHERE  
IN THE  
WORLD  
WE SERVE  
YOU!**

## **Our Borderless Approach**

**Our premium services are available for clients across the border. The diversification of our services has made us a valuable asset into being a part of realty affairs on an international level.**

Continental Real Estate is a valuable part of the market that offers reliable services for the ever-changing situations. While our clients reside peacefully in their own countries, they let us manage and facilitate their properties where we offer compatible and comprehensive responses that are tailored to our customers' needs. The transparent real estate structure has captured the attention of investors and individuals and deemed the market to be an exemplary, high-reaching industry in the current and future times.



Sharjah - Dubai - Abu Dhabi - Ajman - Fujairah - Riyadh - London

**600 55 1681 | [cre-me.com](http://cre-me.com)**