

LAND STERLING



Company Profile

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/landsterling

A photograph of two men in business suits shaking hands, symbolizing a partnership or agreement. The image is overlaid with a semi-transparent blue filter.

About Land Sterling

Land Sterling is a market leader in real estate property advisory. Head-quartered in Dubai and with a presence in the Middle East, North Africa and Europe, we specialise in providing comprehensive services tailored to the needs of our clients – from owners and investors to developers and lenders.

Our expertise encompasses Project Sales & Marketing, Property Valuations, Plant & Machinery Valuations, Project & Building Consultancy, Fit-Out Management, Energy Audits, Investment Advisory, Strategic Consultancy & Market Research, Health & Safety, and Property Management.

Our biggest and strongest asset is our outstanding team of experts and professionals who provide a full range of consultancy services for commercial and residential property, strategic consulting and energy management consultation services.

CELEBRATING
YEARS OF
EXCELLENCE


12



Why We Are Different?

Qualifications and Accreditations

Land Sterling prides its highly trained and experienced pool of talents. We are a registered company with the Royal Institution of Chartered Surveyors (RICS), Taaqem and International Valuation Standards Council (IVSC), endeavouring to follow the latest international standards and best practices in every aspect of our work.




Fully regulated by
RICS
(Royal Institution of Chartered Surveyors)




Recognised by the
TOP 4
auditing firms
in the Middle East



Reports accepted by
30+
major banks
in the GCC



TRUSTED PARTNER
to the region's leading developers



Over
10,000+
valuations done



AED 150 BILLION+
total worth of projects
that we have valued
since our founding



Projects completed in over
12 COUNTRIES
across Europe,
Africa and Asia



Over
100 YEARS
of combined experience
in real estate



202
SOLD OUT



310
LEASING



125
PROJECTS



21
MANAGED



Key Persons



Youcef Betaoui MRICS FRTAQEEM
Chief Executive Officer, Head of Investment Advisory

- BSc (Hons) in Real Estate Management, Nottingham Trent University, UK
- More than 15 years' experience in the real estate field
- Property expert and advisor to several governments and authorities in the GCC
- Real Estate speaker and lecturer – local and international

✉ youcef.b@landsterling.com



Anas Al-Dowayan FRTAQEEM
Executive Partner, Valuer and Fellow Trainer at Taqem

- Certified trainer and associate member of the Saudi Authority for Accredited Valuers.
- More than 12 years of real estate experience.
- He holds all certificates of the Saudi Authority for Accredited Valuers from 101 to 116.
- Investment consultant to major investment funds.

✉ anas.d@landsterling.com



Ali Al Omari
Executive Partner, Project Sales & Marketing

- Extensive experience in the KSA Real Estate Market.
- Over 25 years' experience in commercial and residential investment.
- Leads the Real Estate Marketing team at Land Sterling offices in KSA.

✉ ali.o@landsterling.com



Saied M Balaha
Director-Property Management

- More than 15 years' experience in Real Estate Property & Facility management & Development.
- Extensive experience in the KSA, North America Real Estate Market.
- Worked for the top real estate companies in North America, KSA & Dubai.
- Specialize in property & asset preservation and maximizing investment returns.

✉ saied.b@landsterling.com



Jamal Yassin
Strategic Consultant

- More than 10 years of real estate experience in Saudi Arabia.
- Working on strategic consulting services and highest and best use studies and market research.
- Assist in planning leasing strategies and implementing strategic development solutions.

✉ jamal.y@landsterling.com



Abdulkarem Bawazir
Valuations Manager

- More than 10 years experience in real estate valuations.
- Worked with the top real estate valuation companies in KSA.
- Member of Saudi Authority for Accredited Valuers.
- Real Estate valuation manager in KSA.

✉ abdulkarem.b@landsterling.com



Integrated Real Estate Services

Our real estate services are not a one-off business relationship with individual departments and clients. We have integrated our services so that our clients are served and guided through every turning on the road to development, from market study to project sales and marketing, from investment advisory to property management, taking out the strenuous and time consuming stages in the real estate business.



Investment Advisory



Property Valuations



Strategic Consulting



Project Sales & Marketing



Project Management & Cost Consultancy



Building & Facilities Consultancy



Industrial Consultancy



Property Management

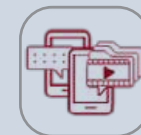
Project Sales & Marketing

Our property marketing team provides a bespoke service to satisfy our client's objectives. This team is experienced in handling all stages of project marketing right from strategic planning stages through to hand over and payment administration all geared to maximizing our clients' financial returns.

Marketing Strategy

With our clear and concise property marketing strategies, we do not limit ourselves to digital marketing. We combine it with all other mediums of communication such as print, TV, radio, toll free calls, face-to-face advertisement and PR for maximum results. Our results-driven strategies ensure your properties are visible to all the right audiences on all the possible channels for 10X premium results.

Our team knows how to whip up graphics, content and related media to generate leads online and offline. From print advertisements to PR and press releases, we do it all. We are your no-fuss marketing team that works even while you sleep.



Digital Marketing



Direct Marketing



On-site Marketing



Digital Interactive Property Journey

We develop exclusive landing pages for every project we handle. Our digital team design and develop 2D and 3D structure mapping of the project. So user can have virtual interaction and make a choice of his own. Each unit in the journey will be integrated directly with Land Sterling CRM System.

Project Sales & Marketing | Portfolio - Residential

Highlights



The Kingdom Gate

Project	The Kingdom Gate
Client	Al Fahd Investment
Category	Residential
Location	Al Khobar
Scope	Project sales & Marketing



Gardenia Jeddah

Project	Gardenia Residence
Client	Al Ahli Capital
Category	Residential
Location	Jeddah
Scope	Project sales & Marketing



DUBAI MARINA

Project	Dubai Marina
Client	Emaar
Category	Residential
Location	Dubai
Scope	Project sales & Marketing



London Homes

Project	Various Apartments in London
Client	Multiple clients
Category	Residential
Location	London
Scope	Project sales & Marketing

Project Sales & Marketing | Portfolio - Commercial/Retail

Highlights



Project	AL MALAZ STRIP MALL
Client	Saudi Investment Company
Category	Retail
Location	Riyadh
Scope	Leasing Management & Marketing



Project	BOULEVARD ONAIZA
Client	Al Fahad Investment
Category	Retail
Location	Riyadh
Scope	Leasing Management & Marketing



Project	Wellness Center
Client	Shababco Engterprises
Category	Retail · Fitness
Location	Riyadh
Scope	Leasing Management & Marketing



Project	HAMRA PLAZA
Client	Unified Centers
Category	Retail
Location	Riyadh
Scope	Leasing Management & Marketing



Project	The Cube
Client	Al Jumaiah Holding
Category	Retail
Location	Al Khobar
Scope	Leasing Management & Marketing



Project	SUPERMARKETS
Client	Union Coop
Category	Retail
Location	UAE
Scope	Leasing Management & Marketing

Property Management

The Land Sterling Property Management division has a combined global experience of over 100 years in Europe, North Africa and the Middle East. We have a strong understanding of local rules and regulations in Saudi Arabia and we understand landlord and tenant requirements.

We see property management as the art of protecting the investment cycle of our client's assets. We ensure that their portfolios perform at maximum capacity.

Property Management Services:



Leasing Management

- Tenant Screening
- Rent Agreement
- Tenant Check-In
- Rent Collection
- Vacancy Management
- Legal Matters
- Expired Leases



FM Supervision

- Facilities Management
- Maintenance Requests
- Vendor Management
- Inspections
- Security Services
- Utilities Payments
- Fit Out Management



MEP Services Supervision

- HVAC Maintenance
- Electrical Services
- Plumbing & Drainage
- Fire Alarm & Fire Fighting
- Water Heaters & Pumps
- Lift Maintenance
- Access Control
- Surveillance Systems



Soft Services Supervision

- Pest Control
- Internal Cleaning
- Security
- Landscaping
- Glass Cleaning
- Swimming Pool Cleaning

Property Management | Portfolio

Highlights



Project	The Cube
Client	Al Jumaiah Holding
Category	Retail
Location	Al Khobar
Scope	Property Management



Project	Al Noor Square
Client	Al Dhowayan Holding
Category	Retail
Location	Dammam
Scope	Property Management



Project	Dubai Silicon Oasis
Client	Dubai Silicon Oasis Authority
Category	Commercial
Location	Dubai
Scope	Property Management



Project	Marina Plaza
Client	Emaar
Category	Commercial
Location	Dubai
Scope	Property Management



Project	Opus
Client	Omniyat
Category	Commercial
Location	Dubai
Scope	Property Management



Project	Business Bay
Client	Multiple Clients
Category	Commercial
Location	Dubai
Scope	Property Management

Investment Advisory

We carry out a holistic approach to investments, providing our clients with safe and secure income generating opportunities backed by the highest standards of market research and knowledge.

Our team of investment advisors work closely with our clients for one purpose only to maximize their return on their investments. We stand with them on all investment stages Due Diligence, Fund Raising, Acquisition, Disposals and Asset Management.

Our Investment Advisory Services

- Real Estate Strategy Development and Review
- Investment Opportunity Identification
- Choosing Prime Locations
- Market Segmentation & Analysis
- Capital Appreciation
- Investment Optimisation
- Market Trends
- Management Solutions
- Diversification
- Sales & Acquisitions
- Portfolio Assessment and Review
- Due Diligence

Land Sterling's Sector Specific Expertise



Healthcare



Education



Residential



Industrial & Logistics



Hospitality



Commercial



Entertainment & Tourism

Investment Advisory | Portfolio

Our Investment Advisory team has worked with **SEDCO Capital**, **Al Rajhi Capital**, **Al Bilad Capital**, **Emirates REIT**, **ENBD REIT**, **GII REIT** and **Al Mal Capital** to source real estate acquisition opportunities. Some of these assets include high-end hotels, grade A office buildings, International schools and theme parks.



Property Valuations

Land Sterling is a RICS regulated real estate firm. We have a team of RICS and Taqueem certified chartered surveyors who are highly competent in providing you with fair and accurate valuations across all real estate sectors throughout the MENA region.

Our qualified property experts provide accurate and high quality property valuations for a wide range of purposes. Our clients benefit from real estate valuations that are integrated from a cross-section of practice and industry experts across the firm, enabling us to offer interdisciplinary solutions for complex business needs.

Our qualified and trained valuers provide a fast and efficient real estate valuation service using in-house software and web-based technology allowing us to be one of the few property valuation companies in Saudi Arabia that can provide a fast and accurate analysis.

As one of the leading property valuation companies in Saudi Arabia, we ensure that all our reports are prepared in accordance with the standards of:

The Saudi Authority for Accredited Valuers (TAQEEM)

The Royal Institution of Chartered Surveyors (RICS).

The International Valuation Standards Council. (IVSC)



Property Valuations | Portfolio

Highlights



Aram Residential Compound

Project	Aram Residential Compound
Client	Ahmed Bin Sajdi Al Atawi
Category	Residential
Location	Jeddah
Scope	Property Valuation



Project	Hotel
Client	
Category	Hospitality
Location	Jeddah
Scope	Property Valuation



Project	Logistics Warehouse
Client	Agility
Category	Logistics
Location	Riyadh
Scope	Evaluation Review



Project	Pavilion Al Khobar
Client	Al Rowad Real Estate Company
Category	Commercial
Location	Al Khobar
Scope	Property Valuation



Project	Fouad Tower
Client	Abdullah Fouad Group
Category	Commercial
Location	Dammam
Scope	Property Valuation



Project	Olaya One
Client	Gaman Al Theqa
Category	Hospitality
Location	Al Khobar
Scope	Property Valuation



Industrial Consultancy

We specialize in plant and machinery valuations for different operations and have established a reputation for being one of the leading machinery and business asset valuation firms in the GCC region. Our valuers have in-depth expertise on determining value of sophisticated equipment and machinery across all establishments.

Our Plant and Machinery team provides well-defined Valuation/ Cost Management and Solutions services through:

Competence

Our team have the specialist and technical knowledge of all asset types across the industrial sectors in order to provide an accurate services.

Experience

Our team has the combined technical and practical industrial experience across all industry sectors to undertake a reliable and accurate services.

Excellence

Land Sterling Plant and Machinery Services Division endeavours through professional and in-house training to deliver an excellent, accurate and accountable advice to our clients.

We also have in-depth knowledge and expertise in the following services:

- **Plant and Machinery Valuations**
- **Asset Register Reconciliation Exercise**
- **Utility Cost Efficiency**
- **Asset Verification Exercise**
- **Asset Coding and Tagging Exercise**
- **Asset Acquisition & Disposal Services**
- **Asset Register Compilation and Creation Exercise**
- **Improve work process to reduce the cost and maximize net profit**
- **Industrial Project Advisory**



BMDS BAHRAIN MAINTENANCE AND DIVING SERVICES W.L.L.



Polo RAK
Amusements



Sharafco
GROUP OF COMPANIES



KNAUF INSULATION

Project	Entire Portfolio
Client	Bahrain Maintenance And Diving Services
Category	Oil & Petroleum
Location	Bahrain
Scope	Plant & Machinery Valuation of Entire Portfolio

Project	Iceland Water Park
Client	Polo RAK Amusements
Category	Recreation / Tourism
Location	Ras Al Khaima
Scope	Valuation of Machinery

Project	Production of Automotive Lubricants
Client	Sharafco Group of Companies
Category	Industrial
Location	UAE
Scope	Valuation of Automobile Lubricants Production.

Project	Insulation Plant
Client	Knauf Insulation
Category	Industrial
Location	UAE
Scope	Valuation of Insulation Production

Project Management & Cost Consultancy

Our overriding objective is turning our clients aspirations into reality and our holistic approach and bespoke range of services encompass the entire project life-cycle. We can support projects through business case preparation, stakeholder management, assembling professional teams, planning and coordination through to scheduling, cost control, design, construction through to testing, commissioning and operation.

Occupiers hire our services. Including program investors, as well as real estate organizations. We are dedicated to serving our clients responsibly. We also ensure that all project objectives are achieved. This we do by providing stepwise solutions to project problems. A few of these services are:



Project Management



Design Management



Construction Management



Services & Sustainability



Commercial Services



Fit-Out Management

Exceptional Projects for Exceptional Clients!

■ OPTIMISING YOUR ASSET

Coordinating client priorities to balance time, cost, and quality objectives

■ OPERATOR'S PERSPECTIVE

Positioned to embrace the needs and requirements of the owner / operator

■ EXPERIENCED CHARTERED PROFESSIONALS

Skilled and experienced team with international standard principles

■ FULL TEAM INTEGRATION

Streamlined resource with multi-skilled & cross-functional team

■ PROCEDURAL DISCIPLINE

Rigorously enforced ISO & CIOB-accredited project controls





Project	Commercial Building
Client	KAFD
Category	Commercial
Location	Riyadh
Scope	Dilapidation / Condition Survey of Parcels 1.08 & 2.07, Riyadh, KSA 2019



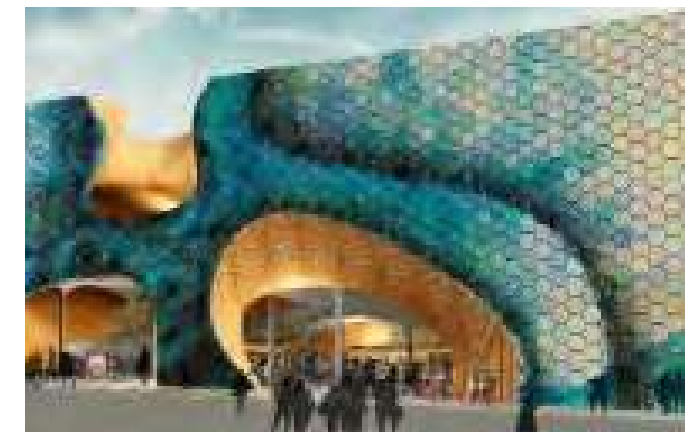
Project	Rebel Gyms, Riyadh KSA
Client	Pulse Fitness
Category	Health & Fitness
Location	Riyadh
Scope	Project Management, 2020



Project	Modular Prototype School Design
Client	Confidential
Category	Educational
Location	Dubai
Scope	Reduced construction program by 25%



Project	Arabic Centre
Client	Confidential
Category	Cultural
Location	Dubai
Scope	Capex costs reduced by AED 37,000,000



Project	Expo 2020 Pavilion
Client	Emaar
Category	Entertainment
Location	Dubai
Scope	Accurate Cost Forecasting

Building & Facilities Consultancy

Our team of highly trained and experienced property development consultants operates in line with internationally recognized standards for assessing properties. This ensures our clients are able to benefit from best industry practices in evaluating, valuing and investing in properties.

Our Building Technical Consultancy team is composed of highly experienced and qualified Chartered Building Surveyors, Project Managers, Quantity Surveyors, Estimators, Design Managers, MEP Inspectors and Reserve Fund Specialists. Our real estate consultants are here to ensure that our clients receive a comprehensive and in-depth service that will allow for sound decision-making.



**Building Technical
Consultancy Services**



**Asset Performance &
Facilities Management**



**Snagging & Handover
Management Services**



**Real Estate
Services**

Our Professional Experience

In 2015, our property development consultants surveyed the tallest tower in the world – Burj Khalifa (Dubai), along with two other towers which are in the top 10 tallest buildings in the world. Land Sterling has also surveyed over 200 Towers and Communities in 2015 alone.

Our property development consultants did Civil / MEP Dilapidation Survey and Civil / MEP Bill Of Quantities Generation for King Abdullah Financial City in Riyadh, did Project Management & Supervision Services for 1Rebel gym and Risk Assessment service for Saudi Research & Publishing Co. (SRPC) Riyadh. These projects exposed Land Sterling to the KSA market and at the same time solidified our title as the leading Building Surveying services company in the region.



Building & Facilities Consultancy | Portfolio

Highlights



Project	The King Abdulaziz Center for World Culture
Client	KHIDMAH
Category	Education
Location	Dhahran
Scope	Life Cycle Analysis - The King Abdulaziz Center for World Culture, KSA 2018



Project	Saudi Research & Publishing Co. (SRPC) Riyadh
Client	Saudi Research & Publishing Co. (SRPC)
Category	Media
Location	Riyadh
Scope	Risk Assessment



Project	Residential Villa
Client	Confidential
Category	Residential
Location	Dubai
Scope	Energy Saving



Project	Aldar
Client	Aldar Properties PJSC
Category	Commercial
Location	Abu Dhabi
Scope	Condition Surveys, Life Cycle Cost Analysis



Project	Jumeira Park
Client	Nakheel
Category	Residential
Location	Dubai
Scope	Condition Surveys



Project	10 Developments
Client	Emaar
Category	Mixed
Location	UAE
Scope	Reserve Fund Studies

Strategic Consultancy & Market Research



Land Sterling provides advisory services for all types of property development projects across the Middle East and North Africa. A seasoned strategic consulting team with the capabilities of providing sound construction, financial, planning and development advice play an integral part in the delivery of the professional services.

We provide a range of studies at different stages of the development cycles of Development, Investment and Strategy

Development Stage Services

- Feasibility Studies
- Investor/Operator Search & Selection
- Highest & Best Use Analysis
- Land Acquisition
- Finance Arrangements
- Development Strategy
- Government Approvals
- Market Analysis
- Master Planning
- Planning
- Benchmarking Analysis

Investment Stage Services

- Acquisitions & Disposals
- Due Diligence
- Investment Analysis
- Building Condition Surveys
- Finance Arrangements
- Investment Valuations
- Opportunity Comparison
- Location Analysis

Strategy Stage Services

- Real Estate Strategic Planning
- Business Strategy
- Improve Performance
- Risk Verification
- Cost Reduction
- Organisational Structuring
- Lease Advisory



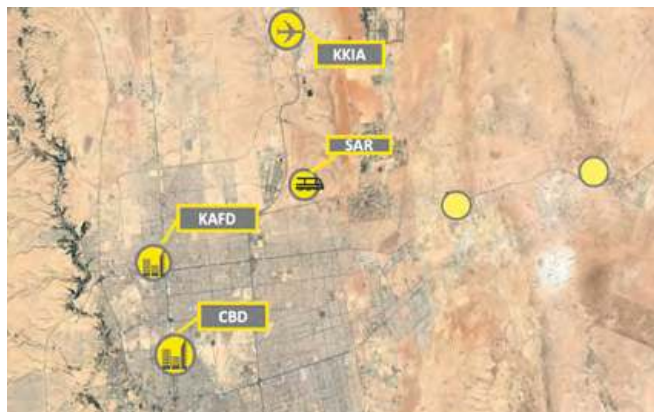
Project	Nobu Hotel
Client	Najmatik For Development and Investment
Category	Hospitality
Location	Riyadh
Scope	Market and Financial Feasibility



Project	Damman Road Lands (2 lands with total area of 600,000m²)
Client	Al Fahd Investment
Category	Commercial
Location	Riyadh
Scope	Full Feasibility Study



Project	Tanomah Hills
Client	Construction Products Holding Company
Category	Hospitality / Tourism
Location	Tanomah - KSA
Scope	Highest & Best Use Study



Project	Damman Road Lands (Lands from 500,000 to 2,000,000 m²)
Client	Various Clients
Category	Commercial
Location	Riyadh
Scope	Feasibility Studies & HBU Studies



Project	High-end villas project
Client	Confidential
Category	Residential
Location	Dammam, Saudi Arabia
Scope	Market financial feasibility study



Project	Strip Mall Project
Client	Confidential
Category	Retail
Location	Dammam, Saudi Arabia
Scope	Market research and leasing strategy study

LAND STERLING



Investment Advisory



Property Valuations



Strategic Consulting



Project Sales & Marketing



Project Management & Cost Consultancy



Building & Facilities Consultancy



Industrial Consultancy



Property Management

KSA

Riyadh

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