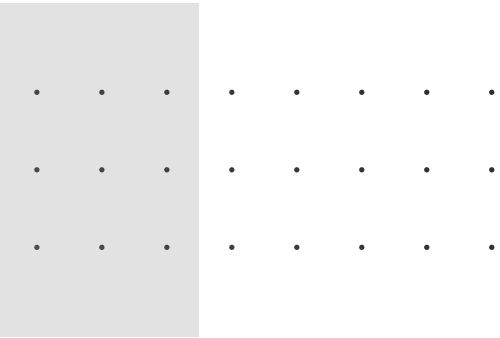
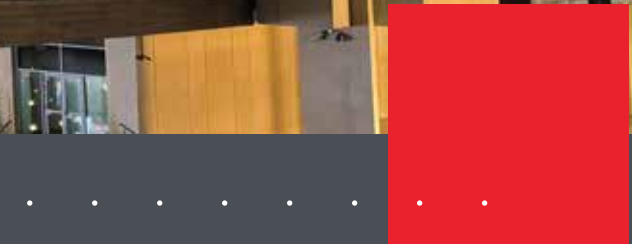




VALUES. TECH. RESULTS.

Better in every way.



Head Office
Bay Square - Building 1
Office 801 & 802, Business Bay
Burj Khalifa District

P.O. Box 215088, Dubai, UAE
ORN: 1858
Tel: 800-326-800
Email: info@famproperties.com



A Member of the fām Group

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OUR STORY & VISION

Founded in 2009 by Firas Al Msaddi, fām Properties has grown from a startup during the global financial crisis into one of Dubai's largest and most technologically advanced real estate brokerages. Over 16 years, the company has expanded its footprint to span 20 branches across the UAE, growing into one of Dubai's most expansive and digitally driven real estate ecosystems.

Today fām Properties employs a team of approximately 700 real estate professionals.

The firm's leadership, helmed by CEO Firas Al Msaddi and COO Fateh Al Msaddi, emphasizes integrity, client-centric service, and innovation. This approach has enabled fām to develop a holistic real estate ecosystem offering services in property sales, leasing, property management, development advisory, interiors, media, and more. By cultivating in-house expertise across these verticals, fām Properties delivers end-to-end solutions for investors and homebuyers while upholding uncompromising professionalism and ethics.

Our systems are designed to move as fast as Dubai does. Client portals with real-time updates, our own proprietary, oracle-based CRM system, and public-access market intelligence tools like DXB Interact are just a few examples of how we simplify complexity and bring transparency to the table.



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At the heart of our operations is a fully integrated 360° real estate ecosystem. Every service, from sales, leasing, and property management to mortgage advisory, development consultancy, interiors, holiday homes, and data science, is integrated.

Internally, the company runs a Real Estate Training Academy and regular “fäm Talks” seminars to ensure its own teams remain at the cutting edge of market knowledge and compliance. Externally, fäm collaborates with the Dubai Government (including DLD and RERA) by sharing market research and feedback to inform policy and regulatory improvements.

We are proudly customer-centric. Through a long-standing strategic partnership with the Dubai Land Department and collaboration with key government entities, we’ve developed public-access data platforms and market intelligence tools that enhance transparency and empower all stakeholders in the real estate ecosystem. Our leadership team brings combined local and global experience, and their vision has shaped a purpose-driven culture grounded in integrity, innovation, and excellence. As a result, fäm Properties has become not only a market leader with multi-billion-dirham annual revenues but also a trusted name in real estate.

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WHAT DEFINES US

1. Trust and Transparency

Clear information about the market and process is what helps people make good decisions. It's not always obvious, but when clients can see current property availability, pricing trends, and how things are moving, it makes a big difference. The goal is to reduce confusion and build trust naturally so every investor knows where they stand at each step. Transparency is at the very foundation of the real estate process. It goes beyond individual transactions to include clear, accessible insights into the broader market, including property availability, pricing trends, and regulatory updates. This openness empowers clients to make informed decisions and sets realistic expectations from the start.

With transparency as a root principle, everyone involved, including buyers, sellers, tenants, and landlords, has visibility into where things stand and how the market is evolving. fām Properties works to reduce uncertainty and cut through the fog around investing, especially in a market that's always changing, to build trust and create a smoother experience throughout the entire real estate journey.

700+

Agents

16 Years

of Experience

20+ Offices

Across Dubai

4.9 
13,000+ Reviews
★★★★★



2. Interconnected Real Estate Ecosystem

An interconnected internal system powers the entire real estate journey. With a fully integrated CRM, client management, operations, and support teams and connect through one continuous flow.

Clients move through the process smoothly within one continuous system from identity checks to document handling and service activations. Agents have immediate access to the most up-to-date client information related to their ongoing process, like recent interactions, submitted documents, and progress status, so they can respond quickly, guide clients through each step, and resolve issues without delay.

It's a system built for speed, clarity, and flow, removing friction and keeping everything and everyone in sync.

3. Technological Advancements

Innovation means continually pushing boundaries through PropTech and digital platforms. To make real estate simpler, faster, and more transparent. Every tool is built with a purpose: to remove friction, speed up transactions, and support smarter decisions.

DXB Interact is a clear example of that approach, pulling live market data into one accessible platform to give clients and agents a better view of price trends, area performance, and real-time activity. It's about giving people the clarity they need to move with confidence in a fast-changing market.

4. Dubai's Largest Real Estate Brokerage

Distributed into different branches across prime locations of Dubai, we have built a strong local presence that allows us to stay close to the communities we serve. This distribution not only improves accessibility for our clients but also gives our teams on-the-ground knowledge to guide better decisions. Our scale supports a more personal, informed, and responsive real estate experience, whether buying, selling, investing, or renting.

-
-
-



OUR OFFICE FOOTPRINT

2008

- Bay Square – Building 13, Office 304

2014

- Dubai Marina Office

2015

- Mudon Community Office

2019

- Palm Jumeirah Office

2021

- Villanova Sales Office
- Dubai Harbour Office
- Bay Square – Building 13, Office 206
- Jumeirah Park Club Office
- Al Furjan Office
- City Walk Office

2022

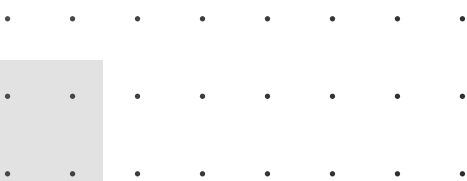
- Bay Square – Building 10
- fäm Living, Office 304

2023

- Dubai Creek Harbour Office
- Dubai Hills Office
- Meydan Office
- Dubai South Office
- Motor City Office

2024

- Bay Square – Building 10
- Downtown Office 401
- Jumeirah Village Circle (JVC) Office
- Building 1 Office - Master Agency
- Bay Square, Building 13, Office 706 Nordic by fäm





"Stop saying that you can do better.
Start actioning and delivering instead."

Practice is the best source
of knowledge and experience."

Downtown Dubai (Apartments) sales
performance summary.

2,236,000

1,150

OUR WORK ENVIRONMENT





12 MONTHS. 1 VISION.

Game Changers Summit Series

Game Changers 1

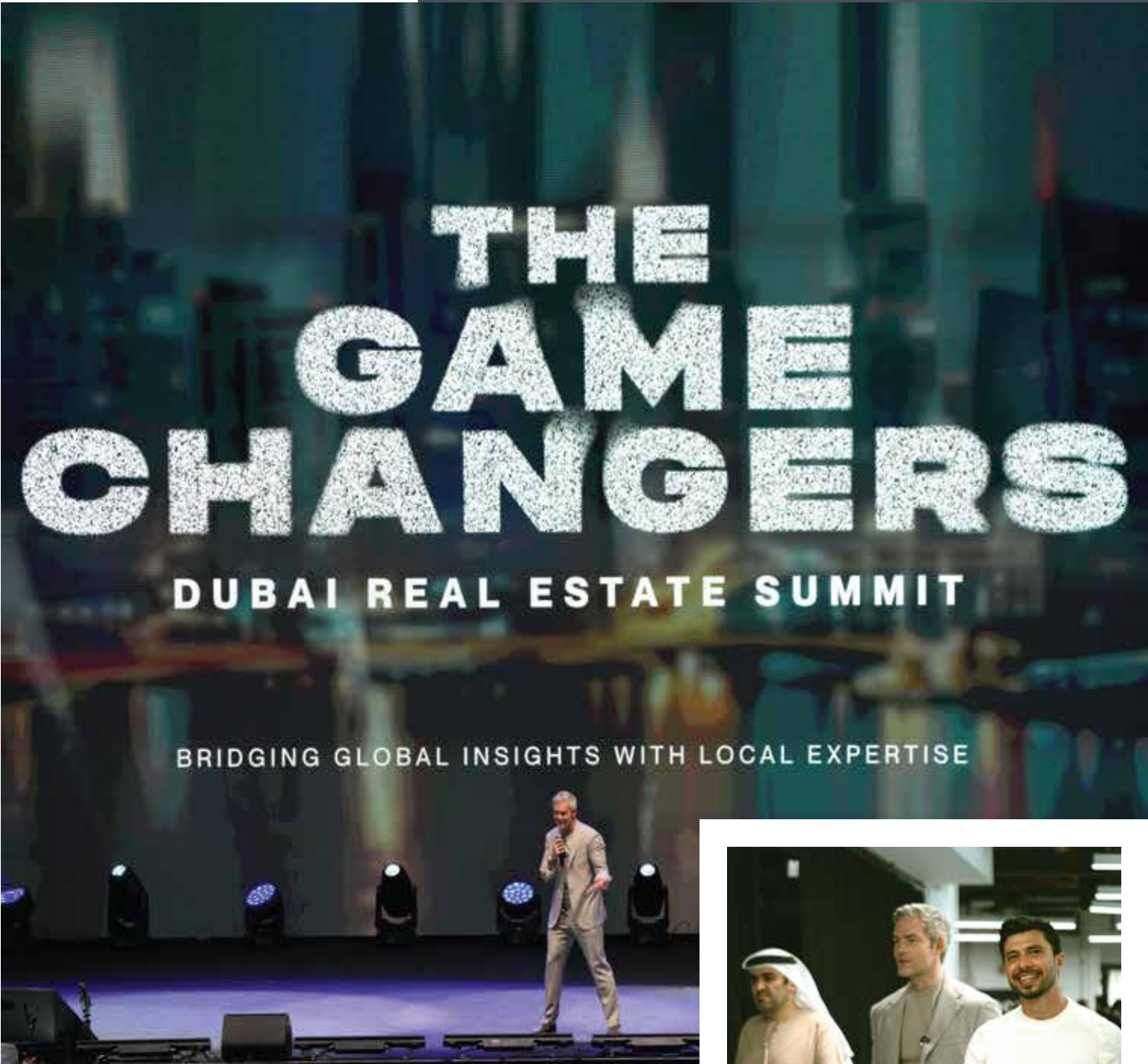
A hallmark event led by the company is “The Game Changers” Real Estate Summit, a first-of-its-kind forum for knowledge sharing and innovation in the region. In October 2024, fäm Properties organized the inaugural Game Changers Summit at Dubai’s Coca-Cola Arena, featuring celebrity real estate mogul Ryan Serhant (of Million Dollar Listing fame) alongside fäm’s CEO Firas Al Msaddi as keynote speakers. This seven-hour conference, attended by thousands of agents and industry stakeholders, offered insights into succeeding in Dubai’s competitive property market. Sessions covered strategies for marketing mega-developments, breaking into the ultra-luxury segment, and leveraging data-driven tools (like DXB Interact) to stay ahead of trends. The summit’s success firmly positioned fäm Properties as a catalyst for professional development in real estate.

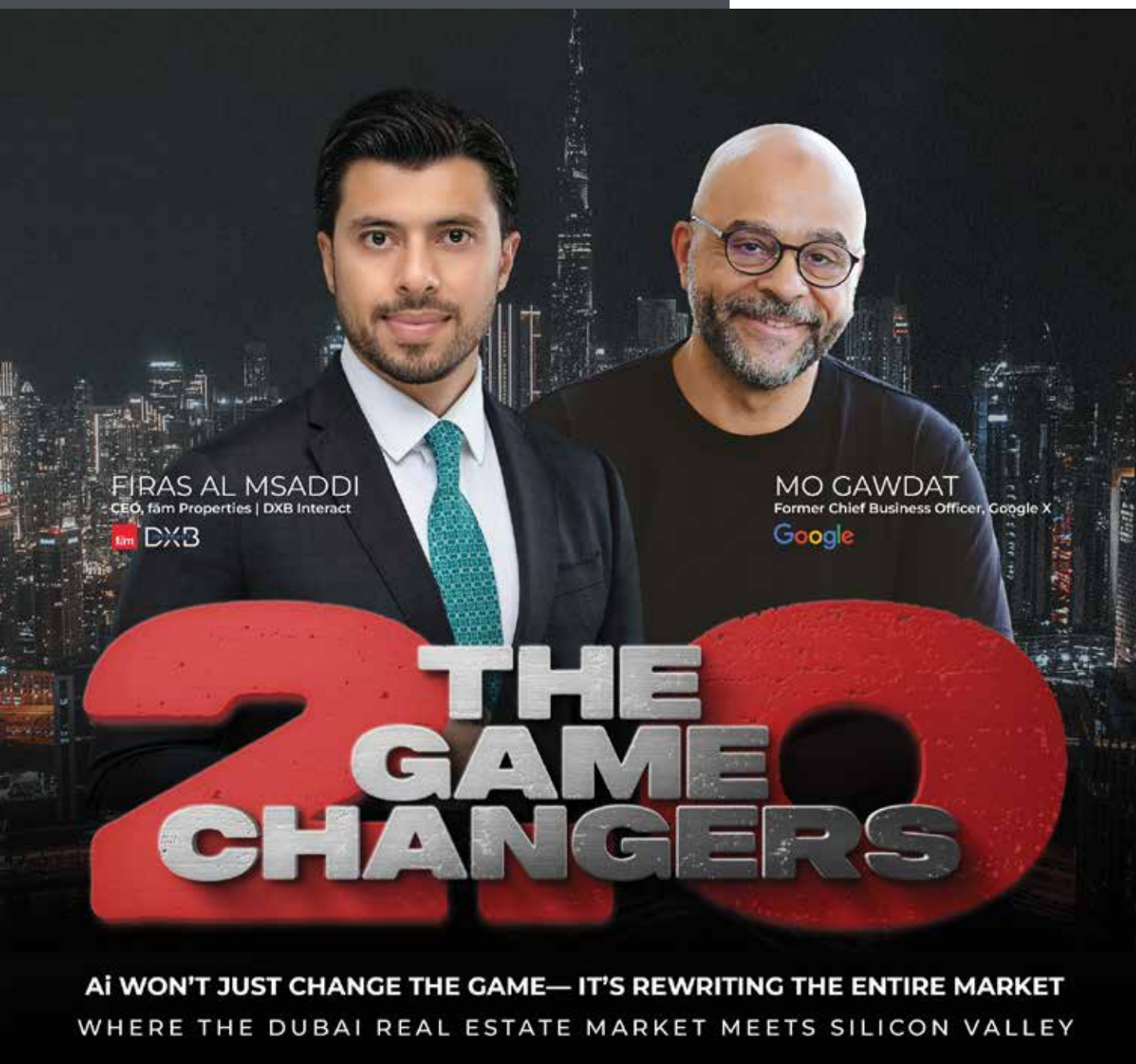
“This was not just an event. It marked a shift in how Dubai’s real estate professionals approach growth and trust.”

— Firas Al Msaddi, CEO

Building on that momentum, fäm has continued the Game Changers initiative as an annual knowledge summit, each time bringing together global experts to inspire and educate.

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Game Changers 2

The 2025 Real Estate Summit, Game Changers 2.0 brought together Mo Gawdat, former Chief Business Officer at Google X, and Firas Al Msaddi on stage to bridge the gap between real estate and emerging technology. Together, they introduced how AI can be used as an edge in the real estate market to predict trends, close smarter, and personalize the client experience.

Throughout the summit, attendees saw live demonstrations of how AI can be applied in pricing strategy, lead generation, and understanding client behavior. Real-world examples made it clear that AI is already transforming how properties are marketed and how transactions unfold.

"It's no longer just about closing deals. It's about enabling smarter, AI-backed decisions at every step."

— Game Changers 2.0 Manifesto



RECOGNITIONS & AWARDS



Real Estate Agency of The Year

2024



Agency of the Year (Enterprise)
1st Place

2024



Agency of the Month

2025



IPS Awards

Recognized by the Dubai Land Department for
leadership in real estate advertising & compliance

2025



Top Quarterly Award &
Top 20 Certificate of Appreciation

2025



Quarter 1 Brokers Award
(Top Agency)

2025



1st Place in Sales
& Performance

2025

On a developer level, fām Properties has been repeatedly honored by leading property developers and government entities.

In 2024, fām received 1st Place as Aldar Properties' Top Performing Agency (Dubai category) at the Aldar Honors Awards, recognizing fām's dominance in selling Aldar's Abu Dhabi developments to Dubai investors. This award highlighted fām's reach beyond Dubai and its ability to drive sales for major developers in the UAE.

fām has been acknowledged as a top broker by Emaar and Meraas, earning the Top Quarterly Award and consistently ranking among the highest-performing agencies for off-plan sales with Meraas and Dubai Holding's Dubai Properties Group.



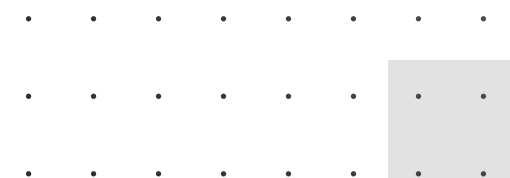


fäm INTERIORS

DEVELOPMENT SUCCESS

This event marked the successful development, design, and sale of four luxury villas within the past year, delivered by Nordic by fäm (fäm Interiors).

It showcased the capabilities of our in-house teams in design, execution, and development management under a newly formed vertical, emphasizing the brand's evolution into turnkey, end-to-end property solutions.



MASTER AGENCY PROJECT LAUNCH

An exclusive project launch led by fäm Master Agency, highlighting our role as the sole representative of the developer.

This event demonstrated our full-scope involvement in managing the project from A to Z, including sales strategy, legal compliance, financial structuring, and operational execution. It reflects our strength in bringing projects to market with precision, speed, and market credibility.



• • • • •
• • • • •
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DXB INTERACT

REAL ESTATE MARKET INTEL

Founded by fām Properties' leadership, DXB Interact was developed as an in-house PropTech solution to address a key gap in the Dubai real estate landscape: real-time transparency. What began as a tool for internal use has since evolved into one of the UAE's most widely used real estate data platforms.

Powered directly by data from the Dubai Land Department, DXB Interact provides up-to-the-minute market insights, helping buyers, sellers, and investors make more informed decisions. It gives clients a clear picture of how their property compares across different areas, and helps buyers evaluate opportunities with full transparency. For agents, DXB Interact is equally powerful, offering deeper insights into area performance, project-specific trends, and a transparent view of the current real estate market in Dubai.

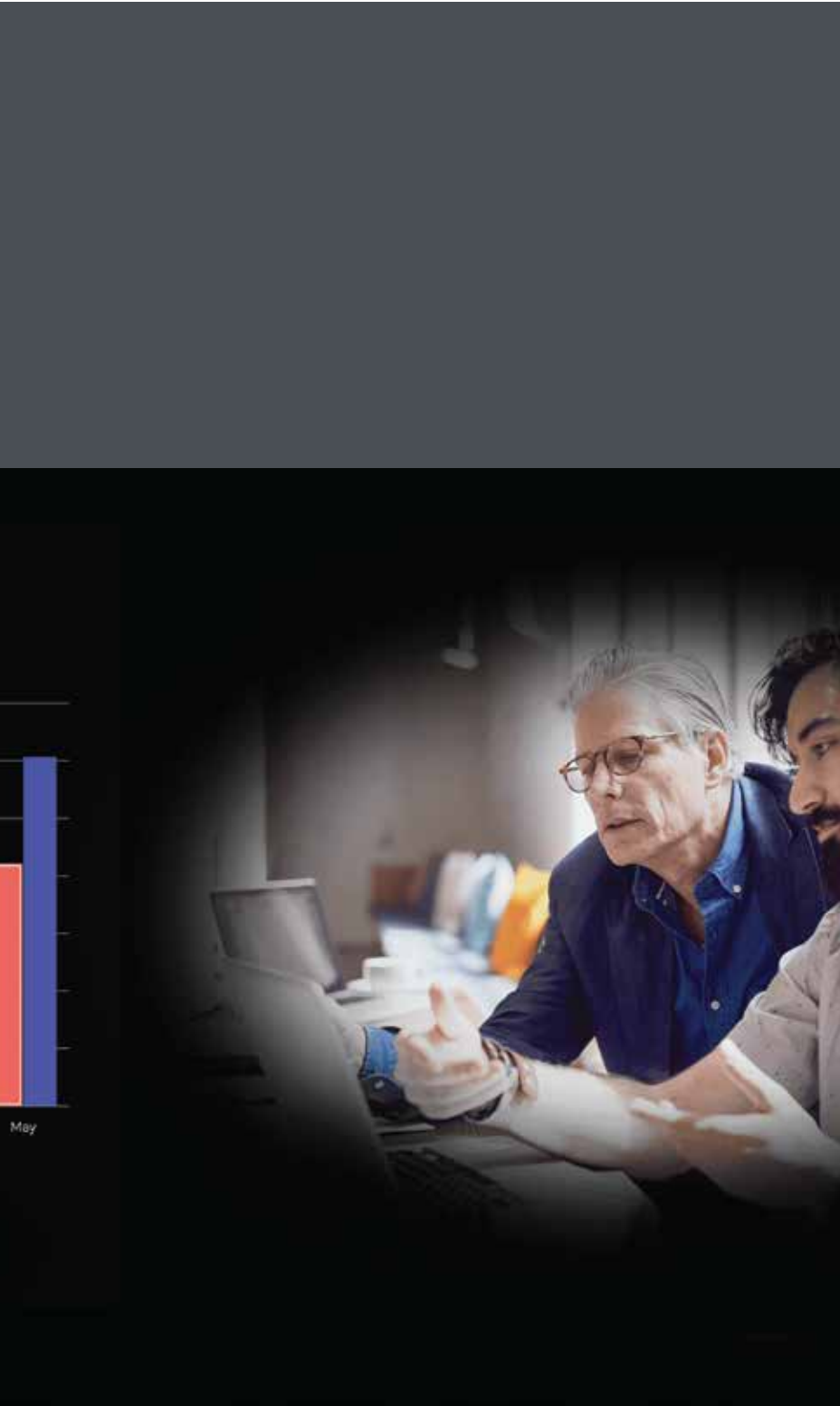
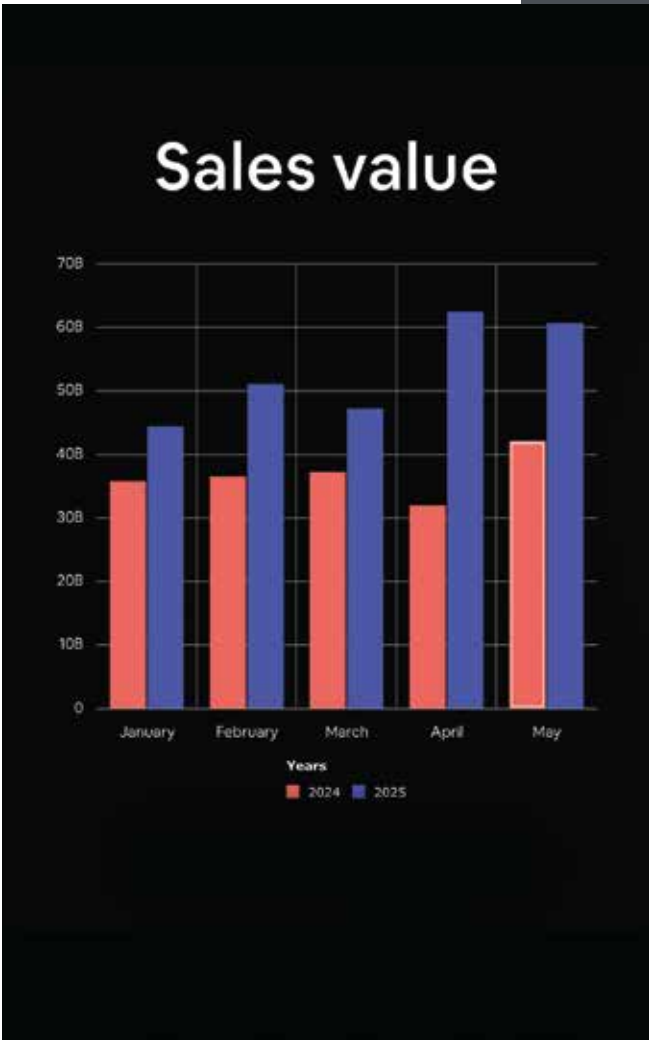


FEATURE UPGRADES OVER THE PAST 12 MONTHS

Over the last year, DXB Interact has pushed the boundaries of real estate transparency in Dubai. With user growth surpassing 300,000, the platform introduced several new features designed to make both agents and clients sharper, faster, and more informed.

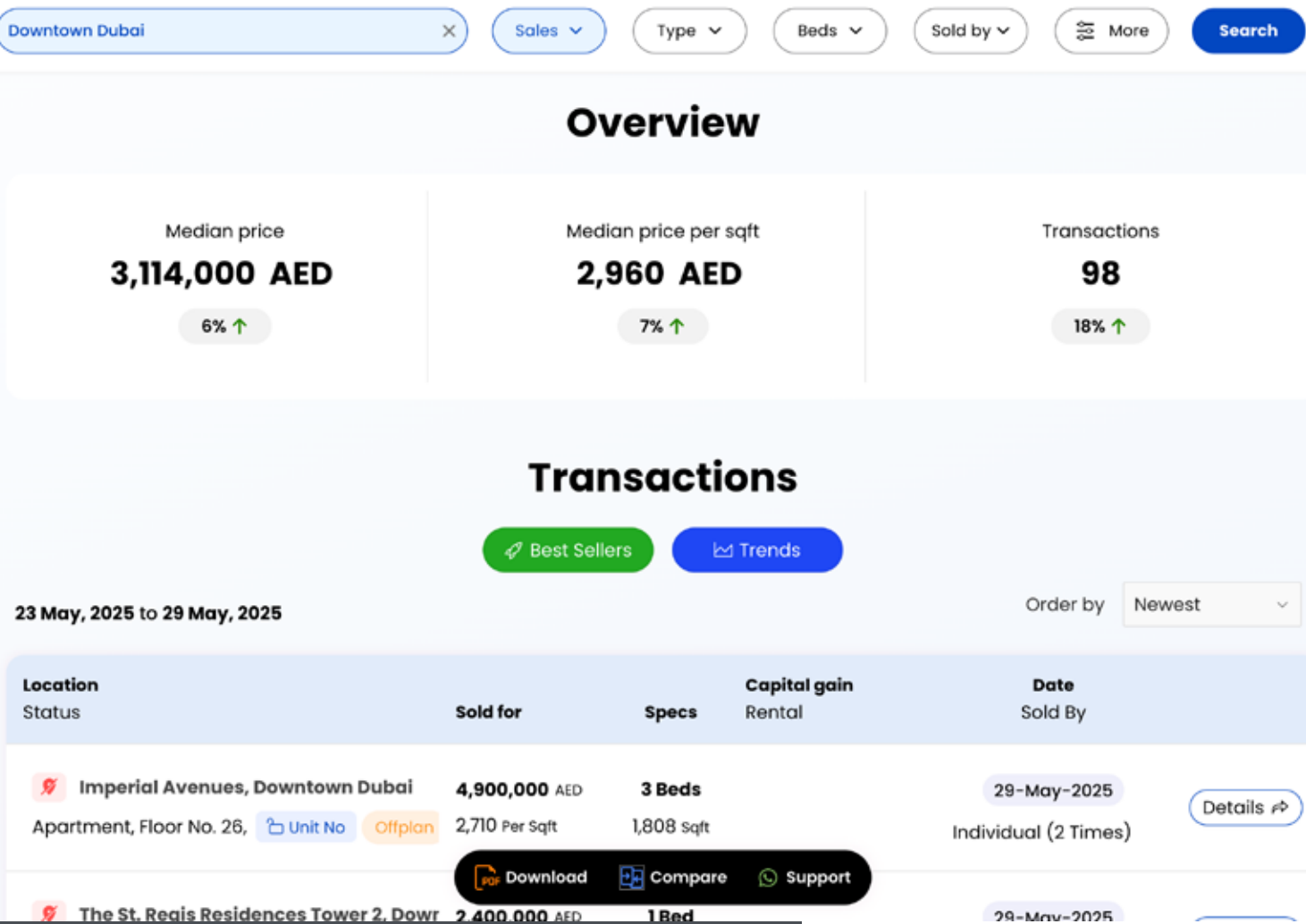
Among the major upgrades is a fully interactive investment map that now offers a city-wide visual of pricing trends, sales volumes, and year-on-year performance, down to individual communities like Business Bay, allowing users to instantly compare average property prices, price per square foot, and transaction activity with real-time clarity.

For agents, the platform now allows verified deal-claiming, helping them showcase their activity and deals directly on the website. Unit numbers are now displayed, giving agents and clients deeper clarity into specific transactions. Top-performing projects by sales volume and value are also ranked per area, guiding both agents in where to focus and clients in where to buy or sell.



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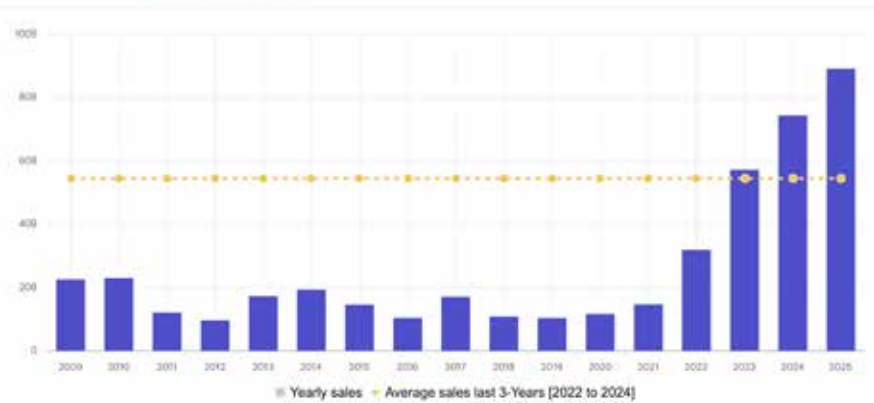
Transparency has been improved further by displaying developer names on every transaction, while reporting tools now include options to exclude outlier developers when necessary, especially useful when high-priced projects distort market averages. A new layer of mortgage data, including loan-to-value ratios, has also been added, providing insight into buyer financing trends.



Property price change in all areas



Sales value in all areas



• • • • • • • •

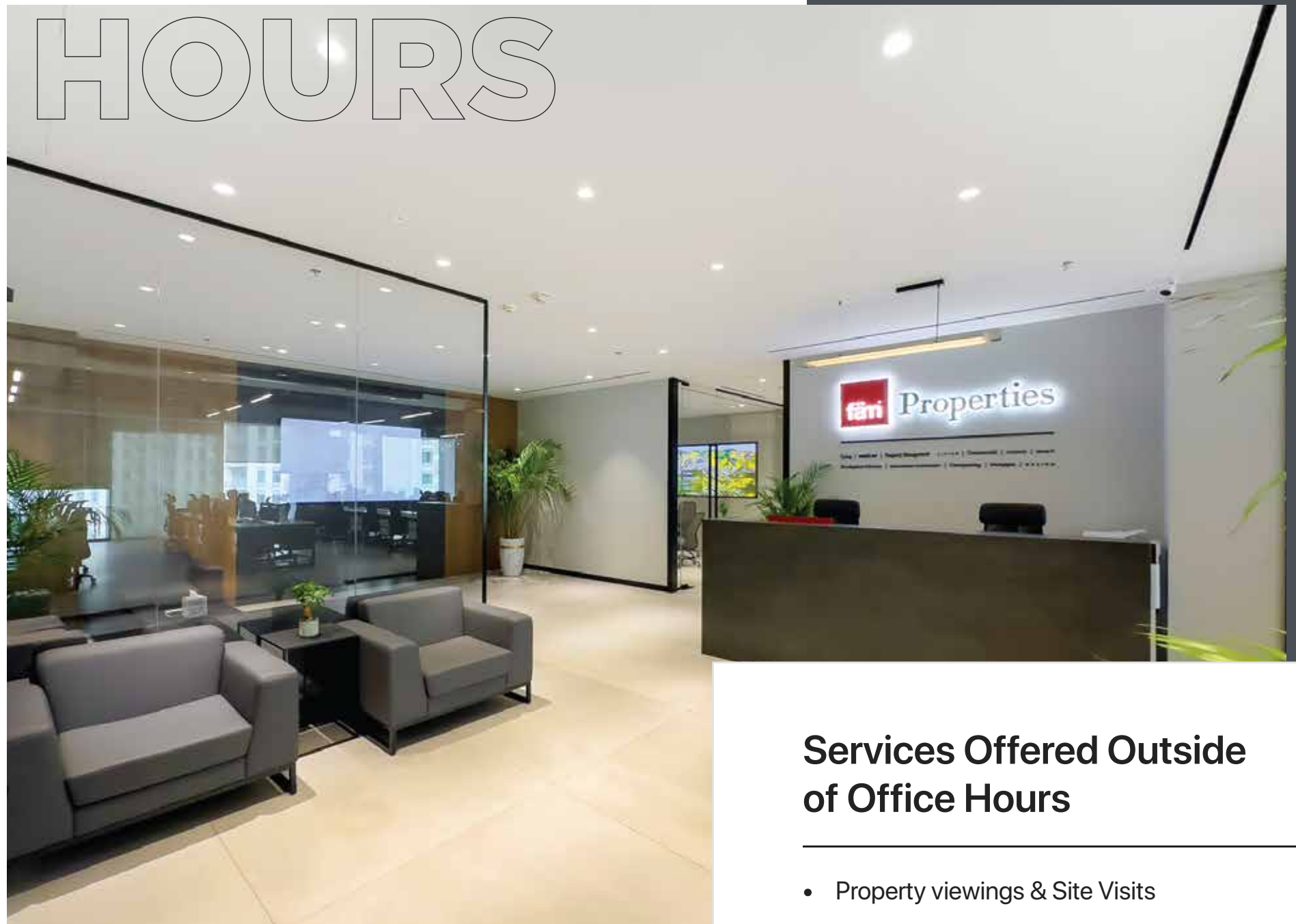
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WEEKLY OFFICE HOURS

Monday to Saturday:
9:00 AM – 6:00 PM

Sunday:
Closed



Services Offered Outside of Office Hours

- Property viewings & Site Visits
- Virtual tours & Video Walkthroughs
- Investment consultations
- Leasing and sales inquiries
- Client meetings (in-person or online)
- Property Management & Snagging Services
- Mortgage & Financing Assistance

OUR TEAM OF EXPERTS



CEO – Firas Al Msaddi

14 years in real estate & business
Speaks: Arabic, English



COO – Fateh Al Msaddi

14 years in real estate & business
Speaks: Arabic, English



CFO – Ravshan Iskhakov

M.Sc. in Finance; 20 years in real estate finance
Speaks: English, Russian, Uzbek



Property Management – Danab

Business & Accounting; 20 years.
Property Management; 5 years
Speaks: Arabic, English



fäm Living – Mohammad Chams

BBA in Business Management;
20 years. Holiday Homes; 8 years
Speaks: Arabic, English



Nordic / Dev – Omar Al Shawa

Bachelor of Architecture;
13 years experience
Speaks: Arabic, English



fäm Master Agency – Francesco

Master's in Engineering; 20 years in business & management consulting
Speaks: English, Italian, Spanish



fäm Conveyancing – Dalia Mazin

BA in International Studies; 15 years.
Legal & Conveyancing; 10 years
Speaks: English, Arabic, Kurdish



fäm Mortgages – Manan Law

MBA; CEFA Level 1; 20 years in banking and business
Speaks: English, Hindi, Punjabi

OUR SERVICES

fäm[®]Luxe

fäm Luxe

Catering to ultra-luxury property seekers who are discerning, meticulous, and sophisticated. We specialize in exclusive, high-end real estate for clientele who demand nothing but the best.



fäm Off-Plan

For savvy investors seeking optimal market entry and exit points. We provide strategic access to Dubai's most promising off-plan developments with expert investment guidance.

fäm[®] Commercial

fäm Commercial

Tailored services for corporates and business professionals searching for ideal commercial spaces to operate and grow their enterprises.



fäm Rentals

Dedicated to helping families, professionals, and individuals find their ideal home, whether long-term rentals or transitional housing solutions.



fäm Resale

Supporting property owners in reselling their assets at competitive market prices. We streamline the resale journey, ensuring maximum value and minimal hassle.

fäm[®]
LIVING

fäm Living

Short-term rental solutions (Airbnb-style) designed for tourists and investors seeking fast returns and high liquidity. Ideal for holiday homes and investment properties.





fäm Interiors (Nordic by fäm)

Designing custom interiors that blend form and function for residential and commercial spaces. We deliver tailored, aesthetically elevated environments.



fäm Snagging

Pre-handover property inspections to identify defects and ensure asset quality. Our engineer-led process safeguards clients before final possession



fäm Development Management

Exclusive development advisory for HNWIs and UHNWIs seeking high-yield projects in Dubai. We oversee everything from design and feasibility to delivery and sales.



fäm Conveyancing

Delivering seamless property transaction support, including Golden Visa assistance. Our full-service offering includes property valuation, gifting, inheritance registration, company setup, will registration, and POA services.



fäm Property Management

Comprehensive management solutions that protect and enhance asset value. From maintenance and tenant relations to leasing and reporting.



fäm Master Agency

A full-spectrum solution for developers and institutional clients, from branding and project planning to sales and operations. We ensure successful project delivery, maximized returns, and seamless execution across all



fäm Mortgage (EquiFirst)

Independent brokerage services offering strategic mortgage and financing solutions for individuals and corporates, both locally and internationally.

CLIENT ENGAGEMENT

DOCUMENTS

حكومة دبي
GOVERNMENT OF DUBAI

دائرة الأراضي والأماكن
Land Department

Real Estate Brokerage Contract

عقارية

Form A

☒ Seller (A) ☐ Buyer (B)

وسطاء دبي
Dubai Brokers

☐ مشتري (ب)

معلومات العقد

Contract Number	رقم العقد	Status	الحالة
Start Date	تاريخ البدء	End Date	تاريخ الانتهاء
Title Deed #	رقم شهادة ملكية العقار	Noc From Developer	شهادة عدم معارضة من المطور
Is seller covering marketing fees?	هل سيحمل البائع تكاليف التسويق؟	Is Exclusive?	هل العقد حصري؟
Noc From Developer	شهادة عدم معارضة من المطور	Commission	العمولة
Created Date	تاريخ الإنشاء	Created By	أنشء من قبل

تفاصيل البائع

Seller Name	اسم البائع	Signature Date	تاريخ التوقيع
Selling Share(Sq. Mt)	الحصة المراد بيعها (متر مربع)	Actual Share(Sq. Mt)	الحصة الفعلية (متر مربع)

Property Details

Location	الموقع	Type of Property	نوع العقار
Type of Area	نوع المنطقة	Area Size (SqMt)	المساحة (متر مربع)
Usage	الاستعمال	Property Approx Age	العمر التقريبي للعقار
Number of Parkings	عدد مواقف السيارات	Number of Bathrooms	عدد الحمامات
Property Number	رقم العقار	Building Number	رقم المبنى
Number of Units	عدد الوحدات	Building Name	اسم المبنى
Plot Number	رقم الأرض	Project Name	اسم المشروع
Number of Floors	عدد الطوابق	Number of Bedrooms	عدد غرف النوم
Number of Kitchens	عدد المطابخ	Floor Number	رقم الطابق

معلومات إضافية

Facilities

المرافق

حكومة دبي
GOVERNMENT OF DUBAI

دائرة الأراضي والأماكن
Land Department

Real Estate Brokerage Contract

عقارية

Form B

☐ Seller (A) ☒ Buyer (B)

وسطاء دبي
Dubai Brokers

☒ مشتري (ب)

معلومات العقد

Contract Number	رقم العقد	Status	الحالة
Start Date	تاريخ البدء	End Date	تاريخ الانتهاء
Is buyer covering marketing fees?	هل سيحمل المشتري تكاليف التسويق؟	Commission	العمولة
Created Date	تاريخ الإنشاء		

تفاصيل حصة المشتريين

Buyer Name	اسم المشتري	Buying Share(Sq. Mt)	شراء الحصة (متر مربع)
Buying Share Percentage	الحصة المراد شراؤها		

Person Details

Person Type	نوع الشخص	Signature Date	تاريخ التوقيع
-------------	-----------	----------------	---------------

معلومات الهوية الوطنية

Name (English)	الاسم (إنجليزية)	Name (Arabic)	الاسم (عربي)
Nationality	الجنسية	Gender	الجنس
UAE ID Number	رقم الهوية الوطنية	UAE Id Expiry Date	تاريخ انتهاء الهوية
Unified Number	الرقم الموحد	File Number	رقم الملف
Birth Date	تاريخ الميلاد	Birth Place	مكان الميلاد
Is Citizen Child	هل الطفل مواطن		

معلومات الجواز

Passport Number	رقم الجواز	Issue Date	تاريخ الإصدار
Gender	الجنس	Expiry Date	تاريخ انتهاء الصلاحية
Nationality	الجنسية	Birth Date	
Passport Issue Place	مكان إصدار الجواز	Birth Place	مكان الميلاد
Passport Type	نوع الجواز		

PROFESSIONAL BODY

MEMBERSHIP

Real Estate Regulatory Agency

Official Registration Certificate

دائرة الأراضي والأموال
Land Department




RERA
مؤسسة التنظيم العقاري
The Real Estate Regulatory Agency

شهادة تسجيل مكتب عقاري
REAL ESTATE OFFICE REGISTRATION CERTIFICATE

Licensing department certify the mentioned company \ تفيد إدارة الترخيص العقاري بان الرخصة

TRADE NAME	F A M REAL ESTATE BROKER L.L.C	المسمى	اف ايه ام للوساطة العقارية ش.ذ.م.م
LICENSE NO.	613164	رقم الرخصة	
REGISTRATION DATE	30/6/2008	تاريخ التسجيل	
EXPIRY DATE	29/6/2025	تاريخ الانتهاء	
ACTIVITY	Leasing Property Brokerage Agents Real Estate buying & selling Brokerage Real estate management supervision services Real Estate Mortgage Broker	الأنشطة	الوساطة في تأجير العقارات الوساطة في بيع العقارات و شرائها خدمات الإشراف الإداري للعقارات وسيط رهن عقاري
Registered At Real Estate Regulatory Agency under the number	1858	مسجلة لدى مؤسسة التنظيم العقاري تحت رقم	


إكسبو 2020
دبي، الإمارات العربية المتحدة
DUBAI UNITED ARAB EMIRATES





Approved electronic document issued without signature by Dubai Land Department
for verifying the certificate details visit the web site www.dubailand.gov.ae

وثيقة إلكترونية معتمدة و صادرة بدون توقيع من دائرة الأراضي و الأملاك
و للتأكد من بيانات الشهادة يرجى مراجعه الموقع الإلكتروني www.dubailand.gov.ae

WHAT OUR CLIENTS SAY

Ibiza Bolonini

We had the pleasure of working with Fabio while searching for a property in Downtown Dubai, and the experience exceeded all expectations. What sets Fabio apart is his rare ability to perfectly balance deep investment knowledge with a genuine understanding of individual and family needs.

From the very first conversation, Fabio took the time to listen—not just to what we wanted in a home, but also to our long-term goals as a family and as investors. He wasn't focused on just showing us listings; he was focused on building a strategy that made financial sense while also ensuring comfort, convenience, and lifestyle quality for our day-to-day living.

His knowledge of Downtown Dubai is nothing short of exceptional. Fabio guided us through detailed insights on capital appreciation, ROI expectations, and short vs. long-term rental performance, all backed by real market data. It felt like we had a trusted advisor by our side who genuinely cared about making sure we made the right decision.

And on a personal note, Fabio's kindness, patience, and professionalism made the entire journey stress-free. He was always available, never pushy, and went above and beyond to ensure we felt supported every step of the way.

If you're looking for someone who can combine sharp investment acumen with heartfelt attention to your lifestyle and family needs, I couldn't recommend Fabio more highly. He's the kind of agent you don't just work with once—you return to him for life.



Elly Marion

As I was abroad in Malta, I was browsing through bayut and property finders with a very specific apartment to buy in mind.

Somehow one of Olga Subernetcaia's properties caught my eyes but was not available to move in or was tenanted.

When most agents in Dubai would try to sell you whatever similar goods they have in their portfolio, Olga asked me to give her the specific list of requirements i had.

She came back to me 4 days later with my dream home

One week later I flew back in, we visited.

As I am writing, I am waiting for the movers who are delivering my belongings today.

Olga is mindful, considerate, professional, efficient, attentive and wants the best for the persons she works for. She even had one of her French collaborator to assist to make the process flawless and "flowy"

Voilà. As for all the administrative, laws, etc and all paperwork and registration: a smooth experience.

Merci Fäm Properties LLC

Merci Olga. 🌸



WHAT OUR CLIENTS SAY

Sameer

I had such a great experience working with Pallavi Tulsyan to rent out my apartment. She was super helpful, easy to talk to. Nothing ever felt like too much trouble, and she made what could have been a stressful process feel really simple and smooth.

She found a great tenant really quickly and handled everything with a lot of care and attention. You can tell she genuinely cares about doing a good job and making sure everyone's happy.

I'd definitely recommend her to anyone looking for a reliable and friendly estate agent.



Tiziano Cicchi

I've had the pleasure to work with Dorota Mudz in the purchase of an apartment in Emaar Beachfront. It's not everyday that you come across a person that shows the same level of professionalism she does. Outstanding presentation of properties, with full transparency. We've had a smooth and quick transaction without any issues. I am very happy with the outcome and look forward to working together in the future!

I strongly recommend her if you're planning on purchasing any property.



Subhrajyoti Brahma

My experience with fäm properties is excellent. I started house hunting with Rahul Khandelwal and finally managed to get a good deal through him in Villanova. Rahul's suggestions were always very helpful. End to end process was quite smooth with fäm properties. Great job fäm team.



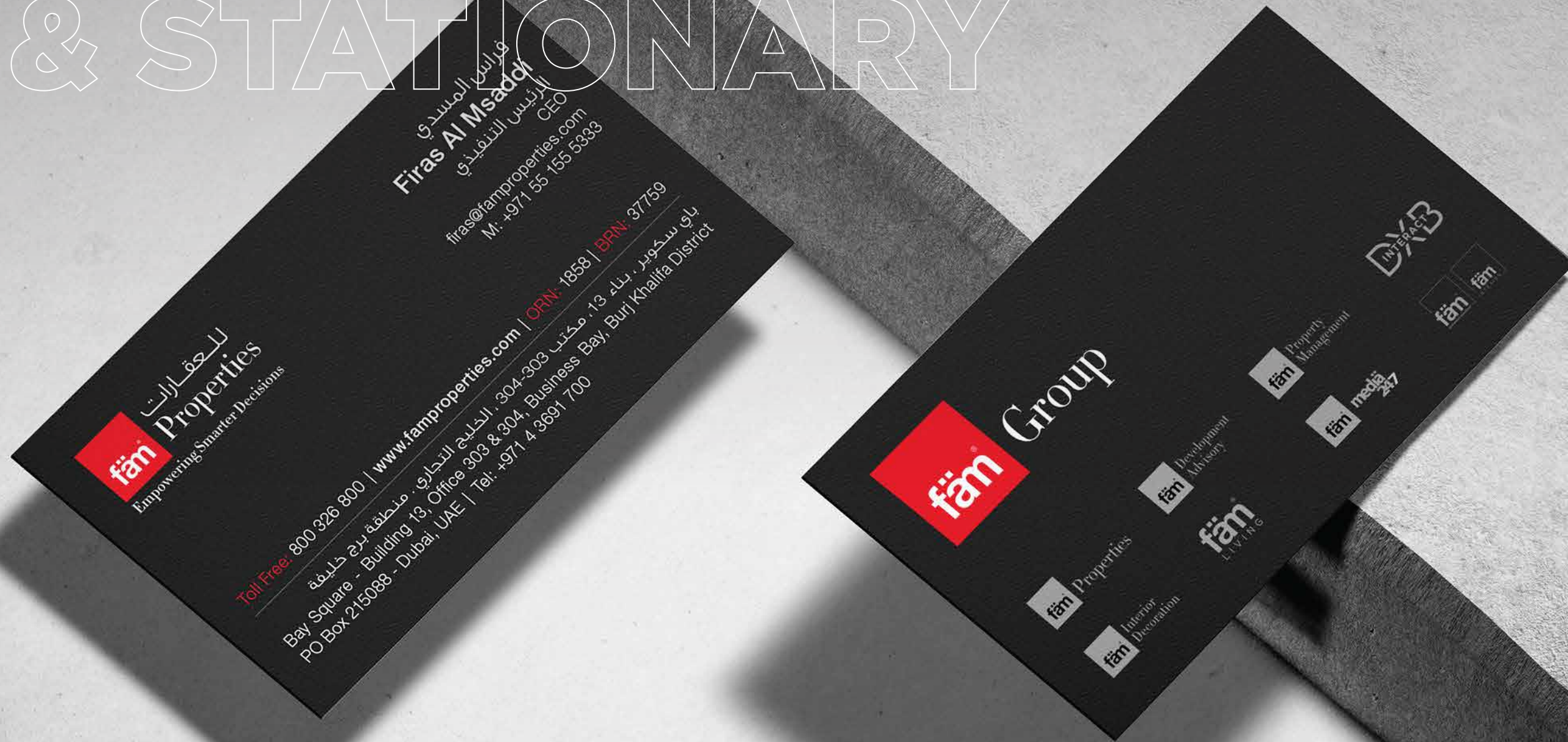
BRAND IDENTITY

COLLATERAL





BUSINESS CARDS & STATIONARY



CORPORATE BROCHURES



CORPORATE BROCHURES





CORPORATE BROCHURES



0401-1000000000



The biggest names
prefer to partner
together.

0.00

Partners

We joined with several leading
partners to develop a world-class
residential community. Located in
the heart of the city, the project
offers a unique blend of luxury
living and modern amenities.

Our partners have included
leading names in the industry,
ensuring the highest quality
and standards for the project.



The Fairmont Marina
Residences



Marina Sunset Bay
Villas



City Walk
Merzha Holding



Mada Residences -
Arja, Dubai



Excellence
never goes
unrewarded.

0401-1000000000

The biggest names
prefer to partner
together.

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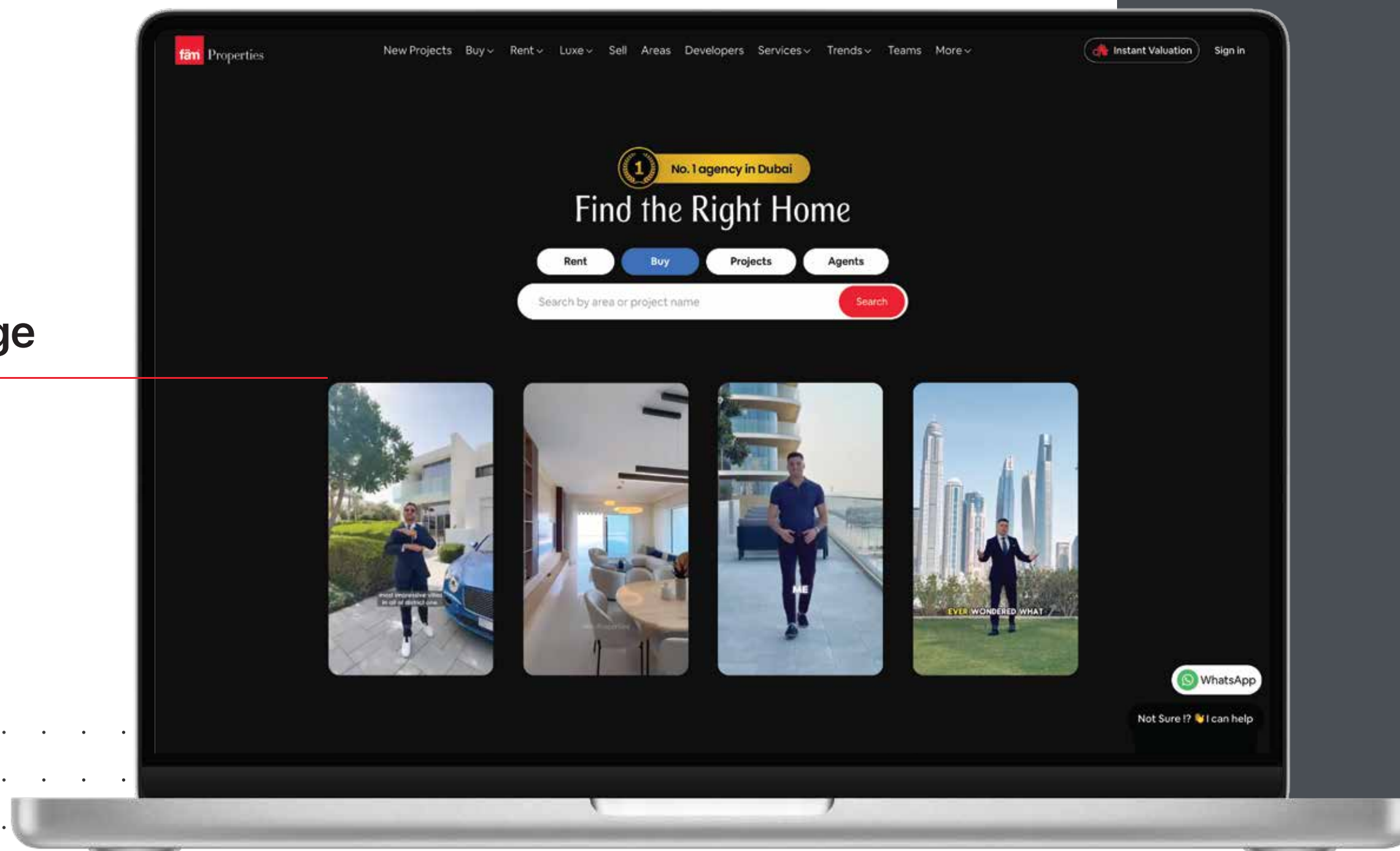
The biggest names
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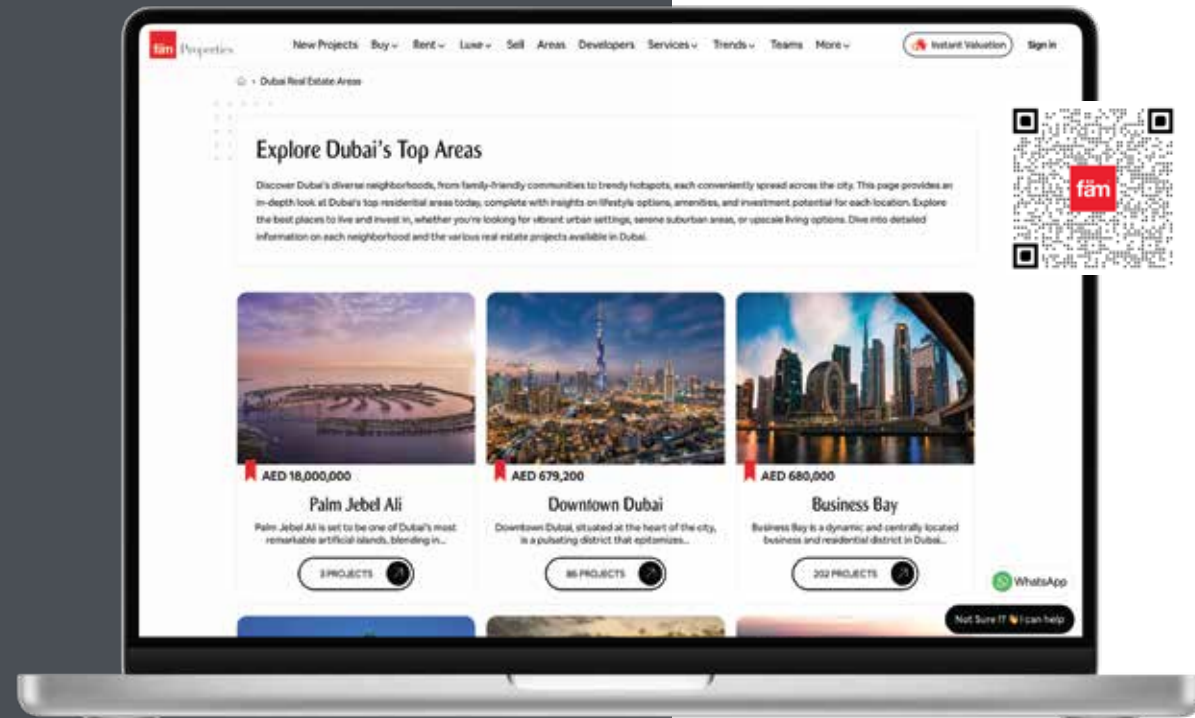
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DIGITAL FOOTPRINT

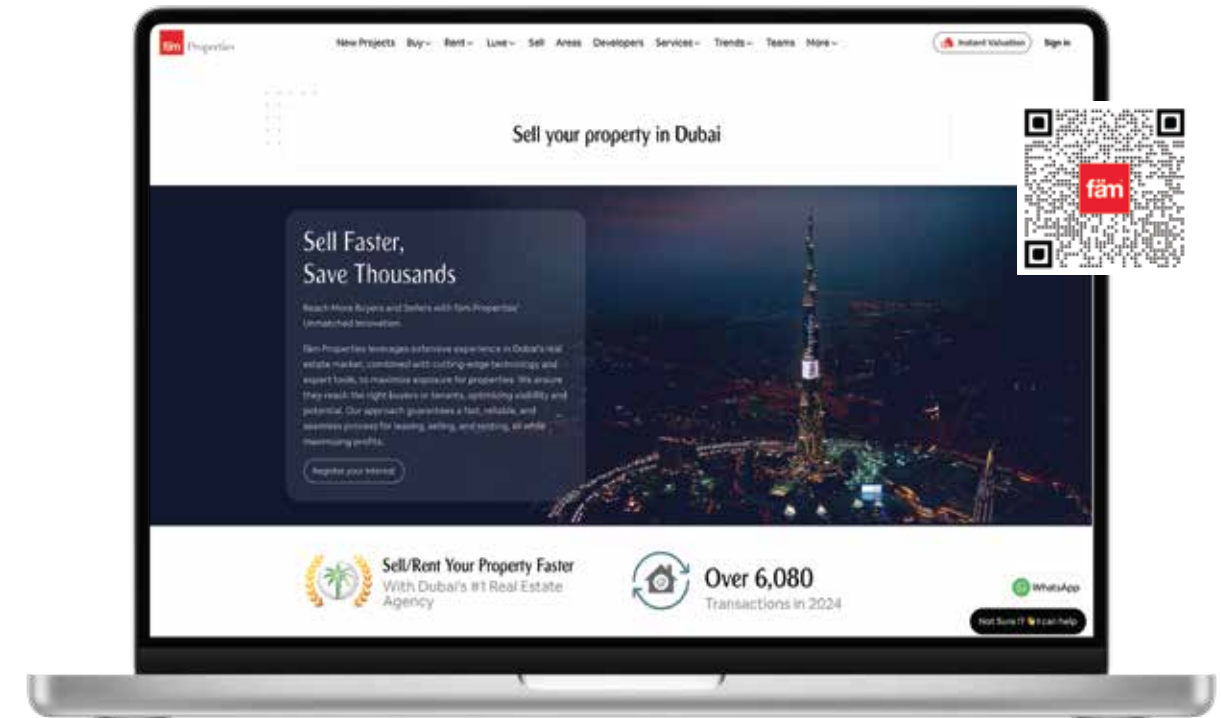


Website Homepage

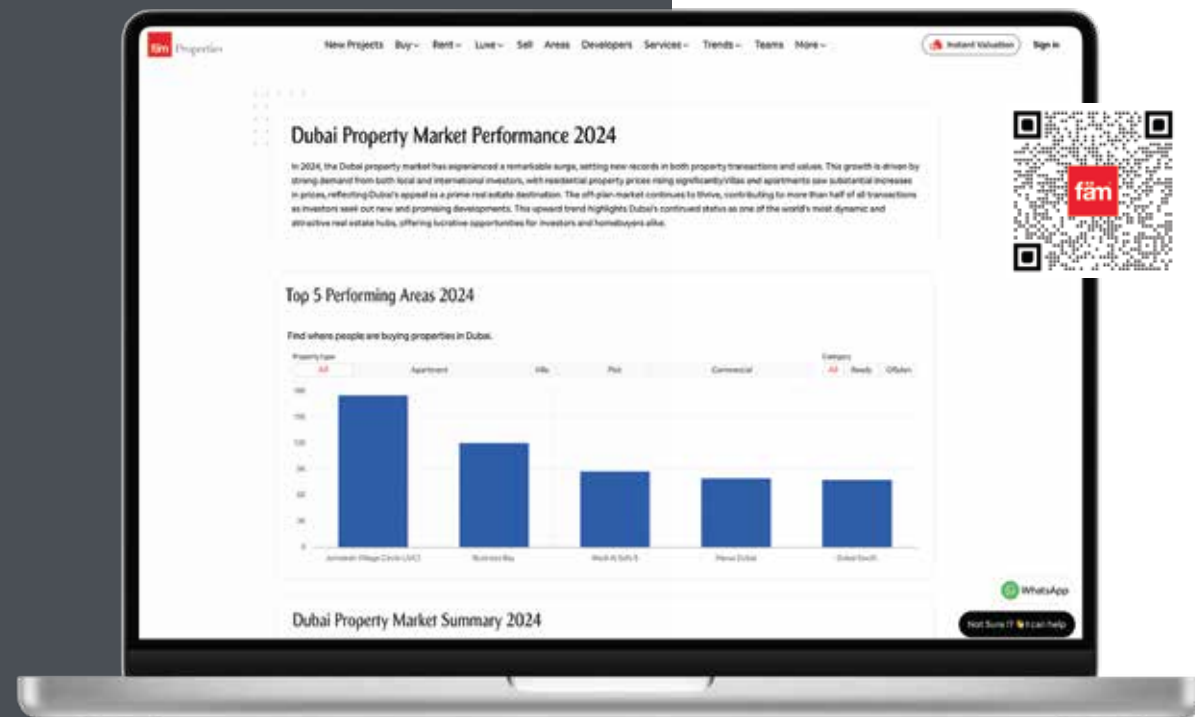




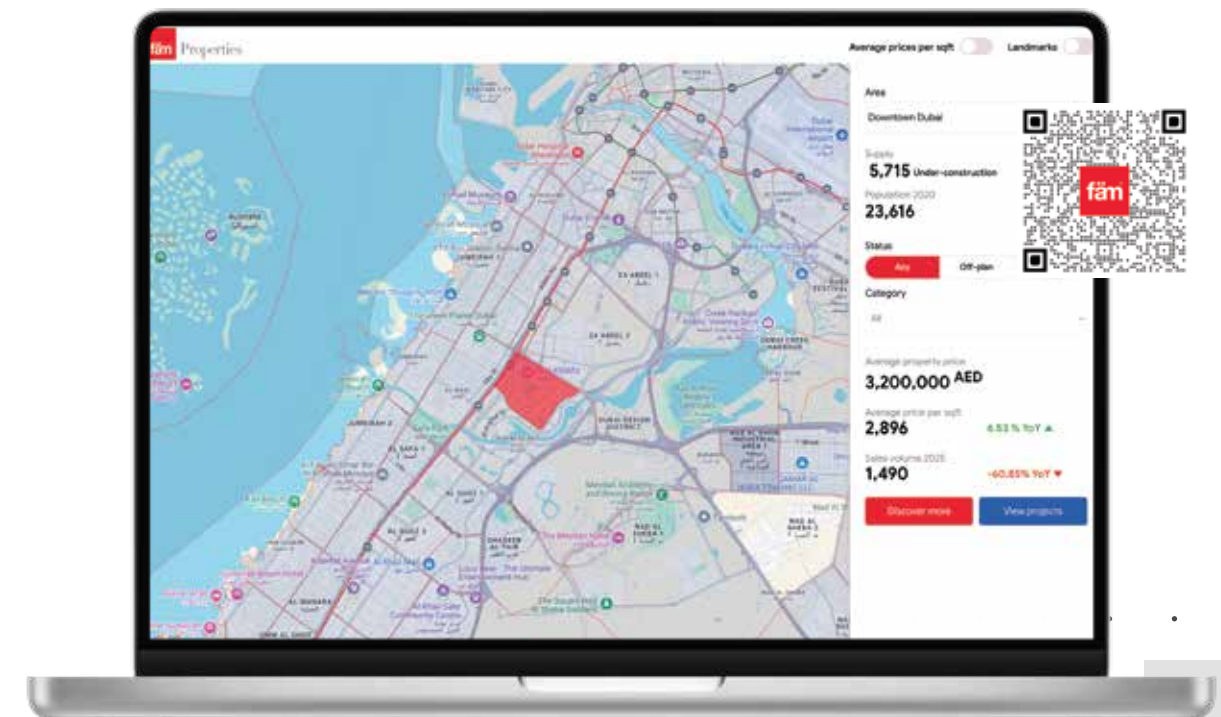
Top Areas
famproperties.com/best-area-to-buy-property-in-dubai



List Your Property
famproperties.com/list-your-property-in-dubai



Property Market Performance
famproperties.com/dubai-real-estate-performances



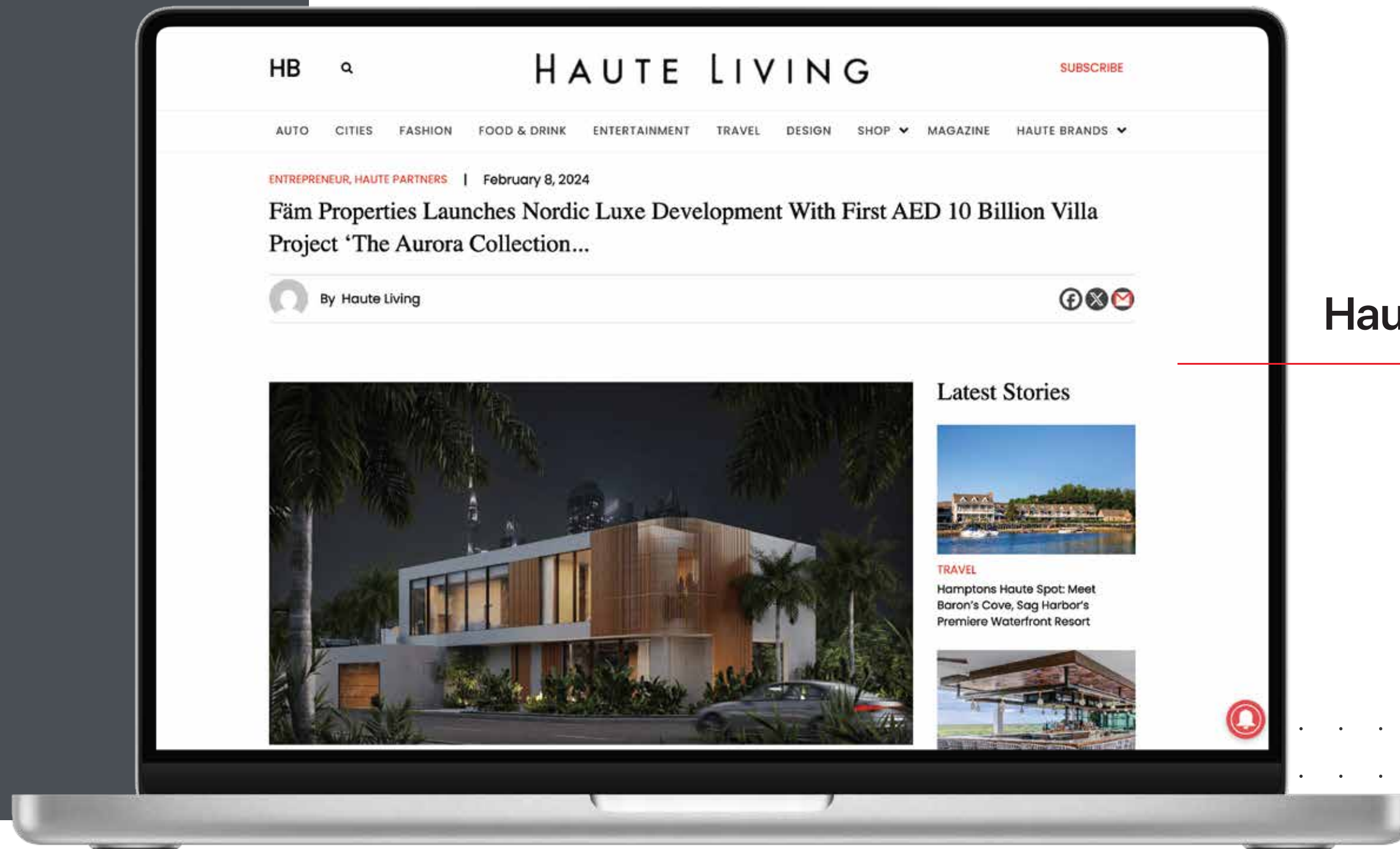
Investment Map
famproperties.com/top-property-investment-areas-dubai-map/

MEDIA RECOGNITION



Associated
Press



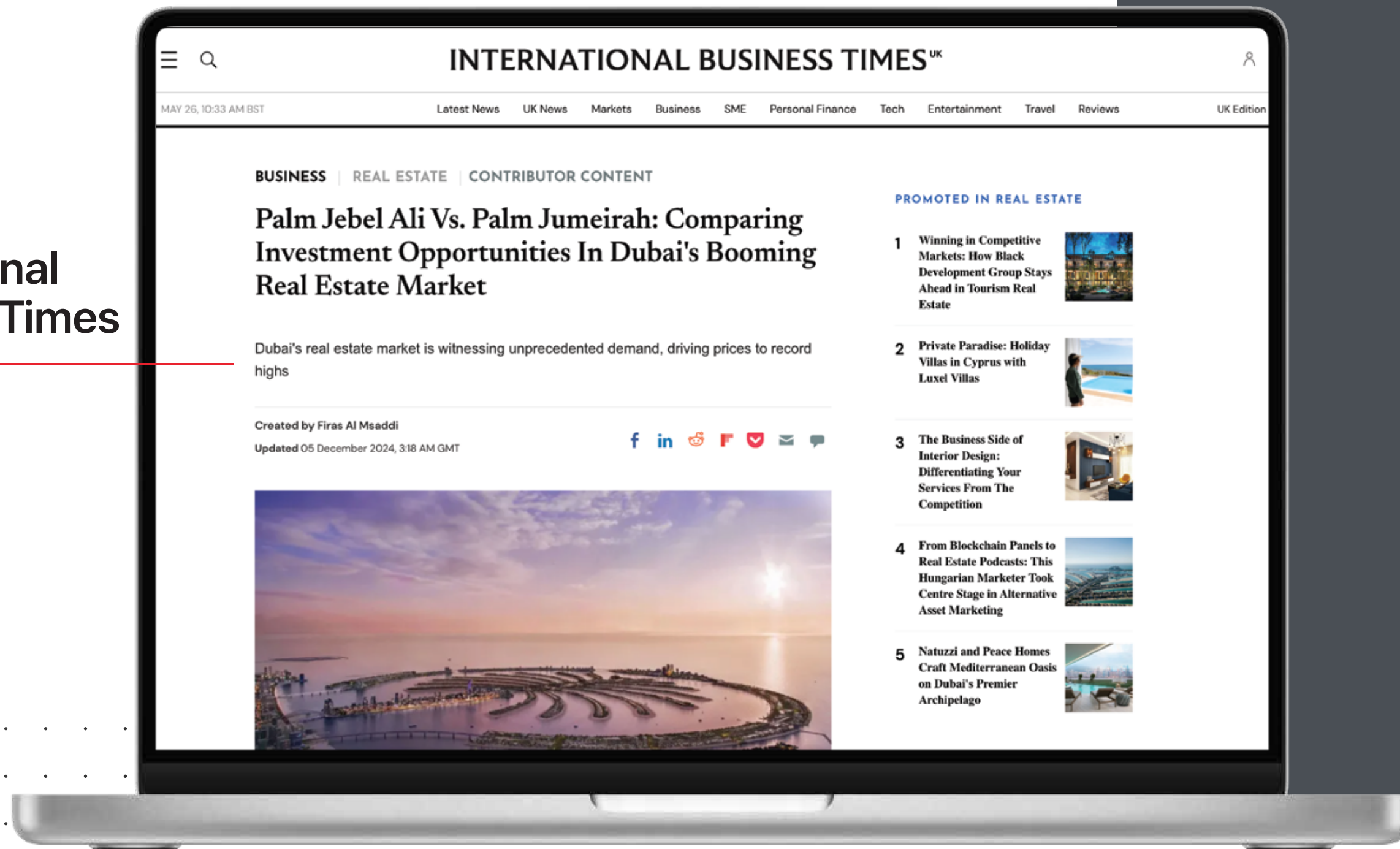


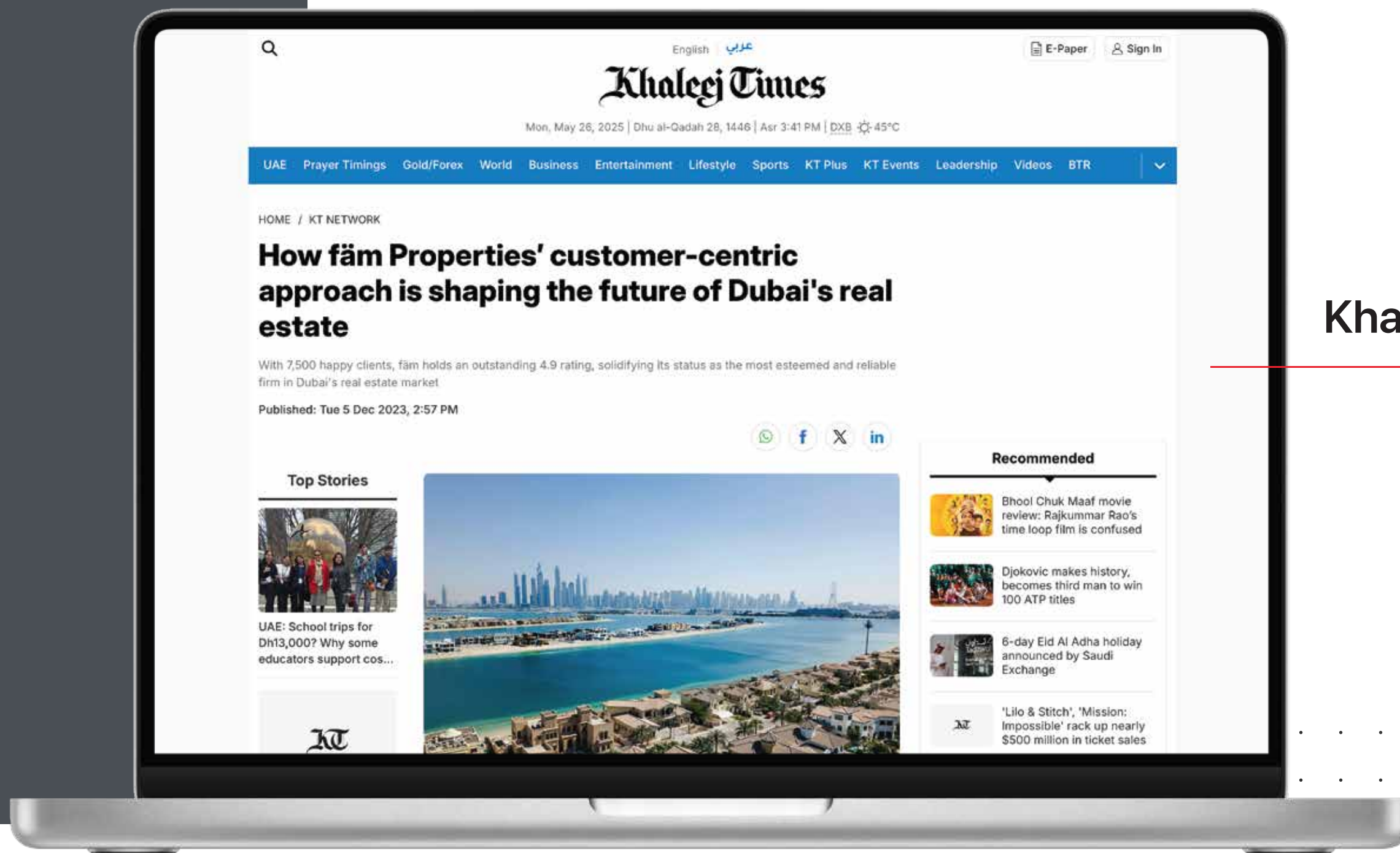
Haute Living

MEDIA RECOGNITION



International Business Times



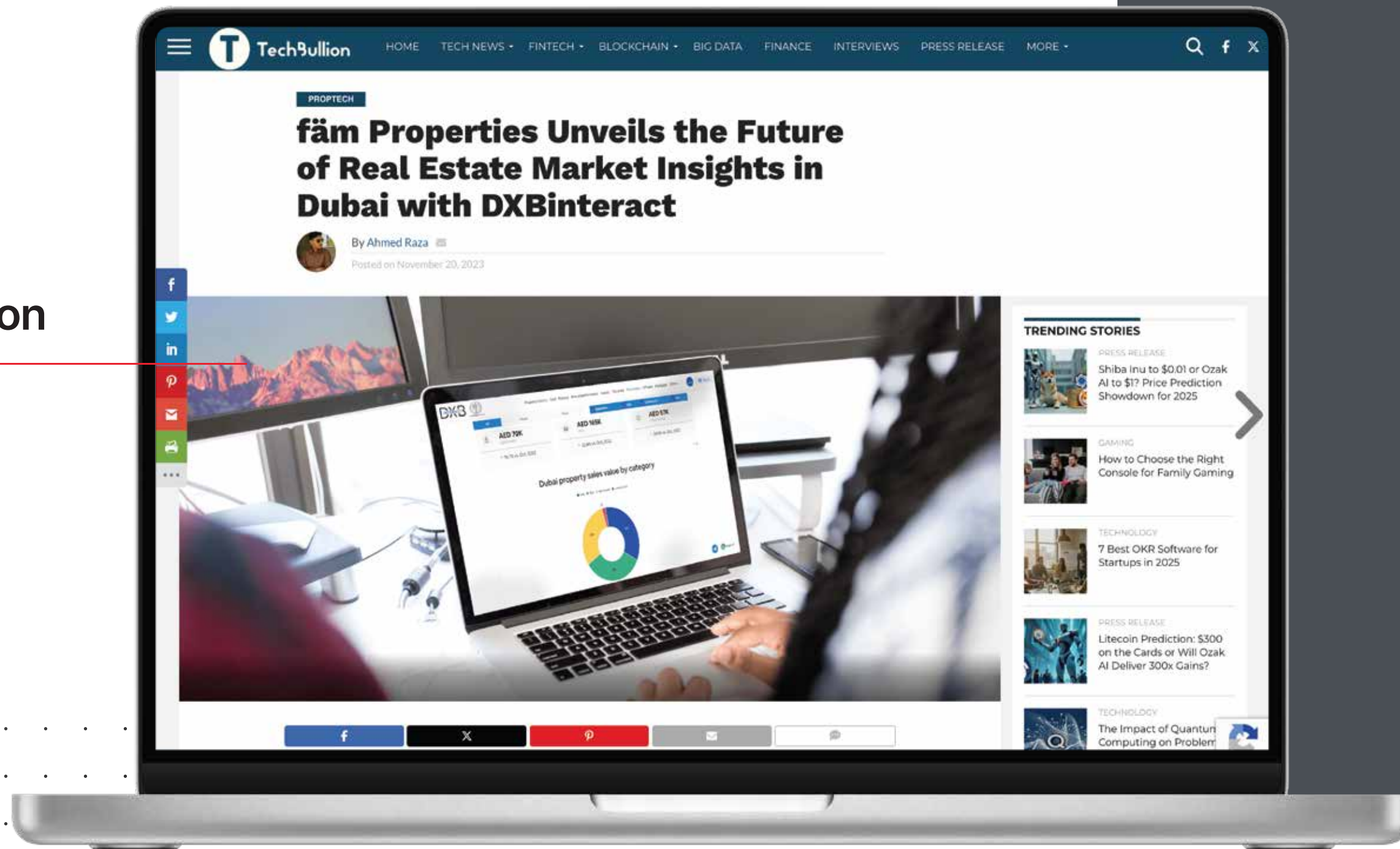


Khaleej Times

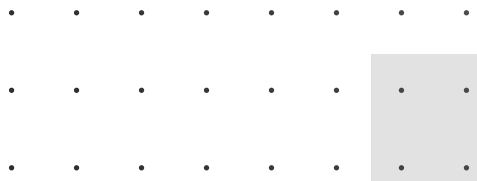
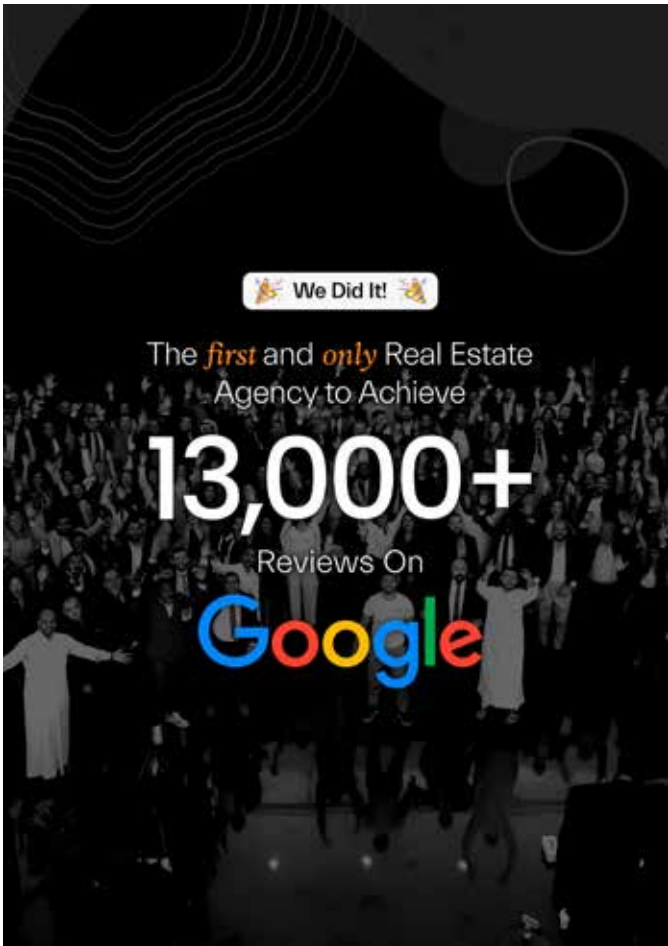
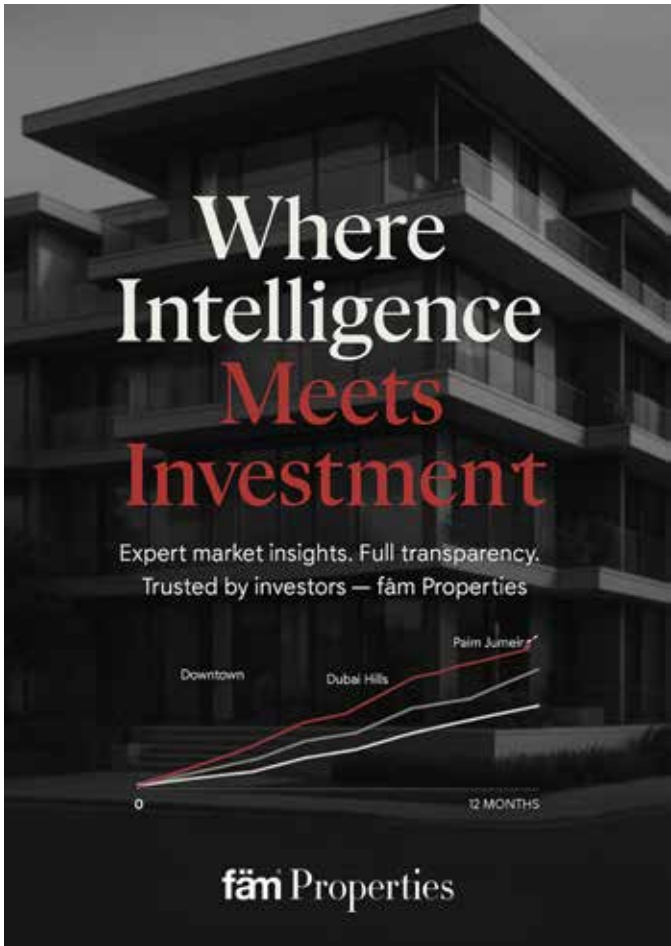
MEDIA RECOGNITION



Tech Bullion



MARKETING & SOCIAL MEDIA



PROPERTY BROCHURES



Rooted in Sophistication

Step into a world where timeless design meets modern urban living with Garden City 2, an exclusive new address in the heart of Jumeirah Garden City. Crafted by a private developer with a vision for refined simplicity, this boutique residential offering invites discerning homeowners to experience a life of comfort and elegance. With prices starting from AED 1.19M and purchase options available via cash or mortgage, Garden City 2 is a rare freehold opportunity nestled within a thriving neighborhood. Enjoy seamless access to Dubai's key destinations while embracing the charm of a community built for peaceful city living.



1 Bedroom

Starting Price
1,200,000AED
(AVG pro/Sqft 1,675)

Start at
708 SQFT
with 1 Master Bathroom & 1 Guest Toilet



PROPERTY BROCHURES





TAYA RESIDENCES

Experience Living at Its Finest

Begin a premier living experience in our building; the design embodies a dedication to redefining luxury through careful craftsmanship.

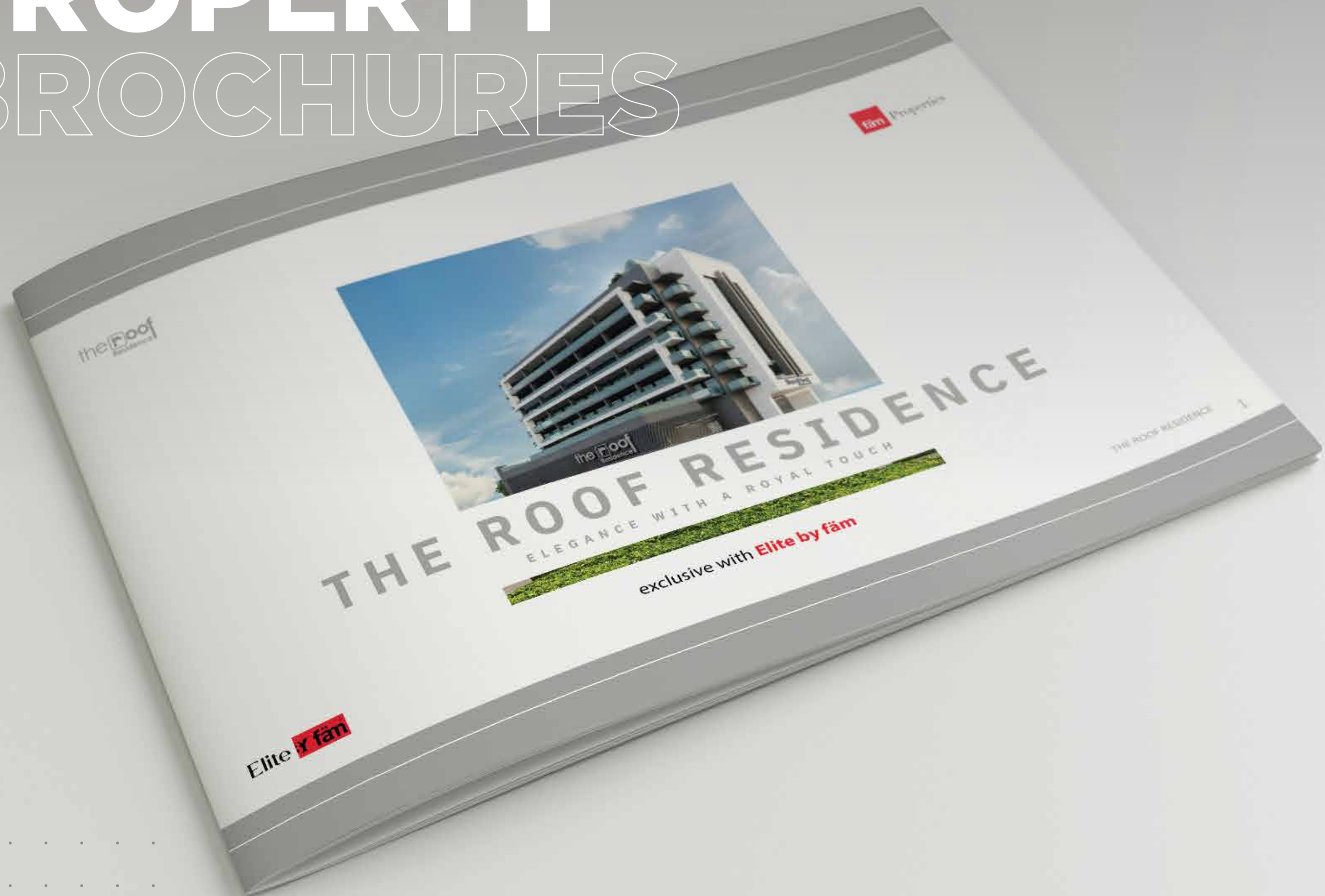
Discover architectural brilliance at Taya Residences, featuring thoughtfully designed one and two-bedroom split-level apartments that are ready to move in. With high-quality finishes and spacious layouts, Taya Residences sets the standard for unparalleled comfort and luxury. From expertly crafted living areas to state-of-the-art amenities, every detail is intentionally designed to elevate your lifestyle.

Perfect LOCATION

- ✈️ Al Maktoum International Airport
28-minute Drive
- 🏙️ Dubai Marina
20-minute Drive
- 🏖️ Palm Jumeirah
22-minute Drive
- 🌊 Blue Waters
18-minute Drive
- 🛍️ Ibn Battuta Mall
13-minute Drive



PROPERTY BROCHURES





THE ROOF RESIDENCE

- 58 Apartments
- 10 Retail Shops
- Building Type: Low-Rise Residential
- Location: Nad Al Sheba First
- Handover Date: AUGUST 2025

Prominent Features

- Spacious Layouts
- Exquisite Design
- High-end Materials
- Moveable Library

Amenities

- Swimming Pools
- Gymnasium
- Kids Play Area
- Outdoor Cinema



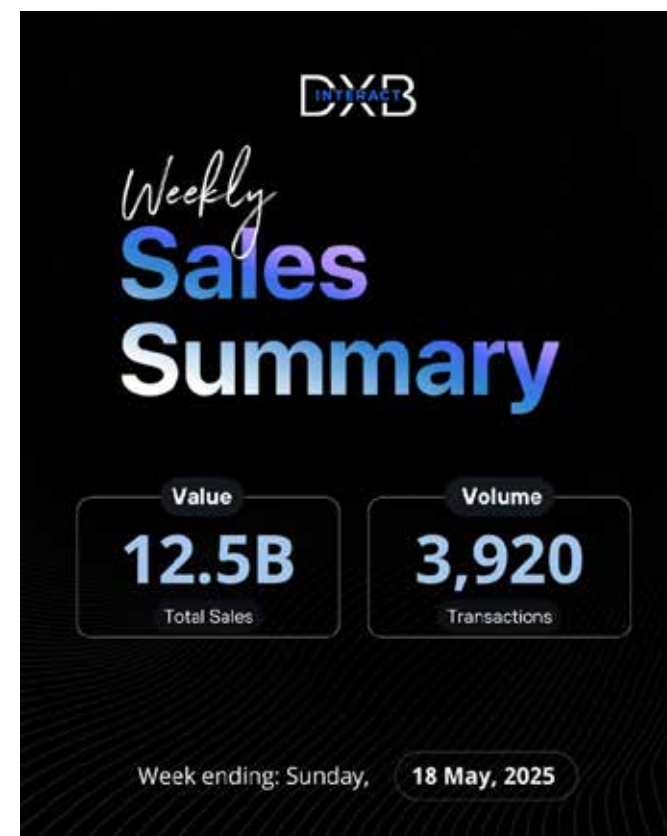
MARKETING INNOVATIONS

Hyperlocal Data-Driven Area Campaigns

We leverage DXB Interact's market data to craft marketing campaigns focused on specific areas with high investment yield or growth potential.

These campaigns are supported by visual maps and infographics that display actual transaction data, weekly summaries and YoY performance metrics.

We create targeted landing pages aligned with these community trends, guiding interested leads toward conversion.



WHATSAPP ACTIVATION STRATEGY

Converting via Conversations with Whatsapp Campaigns

We use targeted WhatsApp broadcast campaigns to reach high-intent prospects directly in their preferred messaging app. Once a potential client responds, the conversation connects to an agent and flows naturally through qualification, property viewing, negotiation, and closing. Unlike passive advertising, WhatsApp creates a real-time, high-conversion channel where agents can nurture leads personally and immediately.

Instant Service With Our WhatsApp ChatBot

Our WhatsApp ChatBot, built in 2020, is designed to eliminate friction and reduce waiting time. Whether a client is looking to buy, rent, list, or request mortgage advice, this system removes delays and manual filtering.

To experience the functionality of our automated client routing system, the ChatBot can be tested by sending a Whatsapp message to:

 **+1 (765) 275-9394**

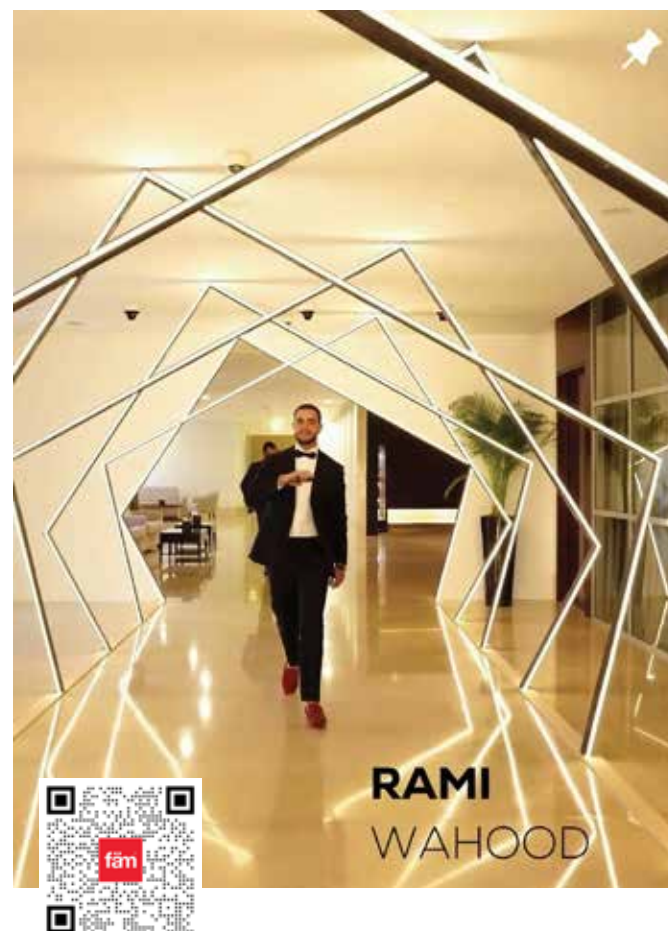


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AGENTS AS CREATORS

Turning Instagram Into a Sales Channel

We position our agents at the forefront of our marketing strategy, turning social media into a platform for visibility, trust, and results.

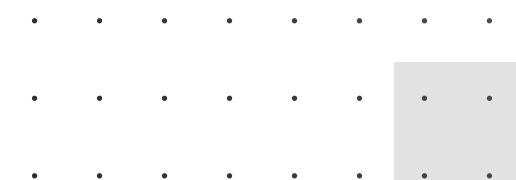




fämTalks

@famtalksdx

Our in-house podcast series, fämTalks, extends our marketing strategy beyond property listings into thought leadership. Covering topics such as market trends, investment insights, and practical strategies for real estate professionals, the podcast helps expand our reach, strengthen brand credibility, and deepen trust within the market.



ENTERTAINMENT MEDIA

Million Dollar Listing

As part of a major regional production, “Million Dollar Listing UAE”, a high-end property reality TV show filmed across Abu Dhabi and Dubai, selected our headquarters as one of its featured locations. Scenes were filmed in November 2022, primarily in our Business Bay Office.

The episode featured fäm Properties agent Rami Wahood, airing on Starzplay and available on Prime Video and Apple TV.





Dream Deals

fām Properties was also featured on the hit show Dream Deals, with our agent Haiman Balata representing one of Dubai's most prestigious listings. The appearance extended our brand reach into the lifestyle and entertainment space.



At fäm Properties, we've never measured success by scale alone but by how much clarity, trust, and progress we bring to the real estate process. Over the past year, we've continued to grow thoughtfully, invest in technology, and push for higher standards in the way property is marketed, sold, and experienced in the UAE.

This submission is a reflection of our journey so far and of the people, systems, and values that drive it every day. We appreciate the opportunity to share our work with you and to be considered for recognition among the region's most forward-thinking real estate companies.

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