

TRENDS

QATAR REAL ESTATE MARKET REPORT



A young girl with dark hair in pigtails is sitting at a table, covering her face with her hands. She is wearing a white shirt. In front of her is a green bowl with a spoon. The background is a kitchen with a stove and a bowl of fruit.

Let's move closer to school

Villa



Find



Property
Finder

Where life moves

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« At Property Finder, we are here to empower the end users house hunting journey, and find solutions to the pain points that still exist when navigating the real estate market. »



Message from our Country Manager

Welcome to our 7th edition of Trends.

2022 will certainly be the year of the comeback! Businesses across the world have had to make many changes and sacrifices in order to rebound, and we should all be very proud of what we have been able to achieve over the past two years, despite challenging circumstances. And while we have all celebrated overcoming hurdles, we also still have much to achieve.

At Property Finder, we are here to empower the end users house hunting journey, and find solutions to the pain points that still exist when navigating the real estate market. And together, we can do that.

From adding short term listings to our site and working continuously with The Ministry of Justice in verifying brokerages, to new training modules and celebrating your success in the market through the 2021 Property Finder Qatar Real Estate Awards, we're very proud of what we have been able to achieve last year, and look forward to many more milestones in 2022.

As always, in order to help you make data-driven decisions, we have included more data to this issue of Trends than any of our previous editions. As a reference and authority on the property sector in the region, Property Finder upholds its responsibility to contribute to improving market standards and best practices very seriously, which is one of the reasons why our plethora of data gives us a unique insight into the local property market.

We hope you enjoy this edition of Trends, and more importantly, we hope that it helps empower your business decisions.

Afaf Hashim
Country Manager

CONTRIBUTORS



Mohamad Awada

Head of Sales and Leasing
Capstone Property

Mohamad is the Head of Sales and Leasing at Capstone Property overseeing the managed properties leasing and the brokerage sector. Prior to his appointment at Capstone Property, Mohamad held the role of Cluster Director of Sales at Souq Waqif Boutiques Hotels and Al Najada Hotel & Hotel Apartments. Over 14 years of experience in hospitality, facility management and real estate has given Mohamad the opportunity to develop a clear vision of market trends and customer behaviour. Mohamed attended Saint Joseph University in Beirut where he received his Bachelor's Degree in Hospitality Management.



Bachar Saleh Alsamman

Managing Partner
Home Link Real Estate

Bachar has been actively engaged in the real estate industry for over ten years as an investor and property advisor. He has a comprehensive understanding of the local real estate market, having worked in the region for many years. He believes that investors in Qatar deserve professional and knowledgeable advice when making important choices.



Mohammed Abdullateif

General Director
Al-Athid Real Estate Investment
Company

Mohamed has an experience of over 20 years in the Qatari real estate market, in addition to over five years in the United Arab Emirates, where he worked as a specialist in the field of property management, hotels and real estate and gained extensive experience in the real estate field and the formation of relationships with clients. He also has extensive experience in the field of commercial and administrative buildings. This has made Al-Athid Real Estate Investment Company a strong and reputable company in the market. He is also distinguished in his dealings with clients and owners who have become an integral part of the company, which solidified his position of General Manager.



Zhanna Yerkozhanova

Managing Director
The Loft Bureau Real Estate

The Loft Bureau Real Estate Founder and Managing Director, Zhanna Yerkozhanova, is a successful real estate broker with a proven track record. She has over 15 years of industry experience in various marketplaces in the Middle East and globally. Her career in real estate began in 2007 in Dubai, where she worked for one of the largest real estate agencies. Having gained experience in the field, Zhanna has established The Loft Bureau Real Estate, and built a successful brokerage business employing 25 professionals. The Loft Bureau Real Estate were awarded the Best Property Video and Best Quality Brokerage - Luxury Properties for the Platinum Tier at the 2021 Property Finder Real Estate Awards.



Mohammed Yousif Shoqeir

Sales Manager
Retaj Real Estate

As a distinguished team member, Mohammed has been working on accomplishing various projects in the real estate scene in Qatar. With an experience of almost ten years in the field, he has brought the company profile to a new level, implementing the latest sales and marketing techniques and led a team of strong agents bringing the Retaj Real Estate to a new level of trust and sales management. After obtaining a Diploma in Banking and Finance, he has been strictly following and always achieving the company's financial goals, while handling the sale, lease and management of both residential and commercial properties. Mohamed brings his integrity and honesty to the professional environment of a company, leading to its development as well as its growth.



Sally Safa

Regional Head of Marketing
Alfardan Properties

Sally Safa hails ten years of experience in Marketing and Communications and plays an integral role at Alfardan Properties as the Regional Head of Marketing for Qatar, Oman and Turkey, overseeing media and advertising, digital marketing and communication pillars for Alfardan Properties' rich portfolio of commercial, residential and mixed-use properties. Her work includes digital planning, public relations activities, brand perception and brand activations while focusing on tenant satisfaction and enriching the Alfardan Living experience. Sally has a Master's Degree in International Business Management from Kingston University, England.



Salvie Espineda

Business Development Manager
Jestate for Real Estate

Salvie is a driven and motivated Business Development Manager with over ten years of experience in the real estate market in Qatar. Graduated with a degree of BFA Major in Advertising in Far Eastern University Philippines. Collaborating with other Real Estate Companies in contract negotiation while adhere to organizational procedures and policies for all lease processing. Responsible for growing the business by developing business relationships with suitable landlords and increasing opportunities from existing clients. She joined Jestate for Real Estate last December 2018.



Eng. Nasser Al Ansari

Chairman
Just Real Estate

Engineer Nasser is a key driver in Qatar's economic diversification, which is a main pillar of Qatar National Vision 2030. Graduating with a degree in Civil Engineering from the University of Miami, Eng. Nasser later pursued an Executive MBA (EMBA) degree at the esteemed HEC Paris. Throughout his career, Eng. Nasser has gained a wealth of experience across all areas of the real estate sector that allowed him to be in the forefront of key players in the sector.



Jeffrey Asselstine

Managing Director
NelsonPark Property LLC

Jeffrey has over 18 years of experience in international banking and 29 years in property investment. He has been running his own businesses in Qatar since 2009. He graduated from Wilfrid Laurier University in Waterloo, Ontario, in 1990. After leaving banking in 2008, Jeffrey formed the NelsonPark Group, with three main companies, NelsonPark Property focusing on real estate in Qatar, Quest Advisors, a firm created to help foreign individuals and companies establish their businesses in Qatar, and NelsonPark Advisors, a consulting firm assisting companies that need to raise finance globally.



Jawdat Al Kateb

General Manager
Coreo Real Estate

Jawdat is the General Manager of Coreo Real Estate, a full service real estate solution advising clients on property matters since 2008. With over eight years of experience in the Qatari market, Jawdat's expertise at Coreo focuses on sales, customer relations and business management. He quickly rose through the ranks of the market, having been recognized as 'Property Consultant/Top Performer of the Year' before his being promoted to Coreo's GM in early 2020. Jawdat has a Bachelor of Science in Economic and Business Management.



Rashid Al Marri

General Manager
Al Imtenan Real Estate

With over eight years of real estate experience, Rashid has built his business on communication, dedication and transparency, which in turn, helped him rise to the top of the credibility and professionalism in the market, as well as gain the confidence to have sharp knowledge in the local real estate market.



Mohamad Al Harami

CEO
Golden Shell Real Estate

One of the industry's most experienced performers, Mohammad began his career in 2006 and has since become one of Qatar's top sales agents, specialising in property investment and consultancy, with a wide knowledge of property management and evaluation. This knowledge, coupled with his Bachelor Degree in Business Communication, has provided him with valuable skills that he uses daily in real estate negotiations, educating homebuyers and sellers, and effectively marketing the team's listings. He is an Accredited Buyer Representative (ABR) and a senior Real Estate Specialist. He follows six basic skills and uses them in his established company Golden Shell Real Estate, shaping the work environment, setting strategy, allocating resources, developing managers, building the organisation, and overseeing operations.

CONTRIBUTORS



Abdullah Al-Ghafri

Owner
QQQ Real Estate

Abdulla is a Qatari businessman, media figure, YouTuber and social media influencer. He has a large following on social media platforms as QQQ and is known for his Information Challenge program on YouTube, where he presents information of a familial, cultural, creative, and entertaining nature. Abdulla is the owner of QQQ Real Estate and QQQ Advertising and Media and other projects in Qatar and Turkey. QQQ has been awarded the Best Quality Brokerage in the Silver Tier at the 2021 Property Finder Qatar Awards. He has also won the Qatari Success 2021 award for the Best Social Media Influencer – Qatar 2021.



Abdullah Al-Anssary

Sales Manager
Majestic Real Estate

Abdullah is a professional real estate advisor representing clients throughout Qatar. Equipped with over 13 years of experience in sales and management. Abdullah has extensive experience covering leasing, management and marketing, in addition to in-depth insight to the needs and changes in the market that can help clients keep up with the market and enjoy their investment returns. He has set a high standard in effective leadership, while encouraging his team and strengthening the unique capabilities they each possess.



Wael M. Kabrit

Director of Operations
Danat Qatar L.L.C.

Armed with 15 years of experience in the Qatari real estate market, Wael was instrumental in expanding Danat Qatar's portfolio from a few hundred to over 1,200 luxurious residential units. He has also played a lead role in distinguishing Danat Qatar's brand through their high-end products and elite customer service. Wael holds a Specialised Master's Degree in Strategic Business Unit Management from the University of HEC Paris and a Higher Diploma in Topography and Mapping from the Beirut Arab University.



Serban G. Spirea

CEO & Founder
FGREALTY Qatar

Serban Spirea has over seven years of experience in the Qatar real estate market and is involved in all aspects of the firm, including client relationship management, financial performance, team development, strategic and tactical service delivery. FGREALTY Qatar combines over five years of experience in the real estate management and brokerage arena, building an international reputation for its unique portfolio and exclusive property deals.



Michael Kfoury

Group Director of Marketing and
Communications
Regency Group Holding - Al Asmakh

With extensive experience covering a wide scope of marketing and communications, including e-marketing and real estate marketing, Michael, a digital media expert, oversees all activities of Regency Group Holding and its subsidiaries, including real estate, fleets, travel and tourism, holidays, F&B, hotel management and more.



Ali Radi

General Manager
Steps Real Estate

Ali is highly skilled in Business Management with nine years of experience in the Qatar market. He is best recognized as a Market Consultant, Investment Analyst and Property Brokerage Manager. With a leading philosophy of putting the customer first, Ali has expanded Steps Real Estate as a General Manager with the purpose of uniting buyers and sellers.



**WANT TO CONTRIBUTE TO
PROPERTY FINDER TRENDS?**

Email Sara*

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PROPERTY TRENDS

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PROPERTY TRENDS

**Sara Assad**

Senior Marketing
Manager - Qatar,
Bahrain and KSA

THE CONTEXT

With a myriad of factors affecting the real estate market, it is not surprising that there is still somewhat of an uncertainty when it comes to the future of the market. However, 2022 promises a positive outlook. With the 2022 FIFA World Cup around the corner, as well as heightened regulations from the Ministry Of Justice to create a more transparent market, more and more demand is being witnessed in the market, in both the sale and rental segments.

According to the Qatar Central Bank, the real estate price index increased by almost 3 percent by Q3 of 2021, compared to a drop of almost 6 percent in Q3 in 2020, which highlights that Qatar's housing market is showing signs of progress. By the end of the year, a total of 400 villas and 4,380 apartments were handed over in the market mainly delivered in The Pearl, Lusail and West Bay. As for villas, the majority of completion took place in Luqta, Al Aziziya, Onaiza and Al Wakrah, with another 15,000 units forecasted to enter the market in 2022. In Q3 of 2021, the number of transactions for residential units fell by 25 percent from last year, but an increase of 60 percent was recorded from two years ago. While it may seem that stock is limited in certain high traffic areas at the moment due to heightened demand, these numbers highlight that in the coming months, a higher number of units will be ready for handover, which will create more supply.

By mid of H2 2021, we have noticed a high momentum in the market, with both transactions in the sale and rental market increasing across Qatar. The sale market has been on an upward trajectory since 2020, and has continued to find demand from investors and first-time buyers, who are now more confident in investing in the market, as well as taking advantage of lowered prices and the benefits announced for real estate ownership by the government. It is worth noting that the Ministry of Justice, Real Estate Department, have also been working on regulating the market, which has played a role in paving the way to a more stable pricing index, as well as transparency in the local real estate market. In addition, the rental market in Qatar has also seen heightened demand, with a concentration on short term rentals and serviced apartments, with most inquiries being requested for the end of 2022. In addition, The Supreme Committee for Delivery & Legacy has also given property owners the chance to provide residential accommodation leading up to the tournament, which is under an Eskin lease option.

Rental listings on www.propertyfinder.qa recorded an increase of 37 percent in Doha, 45 percent in Lusail, and 36 percent in Al Wakra, when comparing July – December 2020 and

July – December 2021. In terms of sales listings, we have also witnessed an increase in that sector when comparing July – December 2020 and July – December 2021, with Doha recording an increase of almost 40 percent, as well as over a 50 percent increase in the number of listings in Lusail. This illustrates the continuous increase in supply across the market.

Our data shows an increase in overall prices for the sale market, with Al Wakra recording a 12 percent increase, Doha recording a 19.7 percent increase and an almost 2 percent increase recorded in Lusail for advertised price per square metre.

In terms of rental prices, Doha and Al Wakrah have both recorded an increase in the average advertised price, at 3.6 percent and 4.4 percent respectively.

PROPERTIES FOR RENT APARTMENTS

As more and more apartments become available across different locations in Qatar, prices in H2 of 2021 have yet to find a stable index. In fact, one of the major factors that has affected prices in the Qatar apartment market is the fluctuations in the number of listings on www.propertyfinder.qa. However, overall, we have witnessed an increase in advertised prices for apartments for rent when comparing July – December 2020 with July – December 2021, with an increased interest in short term units.

Demand continues to be high in The Pearl and Marina District, with median advertised prices increasing from QAR 10,500 to QAR 11,000 and QAR 9,500 to QAR 10,800 respectively, when comparing July – December 2020 with July – December 2021. Interestingly, while Lusail City continues to gain traction in the apartment market, prices have not changed, despite major increases in the number of listings in that same time frame.

An area that is gaining popularity very quickly is Msheireb Downtown Doha, where the number of listings between July – December 2020 and July – December 2021 has skyrocketed. Advertised median prices have also recorded an increase, moving from QAR 13,500 to QAR 14,500 in that period.

One of the highest increases that we have recorded over that time frame is for advertised prices for apartments for rent in Corniche Road, with advertised prices increasing from QAR 7,500 to QAR 8,885 when comparing July – December 2020 and July – December 2021. This is most likely due to the fact that there are a number of serviced apartments and short-term units available, which are now in high demand.

We have seen however, areas such as Al Nasr, Al Wakair and Old Airport Road record a decrease in advertised prices when comparing July – December 2020 and July – December 2021, and this is mostly due to keep renters' interest, as newer and affordable units continue to enter the market.

Apartments for rent: Median Monthly Rental Price

Community	H2 2021	H2 2020	% difference
Abu Hamour	8,500	8,000	6.3%
Al Aziziyah	4,500	4,250	5.9%
Al Duhail	3,000	2,800	7.1%
Al Gharrafa	4,250	4,200	1.2%
Al Hilal	3,800	3,500	8.6%
Al Kheesa	6,000	5,893	1.8%
Al Mansoura	5,500	5,500	0%
Al Messila	5,250	5,000	5%
Al Muntazah	6,000	5,500	9.1%
Al Nasr	6,000	6,500	-7.7%
Al Sadd	6,500	6,500	0%
Al Waab	10,000	8,770	14%
Al Wakair	4,350	4,500	-3.3%
Al Wakrah	4,500	4,500	0%
Corniche Road	8,885	7,500	18.5%
Down Town Al Khor	5,000	4,500	11.1%
Fereej Abdul Aziz	4,465	4,500	-0.8%
Fereej Bin Omran	5,200	5,000	4%
Fox Hills	6,800	6,500	4.6%
Lusail City	8,500	8,500	0%
Madinat Khalifa	5,000	4,500	11.1%
Marina District	10,800	9,500	13.7%
Msheireb Downtown Doha	14,500	13,500	7.4%
Musheireb	5,500	5,000	10%
Najma	5,500	5,500	0%
Old Airport Road	5,000	5,250	-4.8%
Salata	6,300	5,750	9.6%

Apartments for rent: Median Monthly Rental Price			
Community	H2 2021	H2 2020	% difference
The Pearl	11,000	10,500	4.8%
The Waterfront	10,000	10,900	-8.3%
West Bay	10,000	10,000	0%

PROPERTIES FOR RENT VILLAS

One of the trends that we witnessed during the height of COVID-19 restrictions, was a surge in villa searches by end users, which, consequently, increased the number of listings on the website for villa rentals. This influx of handed over units has caused the villa market across Qatar to witness a fluctuation in price when it comes to median advertised prices.

The addition of newer compounds and standalone villas across the sector has driven up the median advertised price in some high traffic locations, such as Ain Khaled (from QAR 11,250 to QAR 12,000) and Al Waab (from QAR 13,000 to QAR 13,846) when comparing July – December 2020 and July – December 2021, with the latter remaining one of the most popular area for those looking for villa rentals in Doha.

Areas such as West Bay and Al Kheesa, known for offering affluent and grand villas, have increased significantly in median advertised prices in the same time frame, moving from QAR 22,000 to QAR 28,000 and QAR 9,250 to QAR 12,000 respectively. However, it is important to note that the number of listings for both areas has also increased dramatically in that time frame, with West Bay registering an increase of over 50 percent in published listings.

In order to be able to compete with all the new stock that was handed over in the second half of 2021 for the villa rental market, a price decrease was recorded for some areas such as Abu Hamour (from QAR 11,000 to QAR 10,500) and Al Markhiya (from QAR 17,000 to QAR 14,000) and Al Thumama (from QAR 13,000 to QAR 11,000), which was most likely a strategy to keep renters' interest high. Once again, we see that the increase in listings in Al Thumama and Al Markhiya has played a significant role in dropping the average price of those areas.

Villas for rent: Median Monthly Rental Price

Community	H2 2021	H2 2020	% difference
Abu Hamour	10,500	11,000	-4.5%
Ain Khaled	12,000	11,250	6.7%
Al Aziziyah	12,000	11,000	9.1%
Al Duhail	14,000	15,000	-6.7%
Al Gharrafa	11,000	10,000	10%
Al Hilal	13,000	14,000	-7.1%
Al Kheesa	12,000	9,250	29.7%
Al Khor	8,000	7,000	14.3%
Al Markhiya	14,000	17,000	-17.6%
Al Rayyan	13,846	13,000	6.5%
Al Sakhama	10,000	9,000	11.1%
Al Thumama	11,000	13,000	-15.4%
Al Waab	13,846	13,000	6.5%
Al Wakair	11,000	11,000	0%
Al Wakrah	10,000	11,000	-9.1%
AlMuraikh	12,000	12,000	0%
Madinat Khalifa	16,000	14,500	10.3%
Old Airport Road	12,000	10,000	20%
Salata	11,000	11,000	0%
Umm Salal Ali	9,000	8,000	12.5%
Umm Salal Mohammad	10,000	9,000	11.1%
West Bay	28,000	22,000	27.3%
West Bay Lagoon	25,000	23,000	8.7%

PROPERTIES FOR SALE

APARTMENTS

Demand continues to increase when it comes to apartments for sale in Qatar, as first-time buyers and investors both continue to benefit from lowered prices, which has created solid movement in the market.

To keep that interest, we can clearly see a shift in pricing strategy, especially in areas that offer high end units, such as Marina District, with advertised median prices dipping from QAR 14,024 per sqm to QAR 12,250 per sqm when comparing July – December 2020 and July – December 2021. However, once again, the number of listings plays a major role in dictating the price, with the area seeing a significant increase in the number of listings. Essentially, new stock becoming ready for handover could be the driving force behind decreasing the median price per square metre.

On the other hand, ever-popular areas such as The Pearl, The Waterfront and West Bay have all recorded an increase in median prices per sqm, moving from QAR 13,855 per sqm to QAR 13,942 per sqm, QAR 15,600 per sqm to QAR 16,917 per sqm and QAR 11,078 per sqm to QAR 13,021 per sqm respectively, as these three locations remain top choice when it comes to those looking for apartments for sale in Qatar.

Apartments for sale: Median Sales Price Per SQM			
Community	H2 2021	H2 2020	% difference
Al Erkyah City	12,167	12,573	-3.2%
Fox Hills	11,207	10,976	2.1%
Lusail City	12,313	12,097	1.8%
Marina District	12,250	14,024	-12.6%
Mesaimeer	11,291	11,112	1.6%
Qatar Entertainment City	12,570	12,366	1.6%
The Pearl	13,942	13,855	0.6%
The Waterfront	16,917	15,600	8.4%
West Bay	13,021	11,078	17.5%
West Bay Lagoon	14,412	12,262	17.5%

PROPERTIES FOR SALE

VILLAS

As a result of the addition of new areas that allow for foreign real estate ownership, we have seen increased demand in the sale market when it comes to villas, which was somewhat dormant earlier, as the locations were limited. In fact, listings for the majority of areas that offer villas for sale on the website have more than doubled when comparing July – December 2020 and July – December 2021, such as Al Wakair, which recorded over a 80

percent increase in villas for sale, as well as Abu Hamour and Al Duhail, recording over a 50 percent increase.

However, with that said, prices struggled to find a stable trend over the past two years, which is evident in the price change when comparing July – December 2020 and July – December 2021. This, in addition to the efforts put forth by the Ministry of Justice in regulating the market, has caused prices to fluctuate.

Izghawa and Lusail City are two locations that have recorded an increase in median advertised price per sqm when comparing July – December 2020 and July – December 2021, jumping from QAR 6,686 per sqm to QAR 7,544 per sqm and QAR 10,787 per sqm to QAR 12,716 per sqm respectively, as investors are looking for new units in emerging areas, which both of these locations offer.

Al Waab, alternatively, has witnessed a dip in median advertised prices per sqm, dropping from QAR 11,290 per sqm to QAR 9,524 per sqm, in the same time frame, which could be due to adjusted pricing strategies to drive sale transactions in the area.

While it may take a while for the villa sale market to find a stable pricing index, it is safe to say that it continues to gain traction, with the number of transactions continuing to increase.

Villas for sale: Median Sales Price Per SQM

Community	H2 2021	H2 2020	% difference
Abu Hamour	7,000	6,500	7.7%
Al Duhail	11,333	9,444	20%
Al Kheesa	6,833	6,917	-1.2%
Al Maamoura	9,286	10,000	-7.1%
Al Thumama	7,031	8,278	-15.1%
Al Waab	9,524	11,290	-15.6%
Al Wakair	6,596	6,120	7.8%
Al Wakrah	5,709	6,071	-6%
Izghawa	7,544	6,686	12.8%
Lusail City	12,716	10,787	17.9%
Rawdat Al Hamama	9,914	9,662	2.6%
Sumaysimah	5,364	5,132	4.5%

Villas for sale: Median Sales Price Per SQM

Community	H2 2021	H2 2020	% difference
Umm Qarn	6,118	5,266	16.2%
West Bay Lagoon	14,375	13,852	3.8%

*Prices are in QAR

- Rental prices are based on the median monthly rental prices displayed on Property Finder.
- Sale prices are based on the median price per SQM as displayed on Property Finder.
- The data is based on the advertised prices on propertyfinder.qa and may not reflect the actual transacted price.

Sources:

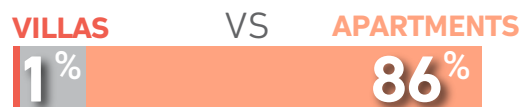
Ministry of Justice - Qatar
The Supreme Committee for Delivery & Legacy (SC)
Government Communications Office
Valustrat
The World Bank
Global Property Guide



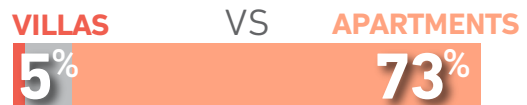
MARKET ANALYSIS - LISTINGS

Take an in-depth look at the top performing areas in Qatar, highlighting the percentage of **listings** by rent and sale, for villas and apartments.

THE PEARL



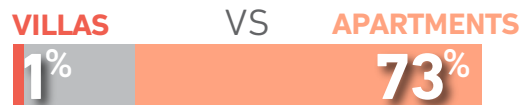
WEST BAY



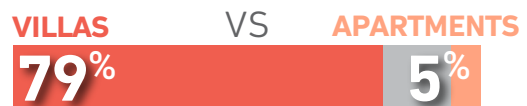
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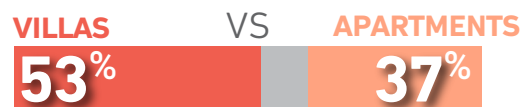
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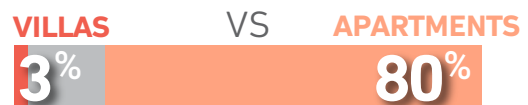
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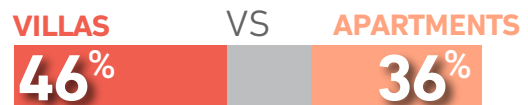
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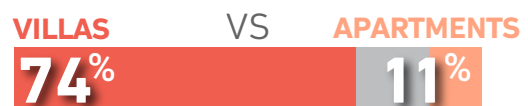
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ABU HAMOUR



WEST BAY LAGOON



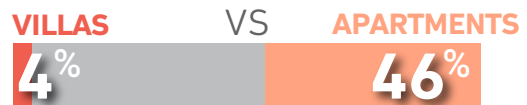
MARKET ANALYSIS - SEARCHES

Take an in-depth look at the top performing areas in Qatar, highlighting the percentage of **searches** by rent and sale, for villas and apartments.

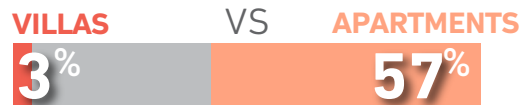
THE PEARL



WEST BAY



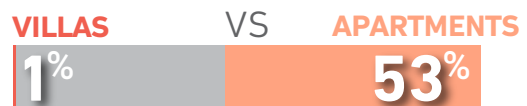
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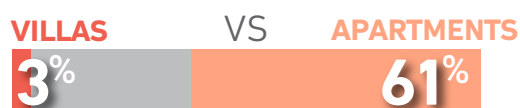
ABU HAMOUR



AL DUHAIL



LUSAIL CITY



COMMUNITY SPOTLIGHT



1 MOST POPULAR AREAS - page 25

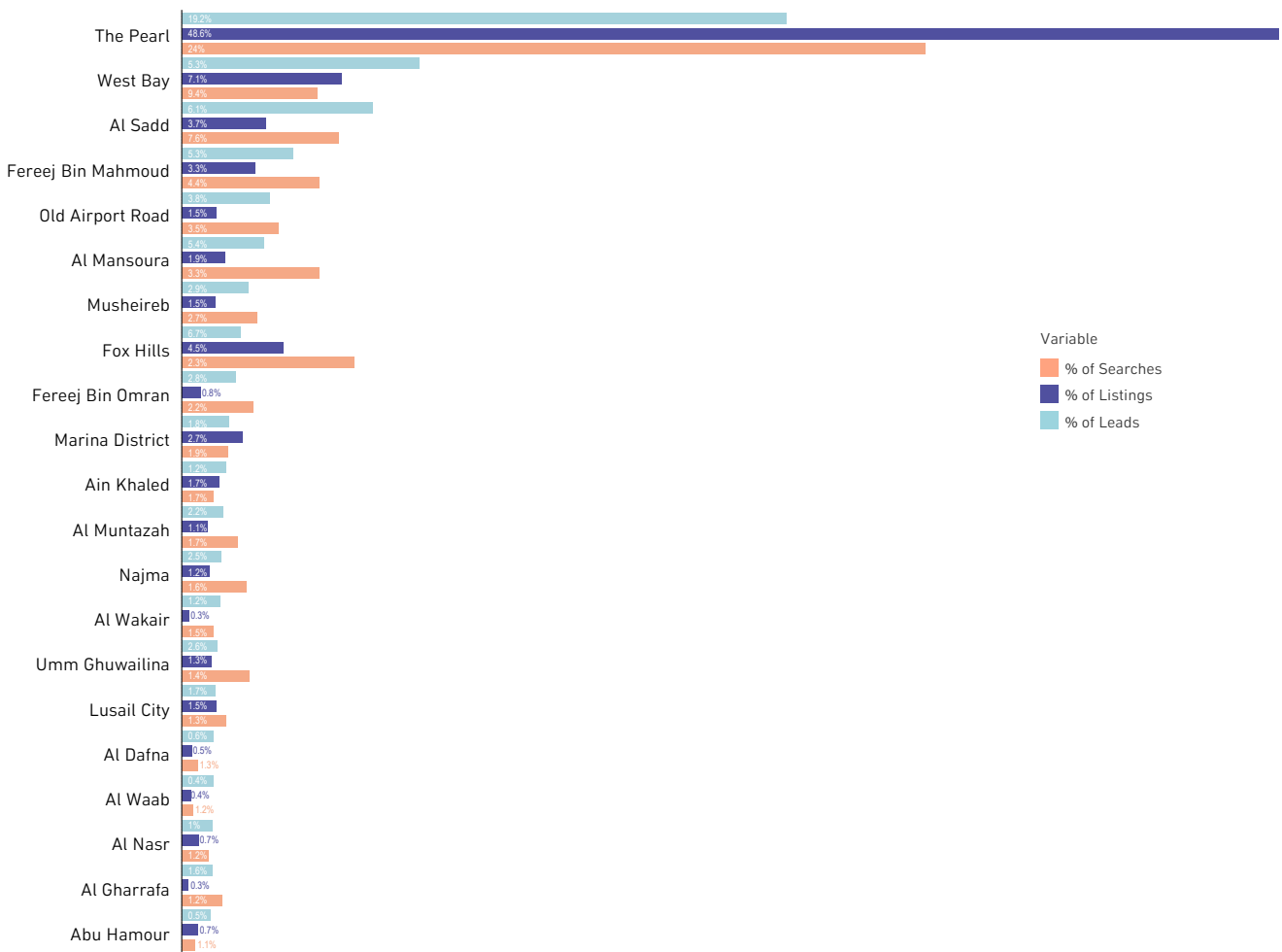
2 AFFORDABLE SNIPPETS - page 29

3 TOP 10 SEARCHED COMMUNITIES
BY NUMBER OF BEDROOMS
- page 30

MOST POPULAR AREAS

In order to rank the most in-demand places to live, we've listed the top communities based on the percentage of leads, listings and searches on Property Finder.

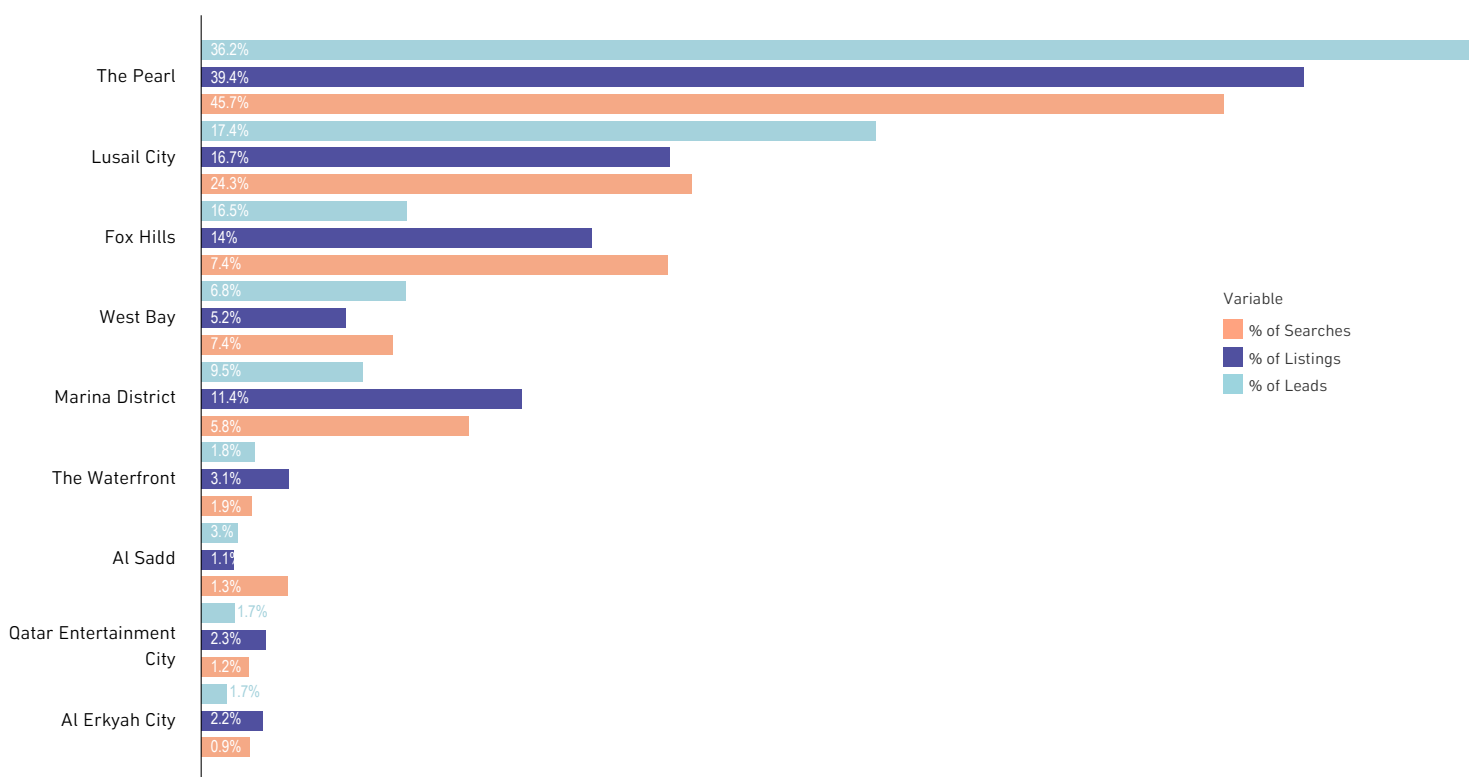
APARTMENTS FOR RENT



Based on the number of searches, listings and leads recorded on propertyfinder.qa between July and December 2021.

MOST POPULAR AREAS

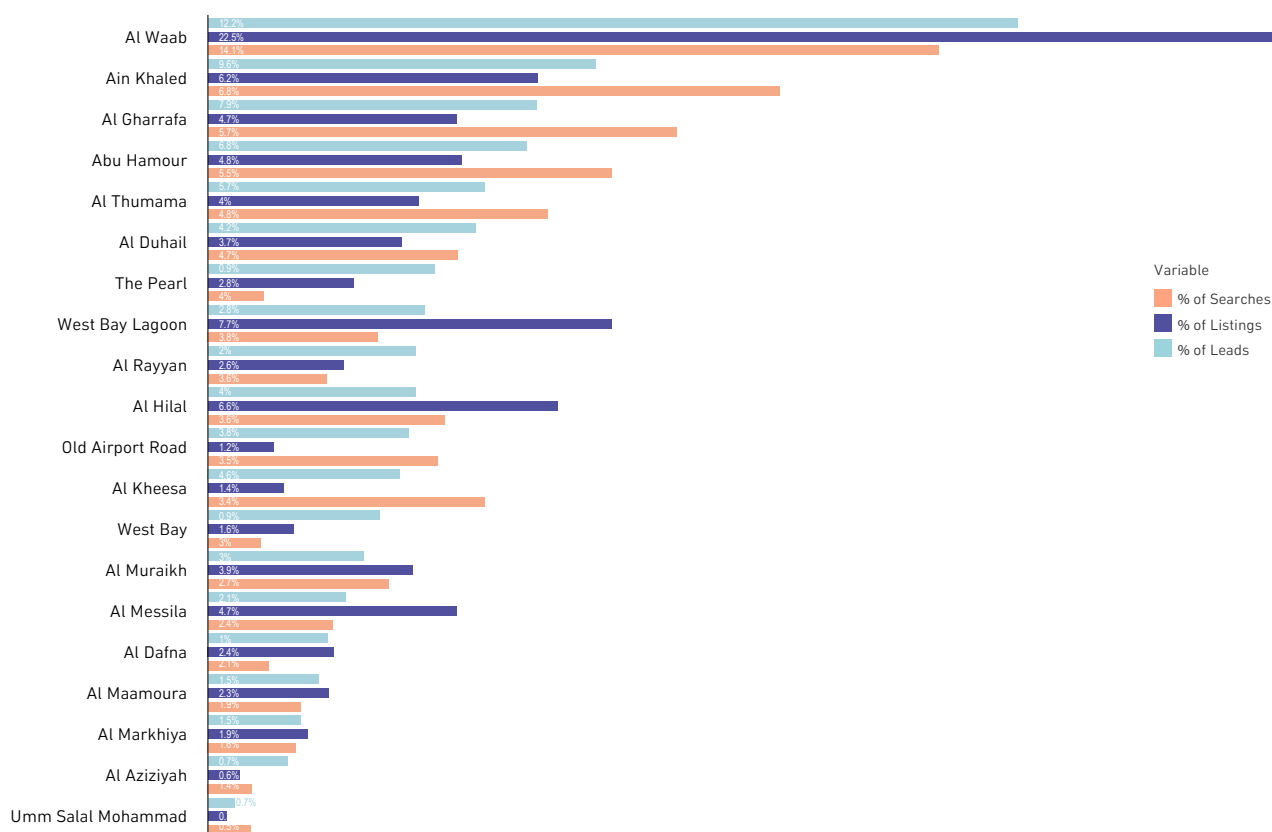
APARTMENTS FOR SALE



Based on the number of searches, listings and leads recorded on propertyfinder.qa between July and December 2021.

MOST POPULAR AREAS

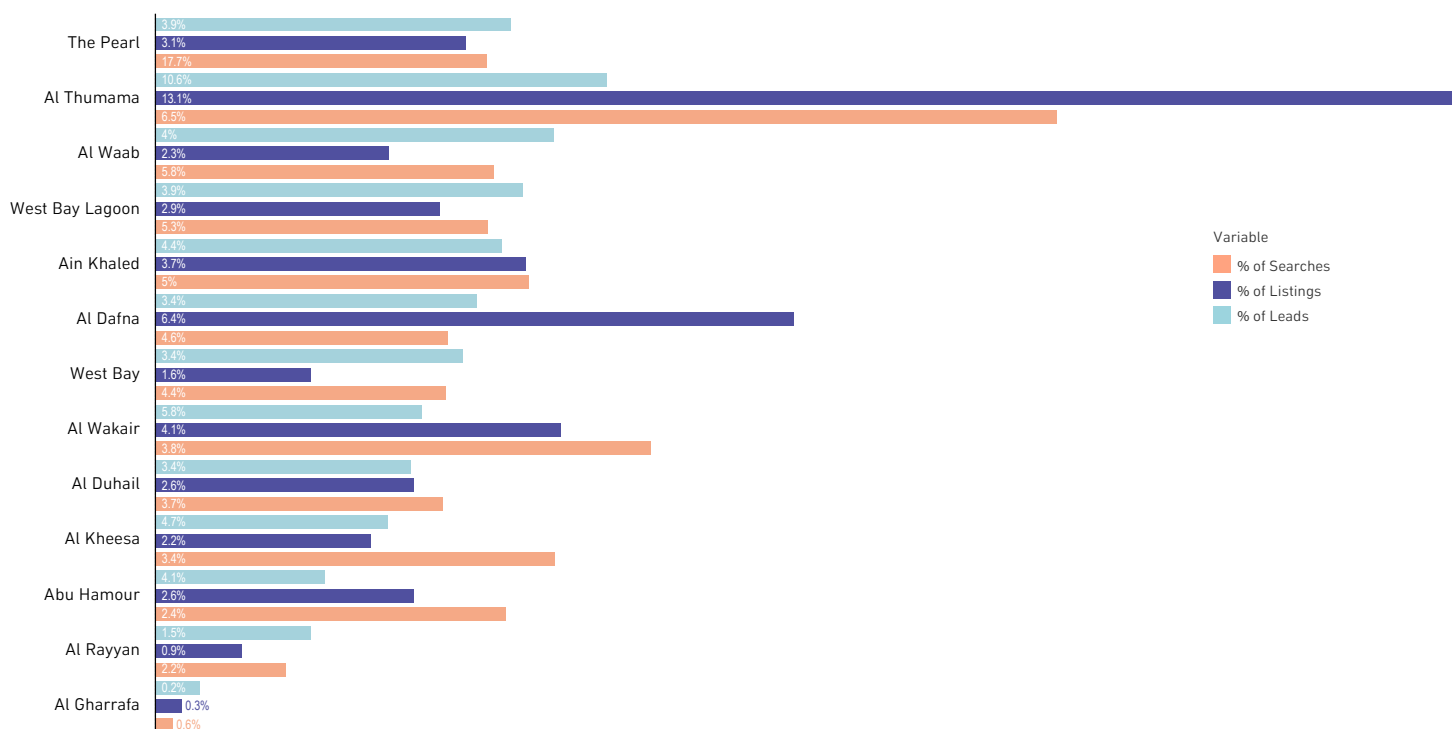
VILLAS FOR RENT



Based on the number of searches, listings and leads recorded on propertyfinder.qa between July and December 2021.

MOST POPULAR AREAS

VILLAS FOR SALE



Based on the number of searches, listings and leads recorded on propertyfinder.qa between July and December 2021.

AFFORDABLE SNIPPETS

Villa or apartment, here are the most affordable areas in Qatar today.

Apartments for rent (monthly rate)

- | | | | | | | | | | |
|---|--|---|--|---|---|---|--|----|--|
| 1 | Izghawa
Average price
QAR 3,264 | 2 | Al Hilal East
Average price
QAR 3,600 | 3 | Muaither North
Average price
QAR 4,143 | 4 | Al Maamoura
Average price
QAR 4,326 | 5 | Fereej Abdul Aziz
Average price
QAR 4,429 |
| 6 | Madinat Khalifa North
Average price
QAR 4,484 | 7 | Al Wakra
Average price
QAR 4,569 | 8 | Al Hilal
Average price
QAR 4,589 | 9 | Al Gharrafa
Average price
QAR 4,619 | 10 | Al Aziziyah
Average price
QAR 4,624 |

Villas for rent (monthly rate)

- | | | | | | | | |
|---|---|---|---|---|--|---|--|
| 1 | Sumaysimah
Average price
QAR 6,591 | 2 | Fereej Bin Mahmoud North
Average price
QAR 6,900 | 3 | Umm Ghuwalina
Average price
QAR 7,000 | 4 | Al Dhakhira
Average price
QAR 8,500 |
| 5 | Khawzan
Average price
QAR 9,000 | 6 | Umm Salal Ali
Average price
QAR 9,272 | | | | |

Data is based on average advertised prices on propertyfinder.qa and may not reflect the actual transacted price.

TOP-SEARCHED COMMUNITIES BY NUMBER OF BEDROOMS

Take a look at the top-searched communities for studios, one-bedroom, two-bedroom, three-bedroom, four-bedroom and five-bedroom properties in Qatar.

Studio:

1. The Pearl
2. West Bay
3. Al Sadd
4. Fox Hills
5. Al Aziziyah

6. Al Dafna
7. Al Gharrafa
8. Fereej Bin Mahmoud
9. Al Duhail
10. Ain Khaled



One-bedroom:

1. The Pearl
2. West Bay
3. Al Sadd
4. Fereej Bin Mahmoud
5. Musheireb

6. Fox Hills
7. Marina District
8. Lusail City
9. Al Dafna
10. Old Airport Road



TOP-SEARCHED COMMUNITIES BY NUMBER OF BEDROOMS

Two-bedroom:

1. The Pearl

2. West Bay

3. Al Sadd

4. Fereej Bin Mahmoud

5. Old Airport Road

6. Al Mansoura

7. Fereej Bin Omran

8. Musheireb

9. Al Waab

10. Lusail City



Three-bedroom:

1. The Pearl

2. West Bay

3. Al Sadd

4. Al Waab

5. Old Airport Road

6. Fereej Bin Mahmoud

7. Al Duhail

8. Abu Hamour

9. Ain Khaled

10. Al Gharrafa



Four-bedroom:

1. The Pearl

2. Al Waab

3. West Bay

4. Ain Khaled

5. Al Rayyan

6. West Bay Lagoon

7. Al Duhail

8. Abu Hamour

9. Al Gharrafa

10. Old Airport Road



Five-bedroom:

1. Al Waab

2. The Pearl

3. Al Gharrafa

4. Ain Khaled

5. Abu Hamour

6. West Bay Lagoon

7. Al Thumama

8. Al Duhail

9. Al Rayyan

10. West Bay

TOP 20 AREAS BY NUMBER OF LEADS

Leads = Demand!

Take a look at the top 20 areas by number of leads for rental and sale units in Qatar.

RENT

- 1. The Pearl**
- 2. Fox Hills**
- 3. Al Sadd**
- 4. West Bay**
- 5. Fereej Bin Mahmoud**
- 6. Al Mansoura**
- 7. Old Airport Road**
- 8. Musheireb**
- 9. Ain Khaled**
- 10. Al Gharrafa**
- 11. Al Waab**
- 12. Fereej Bin Omran**
- 13. Abu Hamour**
- 14. Najma**
- 15. Umm Ghuwailina**
- 16. Al Duhail**
- 17. Al Muntazah**
- 18. Al Kheesa**
- 19. Al Thumama**
- 20. Marina District**

- 1. The Pearl**
- 2. Lusail City**
- 3. Fox Hills**
- 4. Marina District**
- 5. West Bay**
- 6. Al Thumama**
- 7. Al Sadd**
- 8. Al Kheesa**
- 9. Umm Salal Ali**
- 10. Abu Hamour**
- 11. Al Wakair**
- 12. West Bay Lagoon**
- 13. Ain Khaled**
- 14. Al Waab**
- 15. Al Duhail**
- 16. Qutaifan islands**
- 17. Umm Ghuwailina**
- 18. Al Wakrah**
- 19. Al Dafna**
- 20. Al Mansoura**



Based on the number of enquiries and listings on propertyfinder.qa from July – December 2021.

CONTRIBUTORS



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BLOCKCHAIN TECHNOLOGY IS CHANGING REAL ESTATE



Michael Kfoury

Marketing and
Communication Director
Regency Group Holding –
Al Asmakh

Given blockchain's integration into financial services and following widespread application across many industries, it is increasingly getting harder to find a business line or a segment that has not been influenced by this genius tech. Cryptocurrencies, like it or not, are making a strong impact on payments, transfers, remittances and foreign exchange..Even the food supply chain industry has been overturned by blockchain.

The real estate sector has not escaped the blockchain disruption. Formerly, transacting high value assets (real estate of course) exclusively through a digital channel was never a trusted norm; realtor transactions were often conducted offline and involved a physical (face to face) engagement with different entities. Blockchain, however, has paved the way to change this and was able to introduce us to what's currently known as smart contracts; in blockchain platforms, real estate can now be tokenized and traded like cryptocurrencies (eg: bitcoin).

Here are six ways blockchain has changed the real estate game.

1. Platforms, dashboards and marketplaces

Real estate has always been linked with listings and executed by connecting buyers and sellers. With the integration of blockchain, new ways were introduced to trade real estate, while enabling trading platforms, dashboards and online marketplaces to support more comprehensive real estate transactions.

Newly developed platforms that use blockchain technology are currently being introduced to the market, in an attempt to facilitate real estate and rental property transactions. By tokenizing, assets can then be traded much like stocks on a very secure portal, online...Speaking of which, sellers can now tokenize assets, essentially treating these like stock sales, and liquidating their assets through a token sale using the smart platform. The collected tokens can be exchanged for currency, with buyers owning a percentage' stake of the asset.

2. No mediators, no intermediaries

For centuries, brokers, lawyers and banks have long been part of the real estate ecosystem, however,

« Real estate transactions may eventually truly turn into a peer-to-peer activity, where blockchain-powered platforms will automate and do most of the work. »

blockchain may soon flip the whole process upside down by shifting roles in real estate transactions. According to a report by Deloitte, e-platforms can eventually assume regular functions such as listings, payments, and legal documentation, automating the process in which businesses are being dealt with. Cutting out the intermediaries will result in buyers and sellers getting more out of their money by saving on commissions and fees charged by these mediators. Let's not forget that automation makes the process much quicker, more standardised, as the back-and-forth between middlemen gets dissolved.

We practically, and efficiently, have a new way to connect buyers and sellers, without the hassle of middle-men / women and leading to huge savings in time and cost. This technology could also help to codify the practice of fractional ownership of real estate... but we'll keep that for later.

3. Liquidity

Real estate, in the business dictionary, has long been considered a secure, yet an illiquid asset since it requires determination and time for sales to be concluded. This is about to change! With cryptocurrencies and tokens, in theory, assets can be readily traded for fiat currencies through exchanges and sellers don't have to wait for a buyer who can afford the whole property, in order to get some value out of it. Does it make sense? Keep reading for a wider view..

4. Fractional ownership

By allowing fractional ownerships, the blockchain technology was also seen lowering the barriers for those willing to invest in real estate; typically, investments would require significant amounts of

money and expected to be paid upfront in order to acquire a property... Alternatively, investors were seen getting together to form a pool in order to acquire bigger ticket properties. Via blockchain, investors can now easily access a trading app to buy and sell even fractions of tokens as they see convenient and fit to their vision. Moreover, fractional ownerships would also help them avoid managing the properties themselves (including maintenance, marketing, collection and leasing). The above being said, hopefully in a clear manner, it's needless to say that maintenance alone can add up to significant costs whilst dealing with tenants may be another troublesome effort. This also affects related activities such as loaning, in which property owners often have to put their assets as collateral for loans in order to secure a quick access to cash money.

5. Decentralisation and transparency

Information stored in the blockchain is accessible to all peers on a secured network, making data transparent and absolute, which is definitely a characteristic that commands trust and security as a decentralised technology. In a quick turn of events, transparency can be a life saver.. One only has to refer back to the American housing bubble crash in 2008 to see how the lack of transparency, and greed, can have catastrophic consequences.

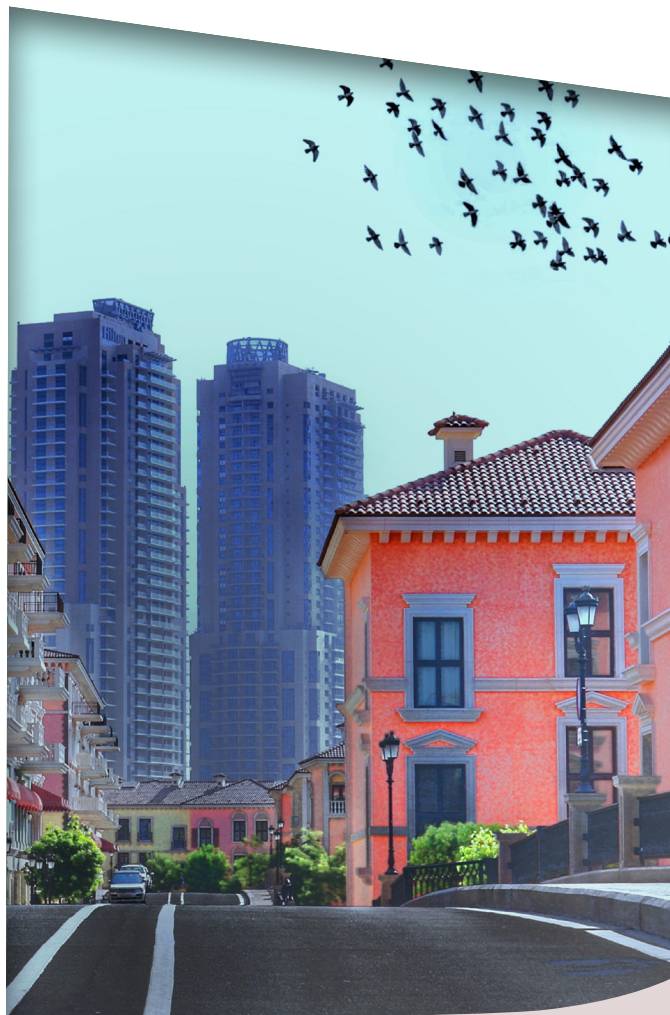
A decentralised pool of information has trust built into the system and since information can be verifiable to peers, buyers and sellers can share mutual trust while conducting transactions and fraud would also be lessened. Have you considered smart contracts yet? These are increasingly becoming admissible records in new legislations; as such, smart contracts would have more leverage beyond the technology itself.

6. Costs vs value

The transparency associated with a decentralised network will definitely reduce costs associated with real estate transactions, yet adding value in every perspective. Beyond the savings made by removing intermediaries' professional fees and commissions, inspections costs, registration fees, loan fees and taxes associated with real estate will all be seen plunging, depending on the jurisdiction. Like intermediaries, these can be reduced

or even gradually eliminated from the equation, as platforms automate these processes and make them part of the new ecosystem.

Local and regional real estate is valued at hundreds of billions of dollars, but is dominated by the wealthy and large corporations. By utilising blockchain technology, it becomes possible for the average investor to access the market where transactions can be made, thanks to blockchain, in a more transparent, secure, and equitable way. Real estate transactions may eventually truly turn into a peer-to-peer activity, where blockchain-powered platforms will automate and do most of the work.



SHOULD REAL ESTATE PRICES FOLLOW THE CYCLES OF THE ECONOMY?



Rashid Al Marri

General Manager
Al Imtenan Real Estate

When establishing our real estate company, one of the first things we did was study the four phases of the real estate cycle, which are known as recovery, expansion, hyper supply and recession. This cycle can be, and is, used by real estate professionals around the world. Studying this cycle is generally very important in predicting the right time to buy, hold or sell and from that, we can advise our clients from a standpoint about their investment portfolio. This is also very helpful for all other players in the market, such as agents and renters.

In the case of Qatar, the real estate market is completely different from that universal cycle, especially when you factor in the 2022 FIFA World Cup, where prices should simply follow the economy. Every real estate company striving for long term success must stay on top of its business, always hunting for good opportunities that have yet materialised from the country winning the bid to host the upcoming World Cup; this is the main reason that we are witnessing an increase in average prices across the real estate market.

The monetary intervention of foreigner investors in the Qatar real estate market

When it comes to monetary policy in general, perception is reality, especially for foreigners who would like to reap the benefits of investment in Qatar. This will result in promoting economic growth, stabilising prices and reducing unemployment rates.

Investment in Qatar nowadays with the 2022 FIFA World Cup just around the corner, has had a transparent and immediate effect on the real estate market. As for the commercial side, it is not less dramatic which is not always apparent to onlookers.

The huge housing demand has positively impacted the state local finance costs which is evident from the continued influx of investors.

« Investment in Qatar nowadays with the 2022 FIFA World Cup just around the corner, has had a transparent and immediate effect on the real estate market. »

Negatively, there is still a large pipeline of refinancing in our short-term future, especially after the 2022 World Cup later this year, that will determine long-term progress in the state of Qatar that we should start thinking about from now.



QATAR: A BOOMING REAL ESTATE MARKET



Mohamed Abdul Lateef

General Manager
Al Athid Real Estate
Investment Company

The real estate sector is one of the fastest growing economies in Qatar, and a safe haven for many investors, thanks to the development policy pursued by the government and the solutions it proposes, which has led to an increase in the number of operating real estate companies. Not to mention, the continuation of construction work across various real estate projects in the country, despite the repercussions of the COVID-19 pandemic, especially in promising locations such as Lusail City and The Pearl, in addition to a number of areas experiencing population growth in the northern and southern parts of Qatar; these are all indicators of a flourishing market in Qatar that has overcome a number of challenges during the pandemic.

The continuous improvement and development of Qatar's infrastructure, especially in regards to transportation facilities, development of roads and bridges, and the preparation for major events that will be hosted by the country in the upcoming months, are considered among the factors that will contribute to the recovery of the retail and hospitality sector, while at the same time, supporting the growth of real estate construction operations in these two vital sectors to keep pace with all demands, in addition to the importance of having an open and fully developed infrastructure in the tourism sector.

It should be noted that the real estate sector in Qatar is currently witnessing an unprecedented qualitative boom, especially with the country hosting the upcoming 2022 FIFA World Cup, where the country is witnessing cash flow and great demand from investors and business owners to establish hotels and hotel apartments throughout the country, specifically in areas that serve the World Cup and adjacent to stadiums.

Qatar's tremendous ability to control, organise and ensure successful events has helped us promote and publicise all residential buildings in various areas of Doha in the long term.

Each year begins with a fresh start, and we can truly say that this year has started on a

« The sharp rise in demand for prime locations over the past year can be taken as an indication of what's to come; we are on the cusp of further prosperity towards the future. »

positive note for Qatar. This optimism was aided by the implementation of new laws that encourage investment, and the introduction of many new modern real estate units on the market, which pushed the economy towards a strong recovery. All this heralds the positive direction of the real estate sector towards prosperity again.

The bright side of last year was the growth achieved by the real estate market in Qatar. Despite the fluctuations that the market witnessed due to Corona, and the effect it had on our daily lifestyle, the market is closer to achieving its goals than ever before.

Growth spur

Perhaps the most prominent reason for the growth that the real estate market is going through is the government's commitment towards attracting international events to the country, in particular, the 2022 FIFA World Cup and the 2021 Arab Cup. Let's not forget that Qatar has won the hosting bid for the Asian Games 2030, and it has also submitted a bid to host the 2027 AFC Asian Cup.

Easier than ever before

By hosting the aforementioned activities, Qatar has demonstrated its ability to manage huge global events, which in turn, has created many opportunities in the real estate market for developers and investors in the long run. This is evidenced by the widely available options that meet the requirements of tenants and investors from rental homes or promising investment properties. Real estate owners and developers have enhanced this abundance through attractive offers and investment opportunities on their properties.

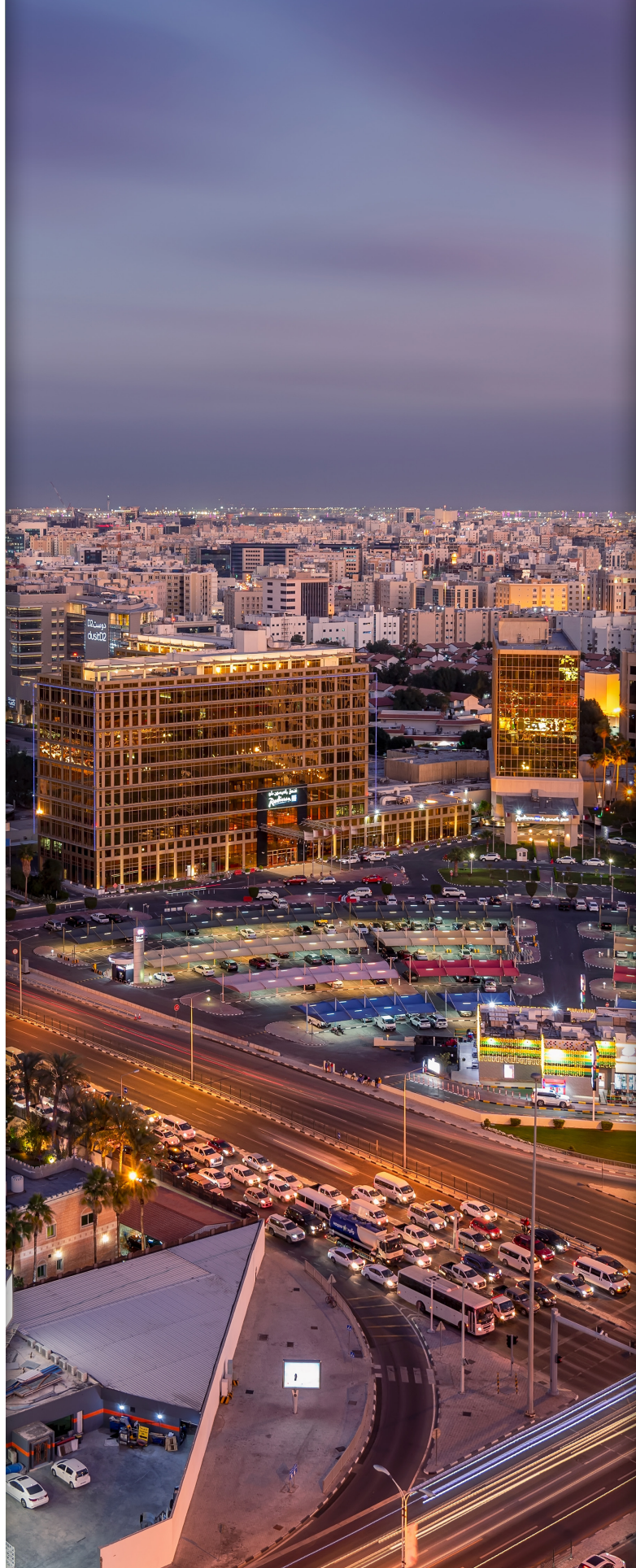
Adapting to situations

If we say that COVID-19 has changed the lifestyle of everyone in Qatar, we will have underestimated its impact that lasted throughout 2020. The pandemic affected a number of business sectors, including the real estate market. The sharp rise in demand for prime locations over the past year can be taken as an indication of what's to come; we are on the cusp of further prosperity towards the future, because renting or acquiring a property has become very easy in Qatar at this time.

Qatar is making unrelenting, tireless and wise, forward-thinking efforts to attract capital and organise major global events that require building facilities of great quality, including various international sporting events, and therefore it is expected that all of these factors play a constructive role in forming a bright picture of the future of real estate as a whole.

We have recently seen that the initiative of the Supreme Committee for Delivery and Legacy, which is the body responsible for developing sports facilities projects for the 2022 FIFA World Cup, give apartment owners the initiative to express their desire to rent their apartments within the program of accommodation for visitors to Qatar during preparation for the tournament and during competitions. It also stimulated real estate investors, residential projects, and allowed the participation of projects under construction in this decision, provided that they are ready.

In conclusion, I note that Qatar is establishing a new phase of growth, development and modernization thanks to wise leadership and sound planning for the future of its coming generations; a vision that the Government of Qatar seeks to implement in accordance with the directives of His Highness Sheikh Tamim bin Hamad Al Thani to build an advanced society, that is prosperous and fortified by its values and culture and one that is open to all, and which carries with it the omens of a promising and thriving future.



ENRICHING CONSUMER EXPERIENCE AND ENHANCING BRAND VALUE

Trends in real estate are rapidly changing and last year has seen a remarkable shift in consumer preferences, spurred by the COVID-19 pandemic. In addition to looking for residences that meet the needs of their families, consumers are now looking for homes that bring something extraordinary to the table: state-of-the-art facilities, amenities, and privileges that can cater to all aspects of their lifestyles.

A tenant looks for a home, not just a unit. That means a place with all the required facilities and amenities to complement their lives. In fact, customers are increasingly aspiring for the 15 minute lifestyle, one that grants tenants access to all aspects of their lives in as short as 15 minutes or less. Being able to access these facilities at home, or within walking distance, allows tenants to live their lives to their fullest aspirations. At its best, this means having access to such facilities at their residence, or within their neighbourhood, packaged within their tenancy.

Such offerings help cater to the needs of different demographics in a home. Play areas engage children, open areas attract older tenants where they can enjoy walks, and swimming pools and gyms are sought after by young professionals. Luxury real estate is more about providing a lifestyle than it is simply about having a home. This explains why more tenants are inclined towards properties that offer activities outside of the home, such as recreational classes, sports facilities like tennis, squash, and padel courts, and access to spas and clubhouses within the vicinity.

At Alfardan Properties, this approach has led to the culmination of an overarching brand ethos of 'Distinctive Living', which aims to provide tenants with a bespoke lifestyle that is centred around their needs, aspirations, and experiences. Alfardan Properties takes pride in its modern interiors, state-of-the-art amenities, recreational fitness, kids' classes, as well as tenancy privileges that span across hospitality, fine-dining, health and wellness. This places an emphasis on providing a lifestyle that is community-driven, enriched, and unique.

The way forward to enrich living solutions for tenants is in staying ahead of their needs and looking for ways



Sally Safa

Regional Head of Marketing
Alfardan Properties

« Customers are increasingly aspiring for the 15 minute lifestyle, one that grants tenants access to all aspects of their lives in as short as 15 minutes or less. »

to enhance their experience beyond their home. Property developers should strive to cater to the changes in tenants' lifestyles that have been acquired over the past year and left a permanent shift in demands. In creating such experiences outside of the home, real estate developers can build lasting ties with their tenants that translate into brand loyalty in the long run.



QATAR'S COMMERCIAL REAL ESTATE MARKET: WHAT WE CAN EXPECT IN 2022



Mohamad Awada
Head of Sales and Leasing
Capstone Property

Despite all the positive trends and the shortage of supply in the residential sector in the last quarter of 2021, the office and retail activity remained low in 2021. Many factors are affecting the low demand, which is leading to a higher vacancy ratio and a drop in the rates for the upcoming years.

The COVID-19 pandemic has led many international occupiers to put their requirements on hold by testing the new "working from home" strategy and downsizing their offices. Market players are re-assessing their corporate strategies leading to a reduction in demand for office spaces.

With the rise of Lusail Marina District as a developed area with competitive rates, parking facilities, food and beverage outlets availability and state-of-the-art infrastructure, the demand is shifting from previous hubs such as C-Ring Road, Al Sadd and West Bay towards Lusail City.

With low demand and increasing supply in office rent space, developers and managing companies have been obliged to offer appealing incentives to attract new lessees. Fitted office spaces in West Bay are currently priced between QAR80 and QAR120 per sqm per month, with some months free secured. The same office category in Lusail is available for QAR65 to QAR120 per sqm per month, reflecting the recent lack of rental activities in the area. Shell-and-core offices are as well, priced between QAR70 and QAR100 per sqm per month in West Bay and Lusail, and in Doha, they can be leased starting at QAR50 per sqm per month.

Given the massive shift in office occupancy towards Lusail, many towers have also been vacated within Doha as they were previously occupied by governmental entities that have now either purchased or rented out towers in Lusail. This adds to the current tough rental market within areas of Doha that were previously considered the hub. Lusail Fox Hills is another area expected to be completed soon, which will automatically increase office and retail space supply in the middle of a residential area.

« With low demand and increasing supply in office rent space, developers and managing companies have been obliged to offer appealing incentives to attract new lessees. »

With the uplifting of the COVID-19 restrictions and the upcoming FIFA World Cup, new companies are expected to start operations in Qatar, especially those related to the tournament operations, logistics and events. The requirements received were initially for fully fitted offices with a short leasing period, as most of these companies are on a project basis and do not want to increase their investments in terms of fit-outs and assets.

Those requests were mainly faced with rejections from landlords as many of them prefer longer periods and to lease their offices on a shell-and-core basis.

In conclusion, we expect a challenging year for the commercial industry with more supply than demand in the market, leading to a drop in the rates offered. The key factors to succeed in this period for every landlord is to look for the below:

- A specialized property management company that can efficiently manage their property.
- Increasing the level of services offered at the property.
- Maintaining a high level of professionalism when it comes to maintenance and quality of their assets to match the requested rent value.
- Adopting a more flexible pricing strategy matching the market's supply and demand.

“CUSTOMER IS KING”: DEMYSTIFYING CUSTOMER SATISFACTION IN QATAR’S REAL ESTATE MARKET



Jawdat Al Kateb

General Manager
Coreo Real Estate

“Customer is King” is an age-old business mantra accentuating the importance of customers (and would-be customers) in every business. Traditionally, this rule usually entails a company’s promise to provide good customer services to well, the customers. But with the current evolution in work and business settings coupled with technological advancement, what does that really mean?

Getting with the times

You can no longer rely on product and price alone to win your customer’s loyalty. Times have changed, and so have customer expectations. Customer service and experience is now the key brand differentiator that success hinges on.

According to research, 1 in 3 customers will leave a brand after just one bad experience. Not investing in a world-class service will be fatal. At every touchpoint, you must implement, refine, and deliver experiences that delight your customers and win their loyalty. Exceeding customer expectations is what will provide a competitive edge in 2022 – increasing satisfaction, retention and revenue will be the bedrock of sustainable, long-term success.

Understanding your stakeholders

The real estate market has four key stakeholders in a rental or purchase transaction: the tenant, the landlord, the seller and the buyer.

1. For many tenants, renting can be an exhausting and overwhelming process. Finding a real estate agent that understands their needs and acts on them is an important part of this process. That is where an agent could really set themselves apart from the rest.
2. As an agent for the renter or landlord, you must always think about maximising your client’s assets and increasing their profitability, all while meeting market trends and tenants’ demands.

« You can no longer rely on product and price alone to win your customer’s loyalty. Times have changed, and so have customer expectations. Customer service and experience is now the key brand differentiator that success hinges on. »

3. When it comes to buyers, one should remember that they are not just buying a property, but they are also, in turn, buying the experience and knowledge that one brings as an agent in the real estate market.
4. Finally, sellers are looking for the best offers they can get in the industry while also keeping their workload to a minimum. It is important as a seller’s agent to make sure that the buyers understand the value of the seller’s assets.

Common challenges faced by clients

Here are some key issues faced by clients and how you can tackle them smoothly:

- **Unavailable properties:** Several agencies list properties that have already been rented or sold on their website and portals to attract and generate leads while also providing a fake insight on the market’s unavailability. This can lead to the customer being disappointed when they enquire about a property and learn that it is not available. Instead, make sure all the properties listed on your website are up-to-date and use them to generate quality leads.
- **Misleading pictures and information:** Another easy way to lose clients is by having misleading images or incomplete information on your listing. Sometimes, a photo of an apartment may not show the apartment that is available but

instead a similar apartment. This can be incredibly misleading. It is imperative that all your listing records are regularly updated with information such as increases in prices.

- **Follow-ups:** It can be quite frustrating for a client to wait on an agent to follow up with them or call them back, especially if they are in a hurry to complete the transaction. At the same time, an agent must remember that while he may have multiple clients, every client wants an exclusive experience.
- **Overselling:** While every agent wants to give their client the best experience they have during the course of a transaction, one should never sell more than they can deliver.
- **Overcharging:** An agent's fees must always correspond with what is stipulated by Qatari real estate law.
- **Lack of professional etiquette:** It can be difficult to juggle several clients at once, but an agent should always be on top of their schedule and be on time to their appointments with clients.
- **Unethical sales techniques:** providing incorrect market information, creating a false sense of urgency and pressuring a client to make a transaction is not just wrong, but severely unethical. Additionally, assets must always be accurately valued before a transaction and an offer should not be pushed on a landlord or a seller.

The bottom line is as an agent, is to enhance transparency to the best of your ability and protect the rights of all parties involved.

Market leaders always stay close to their customers, identifying unique opportunities to create competitive advantages. It's the real estate agency's responsibility to set the customer experience journey and that is what will keep customers coming back.

At Coreo, we pride ourselves on quality customer experience and satisfaction journey, attested to by being awarded the Best Quality Brokerage for the Year 2021 by Property Finder and look forward to being a part of your real estate journey.



PAYING LESS DOESN'T ALWAYS MEAN SAVING MORE



Wael M. Kabrit

Director of Operations
Danat Qatar L.L.C.

Why should residential compounds or towers with amenities be your first choice when looking for a family rental home? How has the recent pandemic enhanced the value of such communities?

We strongly advise against comparing pricing by unit type and instead, focus on the total value of the package you are signing up for. It is pointless to compare a stand-alone residential villa or apartment in any area to the same kind within a residential compound or tower that offer a wide range of amenities and services; such a comparison is not only misleading, but also distorts your judgement, particularly from a financial standpoint.

When leasing a property within a residential community with facilities, you are not charged for the SQM you occupy. In such situations, you are charged for a bundle of additional services, facilities, and benefits that are not always available when renting a standalone property. When doing your comparison, it's vital to keep those varying requirements in mind.

Living in a compound or tower with amenities such as a swimming pool, Jacuzzi, steam room, indoor or outdoor kid's playground, gym, entertainment room, tennis court, basketball court, squash court, restaurant, grocery shop, laundry shop, or other facilities, saves you a lot of money in addition to security, facility management, and maintenance services. The cost of simply a few restricted choices of such amenities outside your residential neighbourhood will add not only to your financial load but to your living expenditure as well.

Spending a family weekend at a nice hotel or resort facility, for instance, will most likely set you back at least QAR1,500 per day, whilst a gym membership as an individual will cost you roughly QAR6,000 per year, plus various other amenities included. Leasing a property that is QAR1,000 or QAR2,000 cheaper in price, presuming you are saving money, will prove meaningless in the long term if you are spending nearly twice as much to improve the quality of your family's lifestyle outside your residence. What we're inferring here is that when setting a budget, you should consider incorporating it with your expected entertainment and leisure activity budget for you

« When leasing a property within a residential community with facilities, you are not charged for the SQM you occupy. In such situations, you are charged for a bundle of additional services, facilities, and benefits. »

and your family; in the moment, it may seem like spending significantly but in the long term, you will be saving much more!

The COVID-19 pandemic restrictions that have been broadly implemented all over the country for the greater good of our community safety over the last two years, specifically those that involved the closure of parks, sport halls, playgrounds, schools, pools, and most of the kid's entertainment facilities, left children, particularly those under the age of 12, with little room to be exposed to the normal social life experiences where they have the opportunity to express themselves.

These circumstances increased the value of closed residential communities by providing an advantage to all age groups, specifically for those children who could freely and safely step out of their units and run, ride a bicycle, or skate within the compound streets, and enjoy some physical sports and activities. Furthermore, and most importantly, they had the opportunity to improve their communication skills and had more physical engagement with other children, which in the long run will have a significant impact on their growth and mental health.

In your next property hunt think wisely and from a wider angle because paying less doesn't always mean saving more!

THE IMPORTANCE OF QUALIFYING THE RIGHT BROKER AND REAL ESTATE FIRM



Serban G. Spirea

CEO & Founder

FGREALTY Qatar

I have been asked multiple times during the nine years of being in the industry how to qualify the right real estate brokerage firm and real estate agent to work with. Here is some advice to follow.

1. What does a real estate broker do? How to qualify and choose one?

Individuals:

A real estate broker, or managing real estate broker is responsible for overseeing real estate transactions between buyers and sellers. The primary duties include drafting contracts, negotiating prices and contract terms, and leading a team of real estate agents.

A real estate broker is more than just an expert in the property field. They develop the industry's service by training real estate agent's teams and producing competitive property offers.

Companies:

A real estate brokerage firm is a company owned and operated by a licensed real estate broker who represents buyers and sellers of real estate. It is often held and operated by a principal broker, who then hires other real estate associates and agents with the scope of creating a competitive team.

Qualifying and choosing a great real estate broker and brokerage firm include:

1. Social media presence
2. Online and social exposure
3. Reputation in the market
4. Strong brand awareness in the market
5. A strong real estate website for buyers and sellers

2. The impact of real estate agents

Individuals:

Real Estate Agents are pillars of the community, as

« I believe that the importance and impact of real estate agents and brokers in Qatar's real estate market is not questionable. Sellers and buyers need to experience and expect better real estate services. »

real estate is a uniquely impactful progression. One that allows individuals the opportunity to form bonds and create communities through simply buying and selling properties. Because of this, the need for real estate agents and brokers will never disappear.

Companies:

The impact of brokers, brokerage firms, is a timely marketing strategy with accuracy and transparency. Using a duration model methodology, the study finds duration dependence to be positive, suggesting that the probability of sale increases. Pricing-related marketing strategies are found to influence time on the market strongly.

To summarise, I believe that the importance and impact of real estate agents and brokers in Qatar's real estate market is not questionable. Sellers and buyers need to experience and expect better real estate services.

3. How to qualify a real estate agent?

Real estate agents are more than just salespersons. They take on a more consultative role in the process, by assisting buyers and sellers in completing a property purchase transaction and offer advice and counsel as needed. The ability to

establish a good level of rapport and trust with your client is key to ongoing success in real estate. Each party relies on their agent to offer insight, communicate factors involved in buying or selling the property and education on the entire process.

Choosing the right real estate brokerage firm first and then the right agent that's part of the selected firm I believe is the right way to look forward. Understand their experience as well as their time involvement in a transaction. Any of the transaction parties must quiz the brokerage firm on their marketing plan, methods of communication, references and connections with other real estate professionals. Ensure that you hire a professional company who is full time, full of suggestions, and has a personality you can relate to.

4. Why enlist the help of a real estate broker?

Hiring and working with the right brokerage firm and agent is like having the right doctor that consults your health or having the right architect that consults on your next development. I would like not to be subjective about this topic; however as brokers, we are representing the interest of the investor. By being in the buyer's position we have understood the importance of our service more than ever. Therefore we need the right guidance through the entire process, which includes:

- **Market knowledge**
- **Legal consulting**
- **Closing process**
- **Relations**

A great real estate broker and agent will guide you through the entire process that will save you time, and ultimately money.

5. Ethics in the real estate industry

Ethical behaviour relies not only on complying with rules, but by using the right set of values and virtue to guide through the decision making process. Realtors must always be truthful with all and make true revelations to all parties involved in a transaction. This includes clients, other real estate agents and their customers.

This way, realtor ethics or real estate values will serve both sellers and buyers well. This code is designed to be a guide for real estate professionals to meet and sure pass the needs of clients and the community by being recognized as trusted profession

6. Qatar moving forward in regulating the real estate market

Qatar real estate sector's GDP contribution will only increase moving forward. The country had much to gain from winning the bid to host the 2022 FIFA World Cup and from the new Doha lifestyle properties now coming onto the market. Qatar will receive global exposure and the real estate market will face greater demand. In other words, all eyes will be on Qatar and it is the best time to implement healthy business regulations.



THE REAL ESTATE MARKET IN QATAR



Mohammad AlHarmi

CEO

Golden Shell Real Estate

Over the past few years, Qatar began developing its infrastructure in various fields, including, roads, highways and internal neighbourhood streets. In addition, Qatar has developed its educational sector and established a large number of schools, universities and colleges, as well as improving the development of the medical sector in its various fields, such as the establishment of hospitals and health centres with proper distribution according to population density.

As we know, the sports field has been a focal point of development, as the state, represented by its Amir, Sheikh Tamim bin Hamad bin Khalifa Al Thani, may God protect him, has created a large number of sporting facilities for various sports,, which has resulted in Qatar hosting numerous sporting events, leading up to the largest sporting event in the world, the 2022 FIFA World Cup. This, as well as other factors, has led to an increase in the population as well; all of which has helped in the recovery of the local real estate market.

Thanks to the development and availability of multiple facilities in emerging areas, we have noticed a rise in housing plan strategies, as residents living in areas beyond Doha are looking for the ease and availability of services, whether they are health, educational or sports related. Whether in the southern, northern or western parts of the country, these facilities and services are now widely available, with these developments aiding in creating a flourishing real estate market.

Analysis of the real estate market in Qatar states that prices in the current months are witnessing stability or an increase, thanks to the great demand from real estate buyers, whether for housing or investment. We can also see that the current urban expansion is caused by the high demand.

Accordingly, we believe that the stability or increase in real estate prices will continue, thanks to the abundance of services in Qatar in line with Qatar Vision 2030, which opens doors for foreign investors who can buy and own real estate units in different areas and obtain permanent residence.

In conclusion, Qatari and foreign investors should understand that prices, according to our forecast,

« Whether in the southern, northern or western parts of the country, facilities and services are now widely available, with these developments aiding in creating a flourishing real estate market. »

will witness relative stability, followed by a rise, due to the increase in demand for renting or buying real estate.

According to the rule of supply and demand, the real estate market in Qatar is considered to be one of the strongest markets in the region, due to the stability and the increase in price trends, demand and attractiveness by many local and foreign investors. Prices and transactions are on the rise, as evident by the weekly bulletin issued by the Ministry of Justice.



INVESTING IN QATAR

The real estate sector in Qatar is considered to be one of the best investment opportunities for both local and foreign investors to invest in with confidence, especially at the current time when the prices of real estate and land have become levelled at fair pricing. This, coupled with a reassuring market and calls for optimism, is supported by the emergence of many very distinguished investment opportunities, in addition to the fact that real estate (especially residential apartments) is considered to be a safe investment for a wide segment of investors. There are a number of reasons to invest in Qatar's real estate sector, which include:

- Qatar opening its doors to investment in the real estate sector produces a developed business environment for investors and provides all facilities and flexibility for investors.
- The adoption of a new law to regulate non-Qatari ownership of real estate and its accompanying benefits. According to the provisions of the law, non-Qataris may own and benefit from the use of real estate units in pre-specified areas and in accordance with the conditions, controls, and benefits to be determined by a decision of the Council of Ministers, based on the proposal of the Committee for Regulating Non-Qatari Ownership and Use of Real Estate. This has raised the rates of liquidity and foreign investments in the local market, in light of the presence of a surge in non-Qatari investors who are interested in investment in the real estate market, which is a great incentive for them to own and settle in Qatar.
- Hosting the 2022 FIFA World Cup, which gives the real estate sector a strong impetus to attract more investments, which leads to the continuation of positive expectations that carry great investment opportunities for real estate investors, and their participation in the construction process amid a positive reflection of economic activity.
- The continuous momentum in real estate investment leading to an expected rise in the values and prices of real estate units gives investors a unique opportunity to pump their investments in the real estate sector.
- Qatar has topped the list of the world's richest countries, in terms of average per capita income, which indicates the high purchasing power in the Qatari market.
- The rise in the real estate price index issued by the Qatar Central Bank indicates the stability of the



**Bashar Saleh
Alsaman**

CEO
Home Link Real Estate

« The rise in the real estate price index issued by the Qatar Central Bank indicates the stability of the price level in the real estate market and confirms that the condition of the real estate market in the country is stabilising. »

price level in the real estate market and confirms that the condition of the real estate market in the country is stabilising.

- The high level of local liquidity in the real estate sector, which is constantly improving over time and enhances the momentum of the real estate sector.
- Qatar is host to many international exhibitions and conferences in various countries of the world to attract foreign investment, in addition to various real estate exhibitions in the local market.
- Increasing the number of malls and commercial complexes in Qatar, the latest of which is the Place Vendôme in Lusail, which will open its doors in the first quarter of 2022. These malls and complexes located in vast areas will provide greater and broader options for shoppers in Qatar, and at the same time confirm the attractiveness of the local retail market for high-end brands.
- The population growth in the country has increased the real estate expansion and investments at a significant level. The economic and commercial movement of the country, in line with the objectives of Qatar National Vision 2030.

Non-Qatari Ownership:

Qatar has set the regulations for non-Qatari ownership and use of real estate in the country, as well as the areas in which non-Qataris may own and use real estate. The new laws also include the advantages and procedures for ownership and use, which are in accordance with a decision issued by the Council of Ministers which showcases Qatar as a prosperous environment for investment.

WHAT YOU NEED TO KNOW ABOUT STARTING A BUSINESS IN QATAR

Knowledge about the business culture

The business culture in Qatar is advancing as it becomes a hub for investment, and understanding the notions behind that is fundamental if you want to benefit from the advantaged environments that this dynamic country offers. With one of the world's fastest developing economies, Qatar is amidst an enormous economic boost, ahead of the 2022 FIFA World Cup, which has been evident over the last decade.

The high quality of infrastructure in Qatar, as well as the rise in entertainment, tourism and service facilities are fundamental to its economic growth, which will lead to the realisation of the Qatar National Vision 2030; it is truly a place for your business to flourish.

Strong foreign ties of Qatar

Despite the halted blockade from neighbouring nations, Qatar continues to have a well established trading partnership with countries such as Japan, South Korea, India, China, Philippines, Singapore, Taiwan, United Kingdom, The United States and many more. In 2016, Japan was Qatar's number one trading partner, accounting for 19 percent of all Qatar's exports. Qatar continues to persevere with the support of its most precious values of handwork, real management and strong decision making.

All about private Limited Liability Company (LLC)

Developing a Limited Liability Company in Qatar is one of the convenient and highly preferred practises in Qatar. The ground rule in Qatar is that non-Qataris can invest only in a joint venture company incorporated in Qatar. The partners of the company must include one or more residents of Qatar or must have 100 percent Qatari-owned entities holding no less than 51 percent of the share capital.

The concept of a joint venture company with Qatar residents as partners is allowed in all sectors of the economy, excluding commercial agencies and real estate. The region has expanded itself to encourage



Salvie Espineda

Business Development
Manager
Jestate for Real Estate

« Qatar's wealth of natural resources, its strategic location and its well-developed industrial, financial and telecommunication sectors have all the ingredients for a successful business venture. »

different company incorporations in Qatar.

The advantage of having a business in Qatar

Qatar is a highly advantageous place to conduct businesses, despite the ongoing pandemic. It has zero income taxes, primarily due to the rich natural gas reserves and a solid infrastructure for exporting commodities. Through a highly developed and extensive infrastructure system, Qatar has managed to develop its infrastructure alongside the development of its oil and gas wealth. This led to an extensive network of over 1,230 kilometres of roads leading to the country's oil and industrial regions.

Qatar also has four airports and seven ports and harbour, in addition to modern offices and luxurious places to live in such as West Bay, Pearl and Lusail where incredible apartments located on the upper floors of skyscrapers give magnificent views of the Arabian gulf. With its numerous competitive advantages, it has become an obvious choice for investors. Qatar's wealth of natural resources, its strategic location and its well-developed industrial, financial and telecommunication sectors have all the ingredients for a successful business venture.

2022: THE YEAR OF BRANDED PROPERTIES



Eng. Nasser Al Ansari
Chairman
Just Real Estate

This year is a watershed for Qatar, not least because of the long-awaited arrival of the FIFA World Cup bringing with it a much-anticipated tourism and real estate boom. The year will also deliver another landmark in the country's residential and hospitality real estate segment with the planned 2022-end opening of Q Bairaqa Real Estate Investment's The Pearl Qatar Serviced Residences & Private Apartments Managed by Four Seasons Hotels & Resorts.

Excitement about the landmark development, for which Just Real Estate is the exclusive sales and marketing agent, is gaining momentum as the branded residential property sector enters a re-energized phase.

Until recently, branded residences were a niche luxury real estate segment targeted largely at high net-worth investors who sought opportunities in the most prestigious locations, relished association with leading hospitality names and demanded the associated five-star services and amenities on which the hospitality providers had built their brands. But the investor base is now widening, as more come to realise the significant ease-of-management and investor returns.

The appeal of branded properties is growing because of the advantages they offer – not least the fact that they are fully-equipped, serviced, residences ready to move into. A brand's involvement gives investors a sense of reassurance that the quality, design, maintenance, and management of their properties will align to the brand's exacting promise and standards. Another added value is that they give residents access to a variety of five-star services and amenities associated with their branded management capabilities and are therefore highly leasable and command premium rental returns. Indeed, investors don't actually need to stay in the properties but choose to simply place them to be leased, and maintained, by the branded management company in line with its specific terms and conditions while still retaining the ability to retrieve the apartments within an agreed period.

The Pearl Qatar Services Residences & Private Apartments Managed by Four Seasons Hotels & Resorts have the added advantages of breathtaking sea views and being within a unique and luxurious waterfront destination. Residents will have access to first-rate, culinary experiences on their doorsteps, private,

« The appeal of branded properties is growing because of the advantages they offer – not least the fact that they are fully-equipped, serviced, residences ready to move into. »

exclusive sand beach, indoor and outdoor swimming pools with cabanas offering maximum levels of privacy and comfort. Furthermore, by using the Four Seasons comprehensive App, residents can customise their personal preferences by directly contacting the hotel management and manage their homes using cutting-edge technologies, whether they are in Qatar or abroad.

JRE can help prospective buyers explore the investment potential for the limited exclusive Four Seasons apartments which include studios, one, two and three bedroom apartments and penthouses, which are among our top 2022 investment picks.

Looking ahead we can foresee more interest in branded residences, as the field is no longer the exclusive domain of hospitality providers, but has seen significant penetration from jewellery and fashion names – think Bvlgari, Versace, Armani and others who have licensed their names and design expertise to developers.

Starchitects, interior designers and aspirational automotive brands have also tipped their toes in the branded residence waters and the door now seems to be widening to allow celebrity names to enter the field. More could follow including brands (individual personality brands included) who are associated with technology, sporting achievement and sustainability leaders are likely candidates. What, or whoever comes, developers looking for branded partnerships and individual investors should ensure that the brand or personality they buy into has longevity and relevance to sustain investment and returns. Celebrities can come and go, solid brand names span generations.

HISTORY IN THE MAKING

In a few months, the biggest and most prestigious sporting tournament to be held in the Middle East will kick off in Qatar.

FIFA was created as an independent entity with objectives to help promote positive social change around the world and raise support for the recovery and reconstruction of damaged or destroyed sports infrastructure worldwide.

Benefits of the 2022 FIFA World Cup

Strong points on hosting an eminent event:

- Worldwide advertisement
- A surge in tourism expect
- An urge to Invest
- Increased demand for properties
- Feel-good effect on citizens and residents

As a result of such a large-scale event, it won't be surprising that Qatar could potentially reap numerous benefits. The notion of hosting and accommodating visitors will create and bring significant business to the real estate market as it may attract more foreign investors and individuals.

The Impact of the 2022 FIFA World Cup

The world cup is a pretty big deal; it brings dramatic change all over the country. From the development of an urban area like Lusail City into a futuristic infrastructure; building a new metro system and laying over a thousand kilometres of highways and tens of thousands residential and commercial units.

In the real estate sector, properties now have a new scope as opportunities and commerce in the country increases. Hundreds of investors are taking advantage of starting their business in one of the richest and in-demand countries of the world, which gives the commercial market an unimaginable request as it took a big hit when Qatar became the major business district.

On the other hand, investors are not always after to open a shop, cafes or restaurants but also to own a property that can be rented on any occasions. It won't be surprising since thousands of fans from all over the world will come to give support to the participating team that gives higher demand on residential units as everyone needs a place to call home even for a short period of time.

Life After The 2022 FIFA World Cup

The World Cup might be a great attraction, but Qatar will



Abdullah Al-Anssary

Sales Manager
Majestic Real Estate

« Hundreds of investors are taking advantage of starting their business in one of the richest and in-demand countries of the world, which gives the commercial market an unimaginable request as it took a big hit when Qatar became the major business district. »

continuously hold multiple events in the future and will have another one to add to the history books in 2030. This will give Qatar a chance to show to the world the vibrant cultures and values it offers, all while creating a long-lasting legacy that will be associated with for many more years to come.

One of the common struggles after hosting the FIFA World Cup will be the oversupply of residential units. Having learned from the mistakes of other countries, Qatar's planning not only for the sake of the 2022 tournament, but has also accounted for the future hosting of multiple events that will continue until 2030. As well as the development of some areas like the Al Khor coastal road that will consist of five-star hotels, beachfront villas and many more.

Why Invest in Qatar real estate?

The 2022 FIFA World Cup can be appealing to investors, but what Qatar really wants you to see is their commitment to everyone that gives a long-term impact specifically in the real estate market. Clients often say that the real estate market might only be beneficial during the 2022 FIFA World Cup, but as a property consultant, this will only be the beginning.

This is indeed the perfect time of the year to invest in the Qatar real estate market, considering that this year's event is not the highlight to a long-term impact, but a start-up to something bigger.

The best option for property owners who wish to enter the real estate market is leasing, however, buying a property will always be a great investment opportunity, especially while prices are still low even though the demand is high.

WHY YOU MAY NEED A PROPERTY MANAGER



Jeffrey Asselstine

Managing Director
NelsonPark Property LLC

Once you have purchased your investment property, and perhaps even during the purchase process, you may be asked by your agent about considering utilising the services of a Property Manager. This service, although available in Qatar, is not widely well known about by investors. Most consider the issue of how to find a tenant as quickly as possible, but do not give consideration on how best to manage the property once the tenant has moved in.

As an investor landlord, you need to understand your responsibilities in regards to paying service charges, utilities (whether the tenant or landlord is paying them), inspections, fixing any issues that may come up, and most importantly keeping your tenant happy to ensure that they stay in the property, and hopefully as well renewing the contract at the end of the tenancy agreement. This can be quite overwhelming even to the most seasoned investor.

The good news is you don't have to worry about these issues. By outsourcing the property management of your property to an agency, the vast majority of these issues will go away, particularly the weekend calls from a tenant who has a problem with the water pressure!

We have put below six things that your property manager will do for you:

1. Find good quality tenants:

The first thing that a property manager should do is arrange the marketing of the property with the leasing agents to help you find the right tenant for your property as quickly as possible. They will help in coordinating the viewings, particularly if a departing tenant is still in the property. They will also be responsible for moving the tenant in, making sure any initial teething problems with a new tenant are taken care of quickly to get the tenancy off to a great start.

2. Conduct regular inspections:

After the tenant has moved in, your property manager will inspect the property on a regular basis to ensure the tenants are taking good care of the unit, and also highlight any problems that may not have been taken care of, had an inspection not occurred. A report would then be sent to you with a checklist of items and photos where applicable and notes of any work that may need

« Most consider the issue of how to find a tenant as quickly as possible, but do not give consideration on how best to manage the property once the tenant has moved in. »

to be done. The property manager will keep a record of the reports to ensure at the end of the tenancy that nothing is left damaged or broken.

3. Manage all repairs and maintenance:

During the course of the tenancy there will always be some type of repair request that will come up. They could be small such as a closet door that is not closing properly, or something major like a burst pipe that is flooding the property. In either case, the property manager can have it dealt with promptly to protect the value of your investment and also maintain the tenant relationship. We often see tenants leaving properties that they generally like but are simply unhappy with the landlord not fixing things in a timely manner.

4. Take care of bills and paperwork:

Beyond depositing the rent each month, your property manager can take care of paying any bills on your behalf, including Qatar Cool, Kahramaa, service charges and any repairs needed.

5. Provide market advice:

The property market is always in a state of change, particularly now that we are in a World Cup year in Qatar. Your property manager will be keenly aware of what is happening in the market in regard to rental rates helping you to achieve a high level return on your investment.

6. Minimising void periods:

Void periods are those gaps between tenants that unfortunately occur from time to time. A good quality property manager will minimise those periods in two

main ways. Firstly, by having a strong relationship with the tenant where the tenant feels that the owner cares for the property and cares for them, the chances of a tenant leaving the property is lowered considerably. Secondly, when unfortunately a tenant is going to leave, the property manager will immediately liaise with the leasing team to start marketing the property, even

before the existing tenant leaves, with the plan to keep the void period as short as possible.

At NelsonPark Property we have a dedicated Property Management Service, and we would be very happy to speak to any property owners who would like to hear more about the service that we provide.



THE IMPACT OF THE PANDEMIC ON THE QATARI HOUSING MARKET



Abdullah Al-Ghafri

Owner

QQQ Real Estate

Recent years have indeed demonstrated a significant increase in housing prices in Qatar, especially with the efforts that have made Qatar one of the most touristic and investment prone destinations in the Gulf. Such a tendency has affected the real estate market along with the establishment of new cities that are on par with international locations, such as The Pearl, West Bay and most recently, Lusail, with these three areas being some of the most popular locations for people who would like to invest in real estate and receive a permanent residency in Qatar.

The real estate market survived two major consecutive phenomena; the first was the blockade imposed by some countries in the region, and the second being the battle of the COVID-19 pandemic, which is still taking place, with the assumption of many analysts that the property market will gain stability this year.

One of the ways that I have used my platform is to educate the public about the optimistic benefits of investment and well-structured projects. At QQQ Real Estate, we strongly believe that the situation of the property market will improve after we have controlled the pandemic, especially with the occurrence of the 2022 FIFA World Cup in Qatar, and the Qatar National Vision of 2030 that sets its pillars on building a modern country to be a future destination of investment.

The risks of an increase in property prices are not limited to Qatar, but applies to internal markets as well, such as in The United Kingdom, France and Turkey as well as other countries, where the annual price growth is constantly increased by at least 3 percent. Additionally, prices did not explicitly show that this is only targeting overvalued properties, but also the standard of building, the upcoming vision of the market and also the return on investment.

These are just some of the reasons why I believe that investing in Qatar will be fruitful, even during the ongoing pandemic, as the sector offers stability

« Real estate activity depends mainly on local conditions and by comparing Qatar to other countries, the situation locally is much steadier when it comes to the real estate market. »

and growing returns compared to the price trajectory of a residential investment.

While the risks are still present in all countries before, during or even after the pandemic, with health concerns, instructions to the public to stay at home, fewer people are willing to think about buying or investing. Alternatively, there is also an awareness between some investors who evaluate the risks, and create opportunities even in the most trying times. As an example, the General Manager of QQQ group Khalaf Alidmat, who is also a very active influencer on social media platforms, has assumed the role where he continuously pushes his audience to be optimistic, while evaluating the risk involved in any investment. One of the things we always communicate to our clients is to look at each step separately, and analyse any challenges or obstacles that we can predict.

Typically, if there is a decline in demand for new properties, sales shall be categorised by a drop in prices which is not the case in Qatar. Real estate activity depends mainly on local conditions and by comparing Qatar to other countries, the situation locally is much steadier when it comes to the real estate market.

THE REAL ESTATE RENTAL MARKET OUTLOOK: 2022 AND BEYOND



Mohammed Yousif Shoqeir
Sales Manager
Retaj Real Estate

The Qatar Real Estate market is one of the most dynamic in the Middle East region with an estimated CAGR of 13 percent from 2021 to 2022. From a home buying perspective, the market is showing stable growth along with an increased buying by expatriates since the new law, displaying an increased confidence in the sector. The rental segment saw a downturn owing to COVID-19 and the financial impact of the pandemic. Rents have fallen significantly in the past two years and lower occupancy rates were noticed.

This, however, is set to change. As we have entered 2022, the year that Qatar has been eagerly waiting for, the year of the 2022 FIFA World Cup. A global event the scale of the FIFA World Cup brings many challenges and opportunities along with it. This year is when Qatar, we are sure, will witness a rebound. With over 1.2 million fans expected to come to Qatar during the world cup, real estate is going to be in heavy demand.

Qatar National Vision 2030 and the Qatar World Cup 2022 have been the foundation of the rise of many real estate hotspots, both for ownership and rental. Lusail City has grown by leaps and bounds, and today, boasts top-class infrastructure. It has become both a commercial and a residential hub along with becoming a go-to entertainment and recreational zone. No wonder that the finals of the World Cup will be played in the iconic stadium in Lusail. The Pearl Qatar has seen a similar rise with many Qataris and expatriates investing in homes on the island. The Pearl has transformed into an entertainment hub while still maintaining its residential master class.

The 2022 FIFA World Cup has brought on a unique accommodation challenge for Qatar which the Supreme Committee for Delivery & Legacy has solved brilliantly by reaching out to all property owners in Qatar and offering them the chance to register their properties on SC's platform. These properties would then be made available as full furnished accommodation for the tournament. This masterstroke by the Qatar Government and the Supreme Committee for Delivery & Legacy has witnessed an overwhelming response with many

« While 2022 is surely a year of opportunities and growth, it will by no means be an easy year. Growth will bring its own set of challenges for which we would need to be ready. »

property owners registering their vacant or upcoming properties on the platform.

This initiative also means that the rental market in Qatar is bound to witness a boom resulting in increased rental prices. This is already being witnessed since the beginning of 2022. With a reduced inventory of available rental units in the market, the monthly rentals are steadily rising. This rise is expected to be at its peak during Q4 2022. There will be a market correction in 2023 before rental prices stabilise for the year.

While 2022 is surely a year of opportunities and growth, it will by no means be an easy year. Growth will bring its own set of challenges for which we would need to be ready. However, our eye needs to be firmly set on the future with the Qatar National Vision 2030 as a firm backdrop to ensure a healthy and profitable business outlook.



THE CONCURRENT PANDEMIC

It is a bittersweet life that we're living in today, with the new norms that the COVID-19 has bestowed on us. As humans, we adapt to changes and keep moving forward and as real estate agents, we are constantly adapting, evolving, and progressing to always bring the best real estate solutions to clients. While Qatar is known for the high volume of malls it has that have kept residents entertained with the ease of having a destination to spend their weekends, times during the COVID-19 pandemic has shifted the manner in which we live by to a more open space environment.

A while back, when malls did not yet exist, people enjoyed street shopping and taking a stroll down shopping avenues and ending their day in a cafe or restaurant. We can now see this trend coming back. With long-lasting restrictions that have been going on for a while now, people have adapted and have started spending more time with their loved ones and enjoying independent outings. This, in turn, brought back the lifestyle of enjoying restaurants and street shopping.

As the winners of the Best Quality Brokerage - Commercial Properties in the Property Finder Real Estate Awards for 2021, one of the ways that we were able to adapt and change during the pandemic, is by setting up a portfolio and managing an outdoor souk, which has helped in accommodating different types of commercial needs which will be the studied trend this coming year.

With the weather change we can see the influx of activities driven to open spaces, where people feel safe to roam around with their family and friends such as food festivals and art fairs.

As the profession of real estate moves outdoors, we will see an increase of properties and businesses growing on the streets of Doha, giving way for a new lifestyle and innovative idea that will enable people to enjoy their day off and spare time in a safe haven with their families and loved ones.

The beautiful architecture of Qatar provides unique scenery and an advantage to moving real estate outdoors. An opportunity for residents to walk around and indulge in the exquisite atmosphere and finely designed buildings it provides, all the while



Ali Radi

General Manager
Steps Real Estate

« We have moved from an atypical retail experience. It's all about independent retail shops! »

enjoying their day in specialty stores, restaurants, and department stores. A shopping and dining destination with an outdoor plaza that provides a unique landscape as well as evening events.

Through our new strategies and approach, Steps Real Estate is fully equipped to build on this trend where you can find unique treasures to start or expand your business and where your clientele can find you in one of their favourite walkable neighbourhoods. We have moved from an atypical retail experience. It's all about independent retail shops!



WHY BROKERAGES NEED TO FOLLOW THE CODE OF ETHICS FOR THE SUCCESS OF THEIR BUSINESS



**Zhanna
Yerkozhanova**
Managing Director
The Loft Bureau Real
Estate

As a start, I would like to quote the Code of Ethics of the National Association of Realtors (USA), released in 1913, which was one of the first codifications of ethical duties adopted by any business group:

'The real estate agent should be absolutely honest, truthful, faithful, and efficient. He should ever bear in mind that he is an employee, that his client is his employer and is entitled to the best service the real estate man can give his information, talent, time, services, loyalty, confidence, and fidelity'.

Imagine, over a hundred years ago, real estate business associations began to develop ethical guidelines. And there is a reason for that. When I first got into the real estate brokerage business in Qatar, I was quickly convinced of the great potential for growth in the market. The country was, at the time (and still is) perfectly positioned to attract foreign investment, given its economic stability and the prosperous lifestyle Qatar cultivates for its residents.

The commitments made by His Highness The Emir of Qatar to expand freehold areas, as well as further develop programs to issue resident permits to foreigners, have become the impactful stimuli offered by the government.

And here numbers speak louder than words. According to the 95th issue of the Qatar Monthly Statistics bulletin released by the Planning and Statistics Authority, despite the pandemic, the value of sold real estate in 2021 rose by 28 percent, when compared to the previous year. This is evidence of improved buyer confidence stemming from several factors like increasing competitiveness along with the introduction of policies facilitating foreign investment.

The growing economy in Qatar has given impetus to healthy competition, with many players entering the 'real estate arena'. And their business reputation

« Careful consideration of all stakeholders, identification and disclosure of the conflicts of interest, and maintaining confidentiality positively impact the real estate market. »

began to take on significant importance.

Any real estate market and the relationship between its stakeholders is a rather complex mechanism, and Qatar is no exception. Its growing activity has triggered the pressing question for real estate agencies: How to gain, and more importantly, to keep the trust of customers and partners, authorities in our fairly competitive environment?

Undoubtedly, those real estate companies that are associated with competence and decency, and which are committed to the high moral principles of doing business have become leaders in the long-term perspective. Moreover, realising their responsibilities to clients, colleagues and partners, they thereby participate in building a civilised and efficient real estate market which is an important factor for foreign investments.

Careful consideration of all stakeholders, identification and disclosure of the conflicts of interest, and maintaining confidentiality positively impact the real estate market. After all, we are not only competent professionals but also partners respecting clients and each other.

Since its establishment, The Loft Bureau Real Estate takes its professional and ethical obligations very seriously in its commitment to building long-term partner relationships and continuous customer relationships. Our primary responsibility is to ensure

that each client's needs, unique circumstances are taken into account when providing our services. At the same time, an ethical approach while dealing with customers helps to build confidence in the level of professionalism of brokers.

From our side, to comply with ethical standards of the real estate sector business relations, our company unified the main principles in the form of the 'Code of Ethics'. The policy includes the rules and

'red lines' to avoid conflict situations and to help our agents act more effectively and professionally. As such, I believe, it will be a good move for the real estate market in Qatar to further establish a unified Code of Ethics and implement mechanisms for industry-wide adherence. The work should not be limited to standards for interaction and communication but must also encapsulate further development of the procedures and agreements to use in the professional relationships with the stakeholders.



CONSUMER SEARCHES EXPLAINED

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2 USER BEHAVIOUR - page 65

3 TOP SEARCHED KEYWORDS - page 67

TOP 20 SEARCHED AREAS FOR APARTMENT AND VILLA RENTALS IN QATAR

The Pearl remains the top searched area in Qatar when it comes to apartment rentals, and has recorded 24 percent of all searches under that segment between July 2021 to December 2021. In fact, it has outperformed the number of searches for West Bay, Al Sadd and Fereej Bin Mahmoud, combined, solidifying its place as the most popular area in Qatar. Minimal change has been recorded for the top searched areas for H2 in 2021, with Al Mansoura overtaking Musheireb, which is most likely due to the abundance of budget friendly units in Al Mansoura.

APARTMENTS

LOCATION

- | | |
|------------------------------|----------------------------|
| 1. The Pearl | 11. Ain Khaled |
| 2. West Bay | 12. Al Muntazah |
| 3. Al Sadd | 13. Al Duhail |
| 4. Fereej Bin Mahmoud | 14. Najma |
| 5. Old Airport Road | 15. Al Wakair |
| 6. Al Mansoura | 16. Umm Ghuwailina |
| 7. Musheireb | 17. Madinat Khalifa |
| 8. Fox Hills | 18. Lusail City |
| 9. Fereej Bin Omran | 19. Al Dafna |
| 10. Marina District | 20. Al Waab |





VILLAS

When it comes to villas for rent, the most popular areas in Qatar remain the same, with Al Waab topping the list of most searched areas for villas, accounting for over 14 percent of all searches between July – December of 2021. Ain Khaled, Al Gharrafa, Abu Hamour, Al Duhail and Al Thumama all remain popular areas for villa searches, as they are known for offering rentals with varying sizes and budgets.

LOCATION

- | | |
|----------------------------------|------------------------------------|
| <u>1. Al Waab</u> | <u>11. Old Airport Road</u> |
| <u>2. Ain Khaled</u> | <u>12. Al Kheesa</u> |
| <u>3. Al Gharrafa</u> | <u>13. West Bay</u> |
| <u>4. Abu Hamour</u> | <u>14. AlMuraikh</u> |
| <u>5. Al Duhail</u> | <u>15. Al Messila</u> |
| <u>6. Al Thumama</u> | <u>16. Al Dafna</u> |
| <u>7. The Pearl</u> | <u>17. Al Maamoura</u> |
| <u>8. West Bay Lagoon</u> | <u>18. Al Markhiya</u> |
| <u>9. Al Hilal</u> | <u>19. Al Wakair</u> |
| <u>10. Al Rayyan</u> | <u>20. Madinat Khalifa</u> |

Based on the number of searches on propertyfinder.qa from July - December 2021

TOP 10 SEARCHED AREAS FOR APARTMENTS AND VILLAS FOR SALE IN QATAR

It comes as no surprise that The Pearl tops the list when it comes to the most popular areas for those looking for apartments for sale, with Lusail City as the second most searched area, accounting for an astonishing 70 percent of all searches for apartments for sale between July – December of 2021 on www.propertyfinder.qa

Apart from The Pearl, the top searched areas for apartments for sale in Qatar are mainly located in Lusail, which continues to gain traction in the sale market. Umm Ghuwailina, an area which is now open to foreign property ownership, has seen an increased interest in units for sale, and is a new addition to the list.

APARTMENTS

LOCATION

1. The Pearl

2. Lusail City

3. Fox Hills

4. West Bay

5. Marina District

6. The Waterfront

7. Al Sadd

8. Qatar Entertainment City

9. Umm Ghuwailina

10. Al Mansoura



LOCATION

Heightened demand has been recorded for Al Thumama between July – December of 2021, which is now the second top searched area in Qatar when it comes to villas for sale, after The Pearl. This is most likely due to an influx of sale transactions in the country, and as increased stock becomes ready for handover in the area. Al Waab and West Bay Lagoon also still remain very popular locations for those looking for villas for sale.

1. The Pearl

2. Al Thumama

3. Al Waab

4. West Bay Lagoon

5. Ain Khaled

6. Al Dafna

7. West Bay

8. Al Duhail

9. Al Wakair

10. Al Kheesa

Based on the number of searches on propertyfinder.qa from July - December 2021

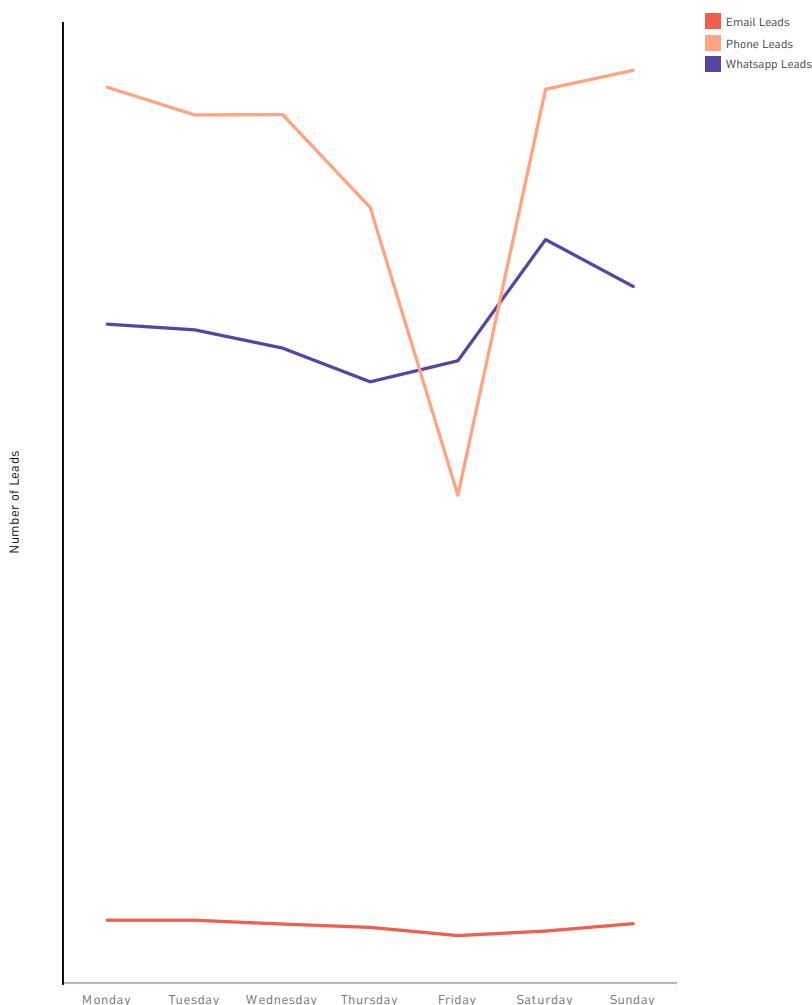


USER BEHAVIOUR

When and how are consumers using our portal?

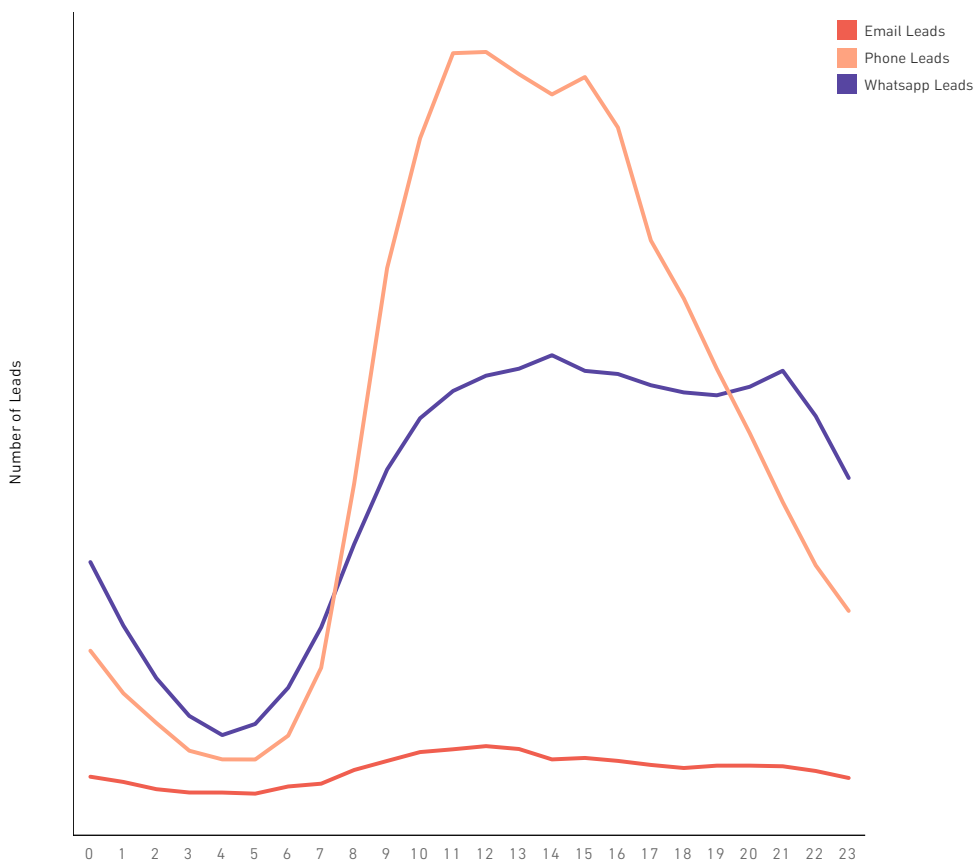
Here's what you should know to optimise your performance

LEADS PER DAY OF THE WEEK



As with previous trends, Saturday continues to be the day where the majority of leads are recorded for WhatsApp leads, with numbers beginning to increase on Friday, which is mainly due to the ease of contacting agents via WhatsApp. However, data from www.propertyfinder.qa shows that Sunday is now the highest day for phone leads.

LEADS PER TIME OF DAY



The pattern for the timing of leads has not changed, but there has been a change in the trends recorded for the type of leads. The majority of phone leads are still being recorded at around midday, particularly between 11am and 1pm, however, the peak for WhatsApp leads shifted to midday. This could be due to the nature of “remote working” and “work from home” policies, which gives end-users more freedom in searching for properties.

TOP SEARCHED KEYWORDS

End-users often enter keywords on propertyfinder.qa to filter search results.

Adding these keywords to your titles will help your properties appear more frequently, and help you reach property hunters who are searching specifically for these amenities and facilities.

APARTMENTS FOR RENT



🔍 Top keywords

BALCONY BRAND NEW **BEACH**
POOL **SEA VIEW** PETS ALLOWED
 GARDEN PRIVATE POOL

VILLAS FOR RENT



🔍 Top keywords

POOL PRIVATE POOL BEACH
GARDEN **BRAND NEW** BALCONY
 PETS ALLOWED **SEA VIEW**

APARTMENTS FOR SALE



🔍 Top keywords

BALCONY SEA VIEW **POOL**
GARDEN **BEACH**
PETS ALLOWED BRAND NEW

VILLAS FOR SALE



🔍 Top keywords

BRAND NEW PRIVATE POOL BEACH
GARDEN BALCONY **POOL**

Based on the keyword searches conducted through Property Finder in the period of July-December 2021

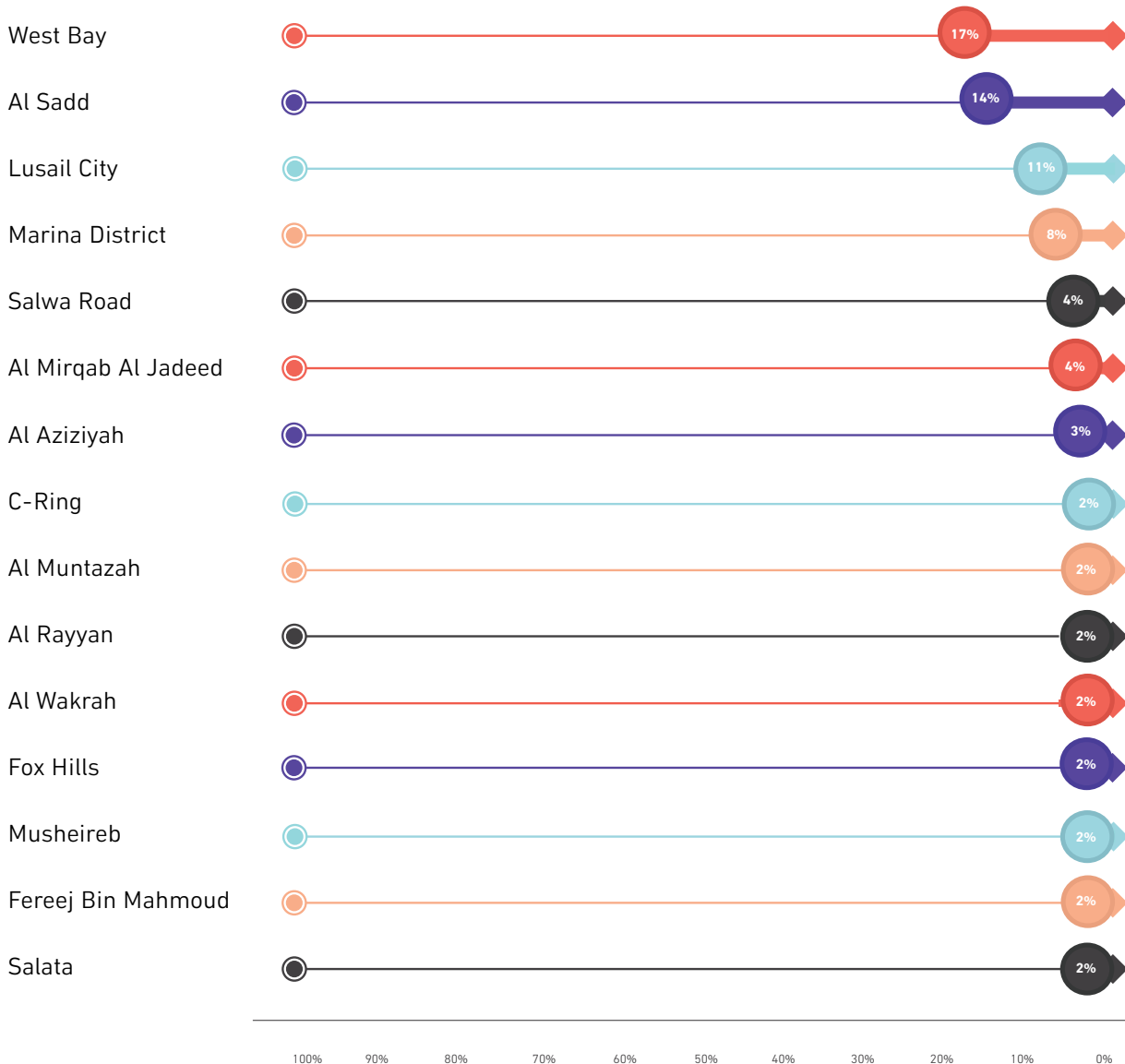


COMMERCIAL

- 1 **COMMERCIAL OFFICES** - page 71
- 2 **COMMERCIAL MARKET ANALYSIS
- WAREHOUSES** - page 74
- 3 **TOP SEARCHED AREAS FOR
WAREHOUSES** - page 75
- 4 **LAND FOR SALE IN QATAR**
- page 77

COMMERCIAL OFFICES FOR RENT IN QATAR

Areas with the highest number of leads for office rentals in Qatar



Based on the number of enquiries and listings (properties listed) on propertyfinder.qa between July to December 2021.

Average monthly asking price for office rentals in Qatar

Location	Total contract asking price (QAR)
West Bay	19,953
Marina District	18,894
Al Sadd	17,690
C-Ring	16,339
Fox Hills	16,023
Al Nasr	14,718
Lusail City	12,905
Fereej Bin Mahmoud	12,455
Al Hilal	10,803
Al Muntazah	10,149
Umm Ghuwailina	10,128
Musheireb	9,355
Salwa Road	8,375
Al Mirqab Al Jadeed	4,026

The office market has witnessed price fluctuation in H2 of 2021, as many companies have become more flexible with remote working, or have limitations in the number of employees that can be present in the office. This has caused many companies to revise their strategies, with pricing being the most important element. We have recorded a 5 percent decrease in average advertised prices for office rentals in West Bay, when comparing H1 of 2021 with H2 of 2021, as well as 22 percent in Lusail City. The decrease in prices in Lusail City could also be one of the reasons why leads have increased in that area, as more people become interested in affordable office units.

Rental prices are based on the average monthly rental prices displayed on Property Finder between July - December 2021.

The data is based on the advertised prices on propertyfinder.qa and may not reflect the actual transacted price.



Top searched areas for office rentals in Qatar

- 1. West Bay**
- 2. Al Sadd**
- 3. Marina District**
- 4. Lusail City**
- 5. Salwa Road**
- 6. The Pearl**
- 7. Musheireb**
- 8. Al Muntazah**
- 9. Fereej Abdul Aziz**
- 10. Al Mirqab Al Jadeed**
- 11. Al Aziziyah**
- 12. Fereej Bin Mahmoud**
- 13. C-Ring**

The most popular areas for office rental searches remain the same, for the most part, with West Bay, Al Sadd, Marina District and Lusail City commanding the top four spots in H2 of 2021, accounting for over 50 percent of searches, which is the same trend reported in the first half of 2021. However, we can now see that Salwa Road has overtaken The Pearl for a spot in the top five, which is most likely due to lower average rentals and a wider variety in offerings.

Based on the number of searches on propertyfinder.qa from July - December 2021

COMMERCIAL MARKET ANALYSIS

Average monthly price for warehouse rentals in Qatar

Location	Average Monthly Price (QAR)
Umm Salal Mohammad	141,627
Umm Salal Ali	64,518
Industrial Area	64,197
Al Wakrah	42,640
Logistics Village Qatar	41,694
Al Rayyan	33,431

Rental prices are based on the average monthly rental prices displayed on Property Finder between July and December 2021.

The data is based on the advertised prices on propertyfinder.qa and may not reflect the actual transacted price.



TOP SEARCHED AREAS FOR WAREHOUSES

RENTALS

LOCATION

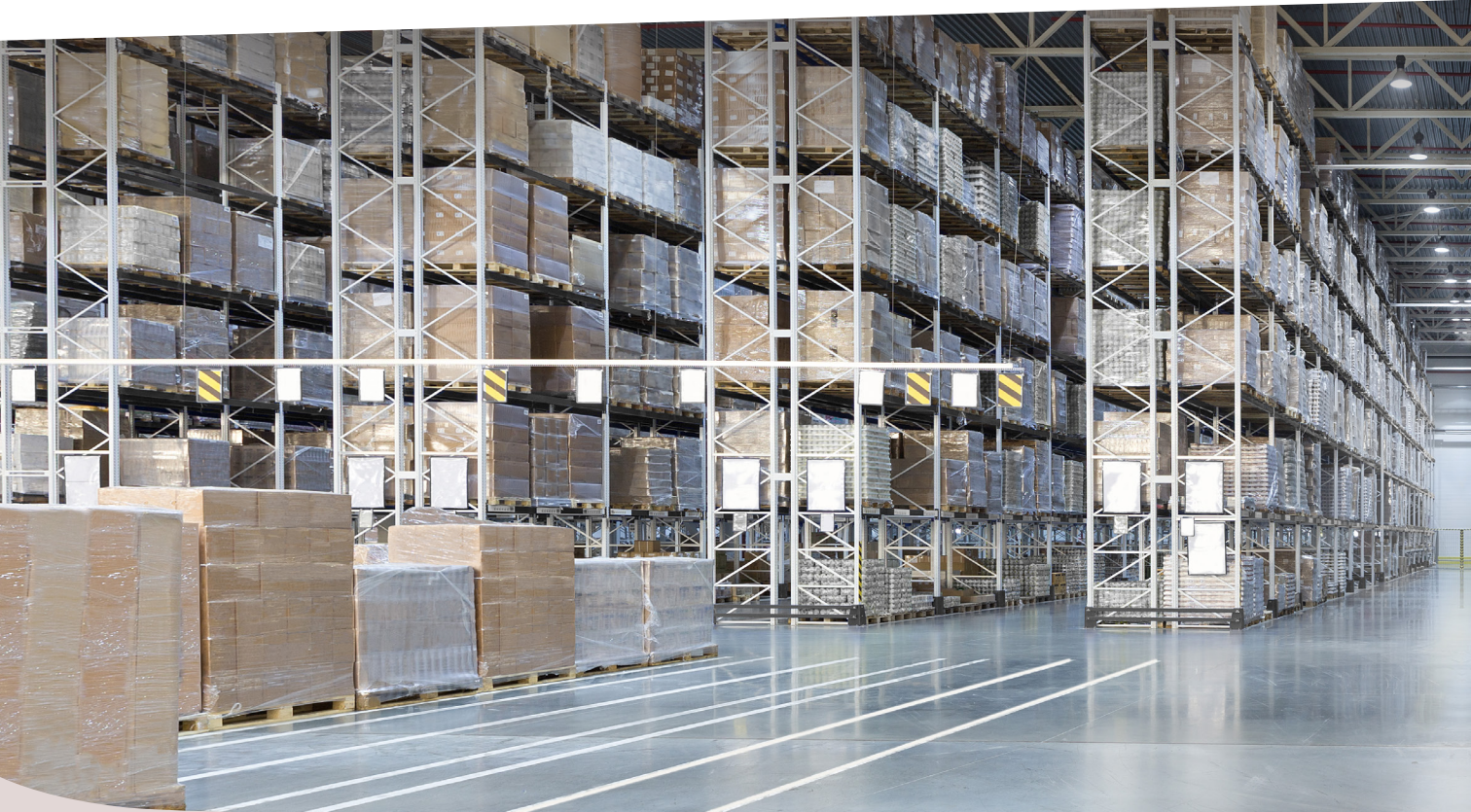
1. Industrial Area

2. Logistics Village Qatar

3. Umm Salal Ali

4. Al Wakrah

5. Al Rayyan



LOCATION

6. Mesaieed Road

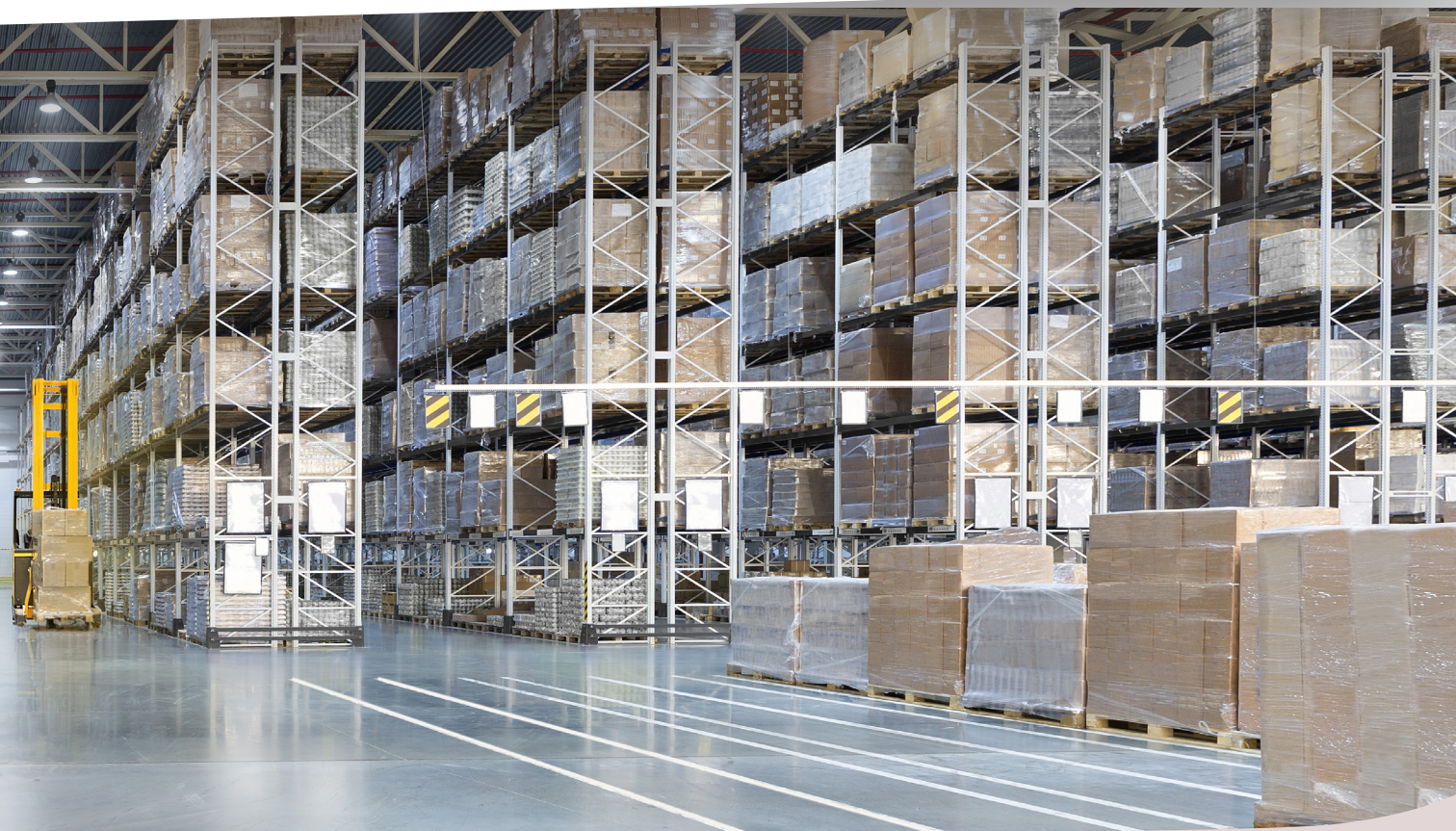
7. Ras Abu Aboud

8. Umm Salal Mohammad

9. Al Wakair

10. Abu Hamour

Based on the number of searches on propertyfinder.qa from July to December 2021



LAND FOR SALE IN QATAR





Top searched areas for land for sale

1. Industrial Area

2. Energy City

3. The Pearl

4. Lusail City

5. Al Rayyan

6. West Bay

Based on the number of searches on propertyfinder.qa from July to December 2021

WE ARE PROPERTY FINDER

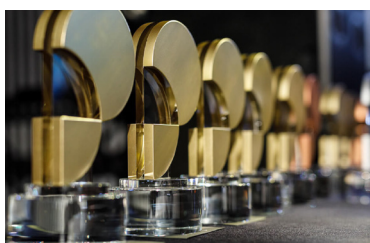
1 A LOOK BACK AT 2021 - page 81

2 2021 PROPERTY FINDER QATAR
REAL ESTATE AWARDS - page 83

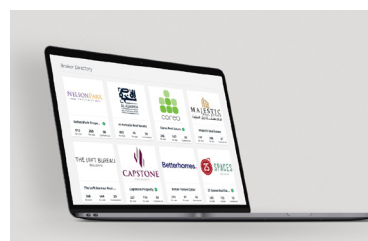
3 IN THE NEWS - page 84

A LOOK BACK AT 2021

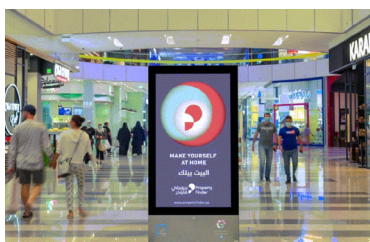
The first edition of the **Property Finder Qatar Real Estate Awards**



The addition of **verified companies** on our website



“Make Yourself at Home” campaign



Real Estate Online Platform Partner at **Cityscape Qatar**



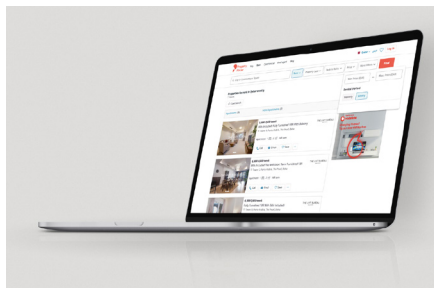
Collaborating with the **Ministry of Justice – Real Estate Department**



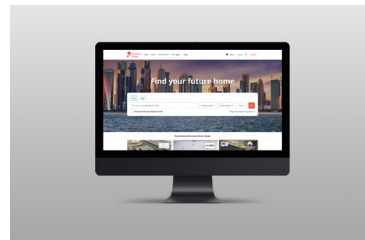
Publishing two editions of **Trends** report



Launching the weekly pricing option on **www.propertyfinder.qa**



The introduction of our **new website interface**



2021 PROPERTY FINDER QATAR REAL ESTATE AWARDS

The first edition of the Property Finder Qatar Real Estate Awards was launched to recognise the achievements of the country's real estate professionals.

The inaugural awards event was attended by real estate market leaders and highlighted the recent growth and maturity of the local sector.

The awards have identified brokerages and individuals who strive towards the betterment of the industry, and we are looking forward to celebrating your success this year!

Congratulations to all our 2021 winners and keep checking awards.propertyfinder.qa for more information on the 2022 edition of the Property Finder Qatar Real Estate Awards.



IN THE NEWS

As a leader in real estate market intelligence, Property Finder Qatar is regularly outspoken on emerging trends, consumer behaviour analysis, and news. Here is a selection of our media presence in 2021.



OUR PERFORMANCE – PROPERTY FINDER

Our mission remains the same: to be the fastest and easiest-to-use portal for property hunters, as well as the best marketing channel for agents. We continue to have the largest market share in Qatar, as well as the lowest bounce rate, highest number of pages per visit, and the most visits per person than any other portal.

ORGANIC SEARCHES:

When searching for “apartment rentals in Lusail” for example, search results from propertyfinder.qa will almost always be at the very top. We continue to work tirelessly to ensure that our clients’ properties are seen first and that users get the most accurate results according to what they’re searching for.

LEADS AND SESSIONS:

We continue to generate the highest number of leads for our clients than any other portal in Qatar, which is one of the metrics we use to measure our Success. Total leads have increased 7 percent from last year, when comparing 2020 with 2021.

Sessions have also increased by over 14 percent in the same time frame.

LEADS: 7% INCREASE | **PROPERTY
FINDER**

SESSIONS: 14% INCREASE | **PROPERTY
FINDER**

Source:

propertyfinder.qa internal statistics tracking data.
Sessions, Users & PVs: Google Analytics January - December 2020 and January - December 2021



A close-up photograph of a man's face, slightly out of focus, as he holds an open black ring box. Inside the box, a diamond ring is visible. The man's hands are in the foreground, holding the box. The background is a soft, warm-toned blur.

A home to make it ours

Apartment ▾

Find



Property
Finder

Where life moves