

The residential real estate market is a huge sector fragile to certain economy fluctuations and city expansions, therefore by utilizing Coldwell Banker Egypt's network, ...

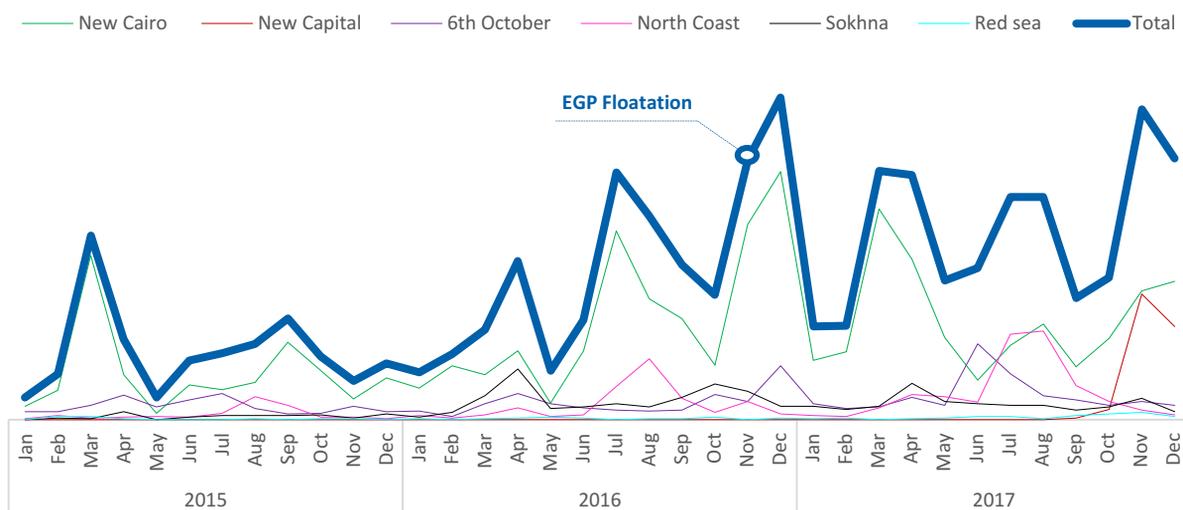
+70 primary developers sell their units through Coldwell Banker Egypt

95% of the primary units in the local market are offered through Coldwell Banker Egypt

+120 Projects nationwide

... the company, utilizing actual residential sales, was able to compute the following market pulse in the past 3 years

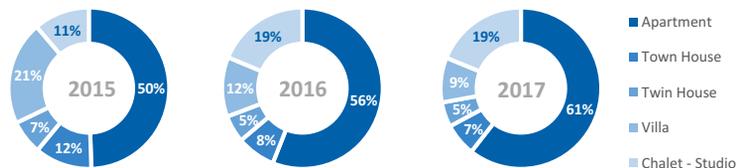
A sale hype is clear starting Nov-16 as per the EGP floatation to hedge against the effect on the real estate market



Other submarket trends were affected by the change in customer purchase habits post the floatation related to unit type, home type, and district, in addition to seasonality fluctuations

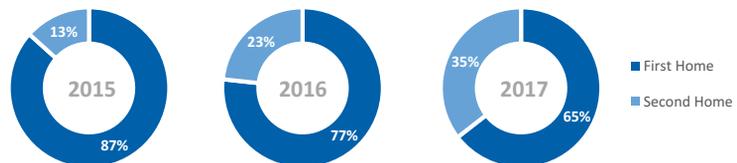
Unit Type

Increase in apartment sales on the back of inflated prices and EGP floatation as developers increase the apartment mix in projects offering smaller areas with ideal payment plans which is tailored for clients who target reasonable unit prices



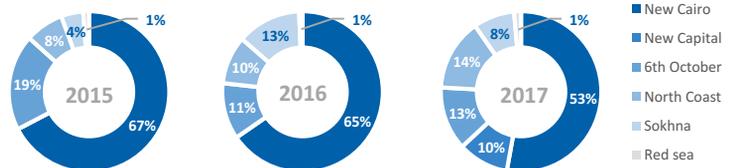
Home Type

Increase in sales of second home properties due to the rise in attractive payment plans offered by developers in North Coast and Sokhna compared to projects in East and West Cairo



District

New Cairo remains dominant in sales compared to other districts given the number of projects and cities under construction in the area, such as, Mostakbal City followed by 6th of October (Including Sheikh Zayed City) and second home districts; however, the new capital is expected to increase its share in H118 on the back of several project launches in this period



New Cairo's seasonality is driven by the projects launches and not by weather or a specific time of the year; however, most real estate marketing and sale campaigns are launched between February and May

6th of October sales, although lies within the first home category, does not equally share the same seasonality of New Cairo (also a first home district) as the expansion was on the slow side given no future cities are attached to the district; however, given the final touches of the new Egyptian Museum and Sphinx Airport, developers are expected to launch new projects on the area

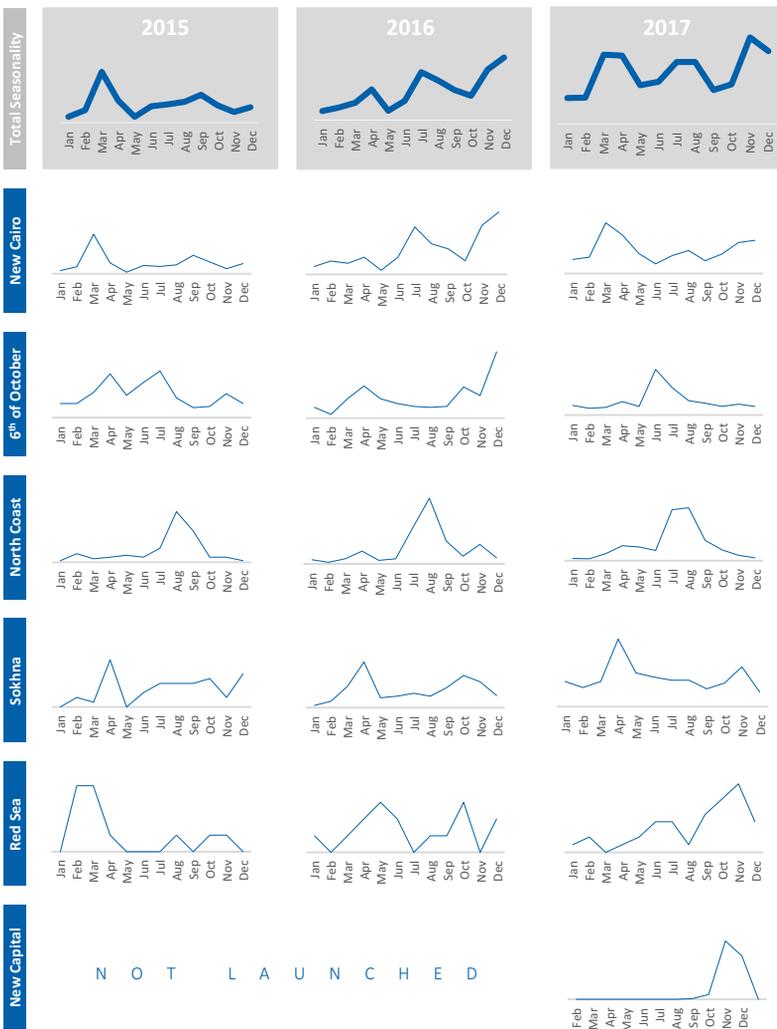
North Coast is a seasonal destination by all means which justifies the hypes in sales being within the summer period in which developers customize offers to beach goers; however, seasonality is expected to change starting 2019 given urban projects and services underway which may lead the area to be a first home destination within the next 10 years

Sokhna has been a second home destination since its inception as a beach side for Cairo residence; however, this trend was altered given the short distance to the capital and the inception of the New Administrative Capital which is around 40 km away from the beach which is expected to alter seasonality in the next 5 years

The trend in New Capital sales is attributed to the projects launches and not a specific time of the year



Seasonality



Coldwell Banker Commercial Advantage (CBC Advantage)

CBC Advantage is a full service commercial real estate company located in New Cairo, Egypt. The company specializes in commercial, industrial, retail, residential, land development, and real estate investment covering the following services:

- Acquisition & Disposition Services
- Corporate Services
- Tenant Representation
- Capital Services
- Distressed Assets
- Start-up and Small Businesses
- Investment Analysis
- Landlord Representation
- Property Management
- Real Estate Development
- Market Research and Valuation

Our professional agents specialize in various property types and are able to provide a deep knowledge of our market that allows us to formulate the best possible business strategy at all times.

www.coldwellbanker-eg.com

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