



**POWERED
BY KNOWLEDGE**



[homosany.com](https://www.homosany.com)



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**Our commitment to acting honestly,
with integrity, and always with clients'
best interests at heart, is fundamental
to everything we do.**

HOMOSANY

About —

Who we are

Founded in 2005 and headquartered in Cairo, Egypt, Homosany is one of the Egypt's leading independent real estate consultancies.

Homosany is a multi-disciplinary property partnership, intent on helping clients realise their goals and aspirations by providing 'simply better advice'.

Our Homosany Valuation & Advisory experts provide a comprehensive range of single and portfolio valuations, market appraisals and consultancy services across both commercial and residential sectors.

Our vision

Is to be the real estate advisor of choice in the markets we serve. We did not set out to be the biggest, just the best. To achieve this, we strive to attract, recruit and retain the best people in real estate, who go the extra mile for their clients.



WE'RE EXPERTS

When it comes to our business, our long-standing reputation is built on trust and integrity. It is what gives our clients, colleagues, suppliers, business partners and investors the confidence to work with us.

At all levels, our team conducts themselves proudly as representatives of Homosany through our Code of Conduct, addressing their responsibilities for the company, each other, and clients, suppliers, contractors and governments.

OUR EXPERTISE

Homosany's Real Estate Valuation and Advisory Services practice brings dedicated expertise to the unique challenges inherent in valuing real estate assets.

Our seasoned team of real estate professionals has a distinguished history of valuing real estate companies, large real estate portfolios, and individual properties.

I believe that the most important driver of Homosany's success has been our determined commitment to our principles...

MESSAGE FROM CHAIRMAN





Our culture inspire our employees to go above and beyond their responsibilities every day to solve the most difficult problems, and to join together as one team to help clients achieve their long-term investment and financial goals. I am proud to be part of an exceptional team of talented people across Homosany.

I would also like to express my particular gratitude and thanks to the Egypt Central Bank

We again offer our thanks to our shareholders, customers and the communities we serve for their undiminished loyalty and faith in us.

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Finally, I would like to thank our Board members, the executive management, and our talented staff, who have show passion, dedication, patience and trust in us all the time.

Husseien Homosany
Chairman

MESSAGE FROM CHAIRMAN

About

OUR VALUES

**OUR VALUES DEFINE
WHO WE ARE, WHAT WE
STAND FOR, AND HOW
WE BEHAVE.**



A TRUSTED RELATIONSHIP IS VITAL.

Our values are the building blocks of our culture, embedded in everything we do and central to what allows us to be a consulting firm that leads with integrity.

- Integrity
- The strategic perspective
- Expanding the art of possible
- Clients come first.
- Value delivered partnership

Our clients

Our clients include major banks, governments, property companies and individual operators.

Whether you're seeking advice on traditional commercial property, residential or specialist markets including healthcare, petroleum, hotels and leisure, we provide accurate valuations based on an unrivalled knowledge of local and global markets, supporting you to make sound strategic decisions.

Our Services

What we do



Homosany offers a wide range of specialist services from financial and investment advice to valuation, business planning and auctions management.

OUR SERVICES LINES

HAVE A LOOK AT THE PROFESSIONAL SERVICES HOMOSANY OFFERS, AND LET'S TALK.

**VALUATION
& ADVISORY**



**BUSINESS
PLANNING
& FEASIBILITY STUDIES**



AUCTIONS



A professional man with white hair and glasses, wearing a dark suit, white shirt, and yellow tie, is speaking and gesturing with his hands. The background is a bright, out-of-focus office setting.

VALUATION & ADVISORY

Our Homosany Valuation & Advisory experts provide a comprehensive range of single and portfolio valuations, market appraisals and consultancy services across both commercial and residential sectors.



With a wide skill set spanning commercial and specialist sectors, residential and agricultural properties, we have the ability to draw upon our significant network of Capital Markets, Leasing, Occupier and Research industry specialists, allowing us to add value for our clients, rather than merely reporting.

Homosany provides extensive valuation services to financial institutions, lenders, private individuals funds, property companies and the public sector.

- + Residential Valuation**
- + Industrial Valuation**
- + Commercial Valuation**
- + Healthcare Valuation**
- + Hospitality Valuation**
- + Office Valuation**

VALUATION & ADVISORY

Residential Valuation



Our dedicated residential valuation team of over 15 registered valuers, with local specialism covering all major areas across Egypt & UAE.

Our processes incorporate verification of data, such as title deeds, inspections, measurements, property due diligence, market comparisons, detailed valuation methodology and the use of valuation models, where appropriate. This is supported by our regional coverage.

Director-led valuations for every type of client.

Each valuation is led by directors individually, with over a quarter of a century of experience, who are directly involved with every instruction, no matter the size or type of project.

We can confidently offer clients, such as banks, bespoke lenders and private offices, a fully personalised, focused and senior level of service and commitment.

And with the whole of Homosany vast knowledge bank behind the residential valuation team comes the largest residential research team, ensuring an unbeatable depth and breadth of experience and expertise.

VALUATION & ADVISORY

Industrial Valuation



We pride ourselves on providing accurate and well-supported valuations, backed up by the extensive knowledge and up-to-date insight of Homosany research team.

In every scenario, our focus is on client communication and delivery of valuation reports that are efficient and effective, so that clients are always in command of real-time information when it matters most.

A proven track record in helping clients with valuations of all sizes of industrial and distribution warehouse property.

Our industrial and warehouse valuation expertise covers all of Egypt and UAE, with a particular focus on property inspections, due diligence and market enquiries.

VALUATION & ADVISORY

Commercial Valuation



Our team provides valuation services with a primary focus on the main commercial sectors, covering offices, retail and industrial, for a variety of purposes and clients.

We are experts in all aspects of the valuation process, whether it is for loan security, accounts or as expert witness. We always stick closely to our clients' instructions, while also working in tandem with the suite of complementary skills within the Homosany teams, including investment, planning, development and research where needed.

We have built strong and long-lasting professional relationships with a comprehensive client base, that covers banks, private companies, prominent families, solicitors, developers and many more.

With over 100 professional and experienced valuers working across Egypt and UAE, our reach is vast while our knowledge is broad. We pride ourselves on offering a valuation service that is based on robust and transparent processes which satisfy compliance requirements, as well as ensuring that deadlines are met. The experience and expertise of our team result in valuations that are fitting for the current market.

VALUATION & ADVISORY

Healthcare Valuation



Our team offers specialist valuations services across the whole healthcare property sector, including primary and long-term care, including specialist and retirement living.

Specialising in health-related properties, we provide expert advice across the whole healthcare property lifecycle, from development through to trading entities and investments. The types of properties we cover include care homes; specialist facilities for younger adults; children's homes; acute and psychiatric units, primary care facilities, private hospitals.

Dedicated healthcare specialists providing accurate, market-centred, bespoke valuations.

This work is carried out on behalf of a wide range of clients, from financial institutions to banks, and from housing associations to developers. With such a broad client base, we make sure that we tailor our services to meet every client and every project's needs.

VALUATION & ADVISORY

Hotel Valuation



Homosany's dedicated Hospitality team provides market focused valuation services for hotel owners, financial institutions, asset managers, and investors alike in making informed decisions, reviewing opportunities, mitigating risks, and making strategic plans throughout the lifecycle of the hotel asset.

Our extensive experience and deep understanding of the regional capital and investment sectors, market dynamics, and the hospitality asset's current and potential performance, allows us to provide reliable valuation advice tailored to your need.

All our valuations are undertaken by qualified Registered Valuers – We strictly follow the Homosany's "Valuation Best Practice Procedures".

We recognise that reputation and trust are paramount. Our unflinching integrity is the hallmark of our reputation and clear communication and openness engenders trust.

Our team focuses on hotels and similar properties which are acquired, disposed and valued by reference to their trading potential. Our focus is extensive, reaching from Egypt to the Middle East and Africa.

VALUATION & ADVISORY

Office Valuation



Our experts specialise in the valuation of all types and sizes of office buildings across Egypt.

Whatever sort of office or business space is in the spotlight, we deliver valuation reports that include property inspections, due diligence and market enquires, among a whole suite of research we conduct.

With over 100 Registered Valuers on hand, we are able to cover the Egypt and UAE with this service. Armed with extensive experience and expertise, the team also works closely with the rest of the Homosany network, including an in-house research team who offer current market insights to help the team deliver accurate and well-supported valuations.

Our team has a strong focus on client communication and we ensure that our valuations are always delivered on time.

We have an excellent reputation for providing accurate and well-supported valuations in a professional manner, reinforced by the high levels of repeat business we enjoy from clients such as banks, private equity investors and pension funds.

TAILOR YOUR BUSINESS PLAN FOR POTENTIAL INVESTORS

A well-defined business plan forms the blueprint of your business, outlining your strategy, then showing how this can be achieved. It is also an indispensable tool when seeking external finance or investment.



It's a fact - if you are in business you need a business plan.

The better the plan, the more likely your business will be a success.

The team at Homosany can help you to think in depth about your business and bring real clarity to planning for everything you want to achieve.

Our business planning services will help you to:

- Set out trading milestones
- Project your income and expenditure
- Maximise tax efficiency
- Work out your personal financial needs
- Check your progress
- Forecast next steps
- Adjust plans as needed



EVERY BUSINESS NEEDS A PLAN

**BUT FOR MANY BUSINESSES TRYING TO ADHERE
TO THIS WHILST RUNNING THE BUSINESS IS A
CONTINUAL JUGGLING ACT.**



BUSINESS PLANNING

Business Planning Services

Business plans are one of the easiest ways to create and implement a strategy that will help you achieve your business goals.

It doesn't matter whether you're looking to reduce overheads or grow your business, Homosany's business planning services will help you reach your desired goals.

Our consultants can create comprehensive business plans, no matter the size and requirements of your organisation.





| AUCTIONS



Land & Property Auctions

Our Land & Property Auctions are managed by the experienced Land & Property Departments.

The Land and Property Department offers auction solutions to buyers and sellers across the whole of Egypt and UAE as well as international property.

Homosany Auctions can manage a wide range of land and property for both private sellers and financial institutions, providing an all-round, hassle-free property experience from start to finish.

From valuation to instruction, organising viewings, handling deposits, liaising with solicitors in preparing and distributing the legal packs to marketing, advertising and conducting the auction.



MEET OUR PEOPLE

**We strongly believe in the importance
of coming together to foster more human
connections for our people**

Each of our dedicated members bring their own particular experience and expertise, and head up key areas of the firm including commercial, residential and business services.

Our Team

We empower everyone to have autonomy in their role and encourage them to think differently about how we can make a positive impact as a firm and in shaping the future of real estate, the built environment and its impact on the communities it serves.



Dr. Abd El-Naby Marzouk

Business Planning and Real Estate
Valuation Consultant



Dr. Ayman Shalby

Business Planning and Marketing
Consultant



Samir Magdy

Real Estate Consultant



Dr. Hussien Morad

Real Estate Valuation Consultant



Dr. Said Salah Owes

Board Member



Dr. Hady Fathy

Real Estate Valuation Consultant
and Board Member

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