



شركة منافع الاقتصادية للعقارات  
Manafe Economic Co. for Real Estate



## Introduction

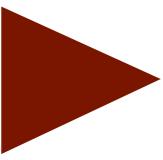
Manaf'e Economic Company was established in 2005 to develop new concepts in the real estate field and to meet the great economic needs in Saudi Arabia.

Since its inception, the company was interested in adopting the expertise and programs necessary for its various real estate activities to meet the most stringent international standards. Not only that, In 2009, the company developed a distinguished approach to modernize and develop the performance management process by equipping all stages of work with the necessary advanced technology and modern science, that works together on changing the concepts of the investment and promising real estate.

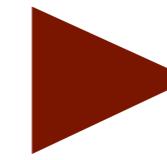
The company also set the necessary systems to operate and manage various real estate projects "Commercial and Residential" through a business network covering all regions of the Kingdom and extending to neighboring countries.

Our company looks at the entire real estate field from a comprehensive strategic perspective based on many of the constants that have contributed to our successive achievements. It has also diversified its services to include different real estate fields, which gave the company knowledge of the necessary mechanisms to manage successful projects with different needs.

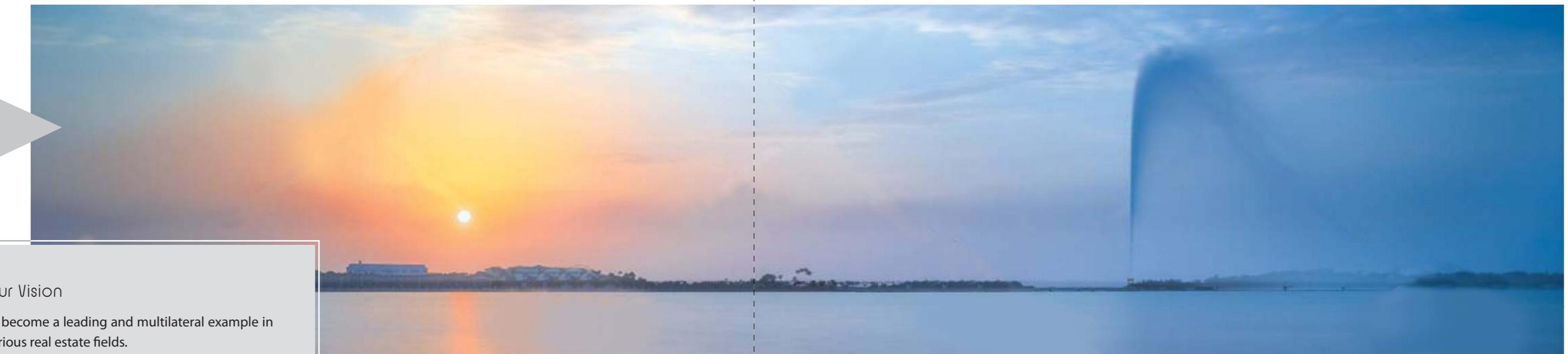
Manaf'e Economic Company has a wide range of achievements with its partners and allies, as its investments are estimated to exceed 1.5 Billion Saudi Riyals, in addition to new investment opportunities that meet the growing future needs of the markets.



A comprehensive strategic perspective  
and unique examples of success stories



Deep insight and understanding  
in real estate investment management



#### Our Vision

To become a leading and multilateral example in various real estate fields.

Building with innovative vision ... Working to find promising solutions ... and raising them to the highest levels locally and regionally.

#### Our Mission

Contributing to the development of our country and the entire region by employing our expertise in various real estate fields, attracting qualified national cadres, and securing the necessary financial resources to achieve benefits with our partners and clients.

#### Our Strategic Objectives

- Maintaining the lead.
- Enhancing trust with our partners and clients.
- Achieving high rates of returns in real estate investments.
- Adding distinction and modernity to real estate services.

Dedicated efforts and performance aligned with expectations.

Manaf'e has made extensive improvements in selecting and managing distinguished projects that meet the aspirations of our partners and customers, which was directly reflected on the significant expansion that has been accomplished to the company's real estate projects recently.

It has also created effective methods that guarantee the added value to its plans through achieving the projects stability and maintaining the raising of financial revenues to the highest value while taking into account the balance between the nature of the project and its financial resources, in order to achieve the highest levels of satisfaction to our partners and customers.



A great balance of knowledge, experience and skills.

Manaf'e Economic Company has always spent generously on research and development and has kept its focus on finding solutions that achieve high level of promising projects. Our continuous efforts in improving the process and diversification has put us on a high pedestal amongst the leading companies in the real estate industry, both locally and internationally.

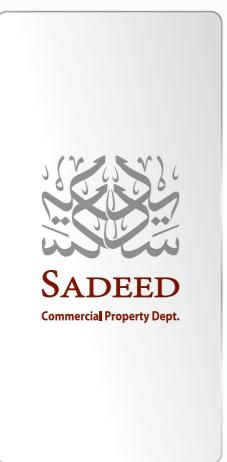
Due to the nature of our business -as a multiple services company- we are fully aware of the need for qualified manpower with international skills and experience, and therefore, the company has been interested in attracting qualified cadres and employing advanced programs for human resources and paid the most of its attention to training in order to achieve efficiency.

Our commitment to the standards helped us to control many challenges and contributed on providing many investment opportunities with steady and confident steps.

## Our Specialized Departments

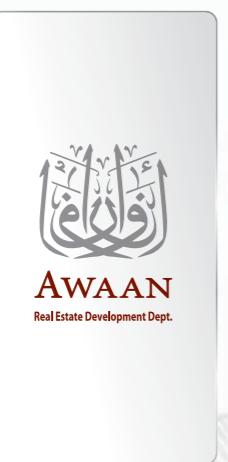


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SADEED

Commercial Property Dept.



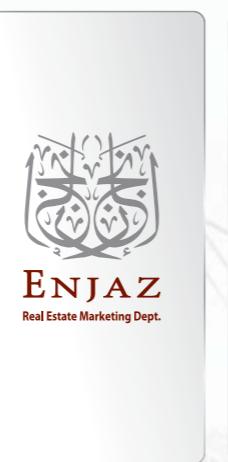
AWAAN

Real Estate Development Dept.



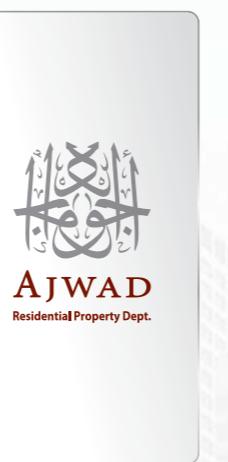
RISAAN

Real Estate Investment Dept.



ENJAZ

Real Estate Marketing Dept.



AJWAD

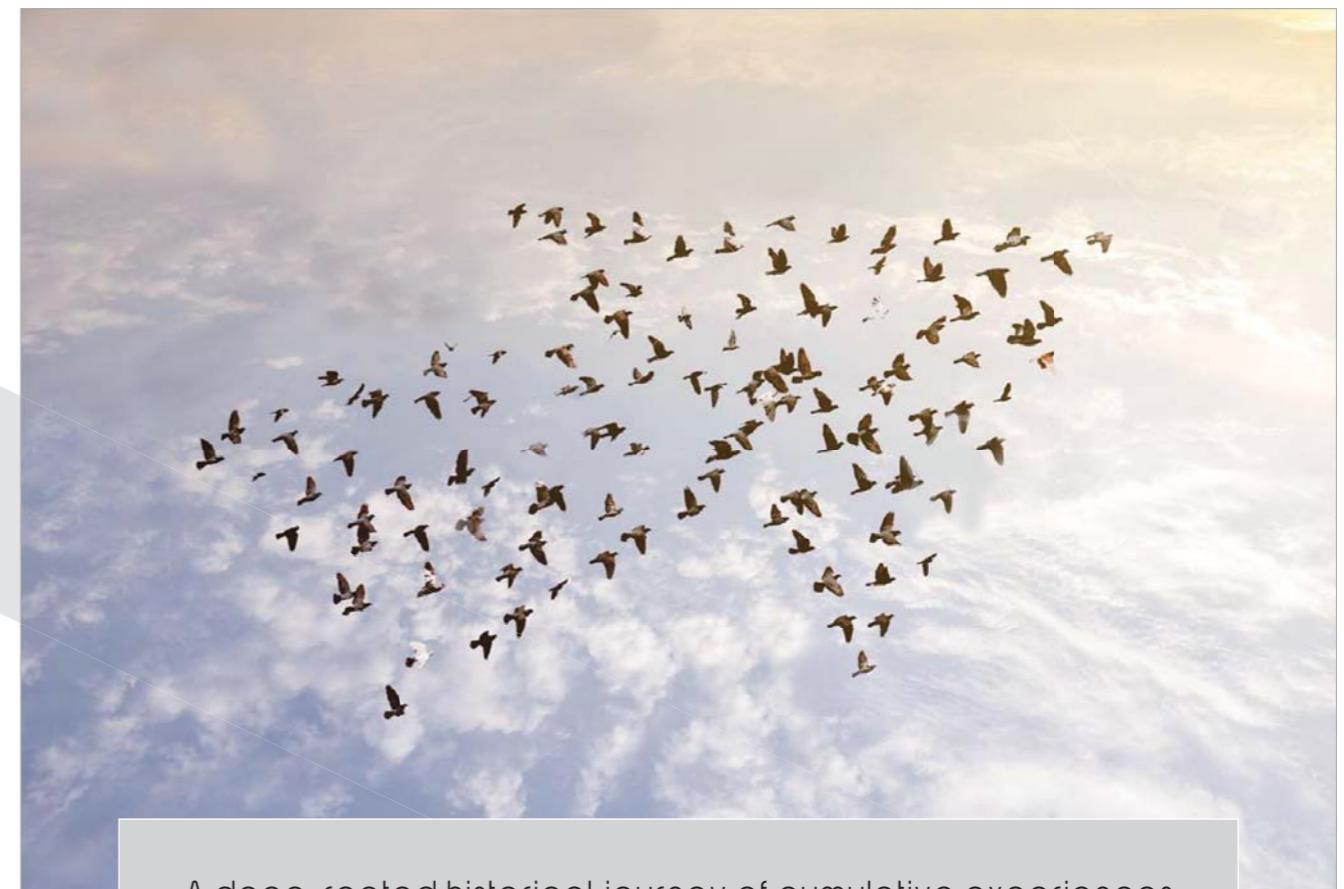
Residential Property Dept.

### Integrated Management Solutions for Real Estate

Since its inception, Manafe Economic Company has had a great passion for creating and developing an integrated system of services that works in the management of various real estate projects and ensures speed and efficiency while controlling all phases of the project, starting from finding the investment opportunity and preparing the necessary feasibility studies for it, passing through the development and implementation of the project and ending with managing or selling the project.

From this standpoint, the company has established a group of departments that integrates in their activities and combines in their efforts to provide comprehensive and distinguished services to our clients while ensuring full access and control in all stages of our projects.

These departments operate according to multiple administrative standards and procedures, which greatly contributed to ensure the full flow of our projects and also helped us on the implementation of our plans in earlier times. They had a pioneering role in rationalizing the volume of spending on projects and achieves the highest levels of satisfaction for our clients at the same time.



A deep-rooted historical journey of cumulative experiences

We in the Real Estate Investment Department know the difference between producing what can be sold and selling what can be produced, and for this reason we assume the advisory role that provides a careful and comprehensive opinion that takes into account the smallest details and important proactive steps that will generate high incomes for the different types of investment projects.

Reliable investment solutions that reduce risks and keep promises

- Explore promising investment opportunities
- Nomination and follow-up with consultancy offices
- Obtaining government licenses
- Nomination of contractors

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#### Explore promising investment opportunities

The Real Estate Investment Department carries out research tasks to explore promising investment opportunities and conduct studies that insure the possibility of achieving a secure stability for the project after implementation and maintaining the level of financial revenues to the highest possible value, taking into account the balance between the nature of the project and its financial resources, to be the basis for the implementation studies of the project.

#### Selection and follow-up with consultancy offices

We communicate and coordinate with the financial and engineering consultancy offices to bring the quotations and to prepare the feasibility studies and designs. We also make the necessary comparisons to choose the best. In addition, we attend periodical meetings with the consulting offices and gave them notes and opinions on the studies and then submitting them to the owner to get his standpoint and get the necessary approvals.

#### Obtaining government licenses

We follows up the tasks of obtaining government licenses for our projects by communicating with the relevant authorities to get the organizational drawing for the land and the building permit in accordance with the designs approved by the owner, and also completing the requirements of all necessary government requests to deliver the electricity, water and communications.

#### Selection of contractors

We communicate and coordinate with the contractors to obtain the necessary quotations for the project and then make the comparisons of the offers and select the best. And we also make the reviews and amendments needed for the contracts to protect the owner before signing.



The Real Estate Investment Department is concerned with applying international codes for all needs, and this reflects the great efforts that we give to our projects and also indicates our ability to control several elements that are rarely available under one roof in the real estate field.



#### Reliable investment solutions that reduce risks and keep promises

The Real Estate Investment Department relies on our great experiences that ensure the reduction of investment risks. Whether it is for "long-term" projects that generate a steady return when operated, or for "short-term" projects that aim to be sold after implementation.



Success in planning  
is planning to success

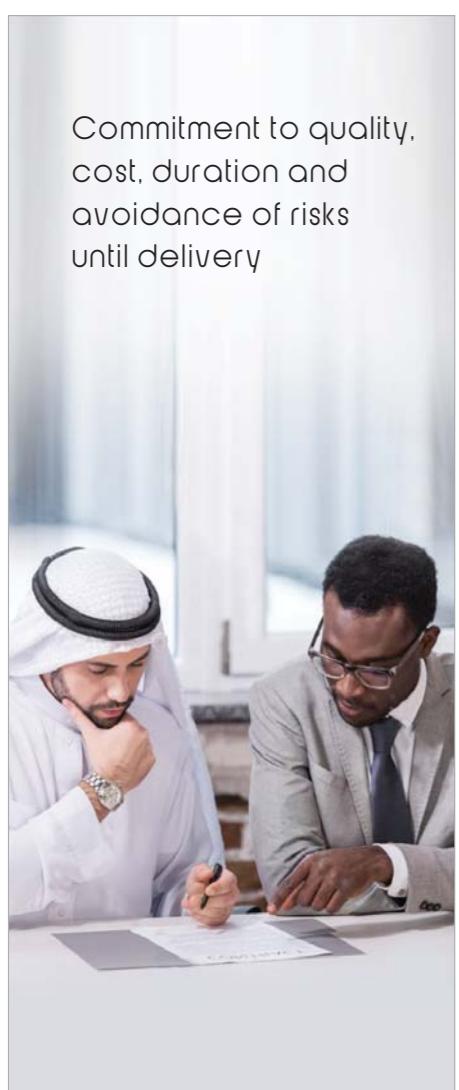
The Real Estate Development Department works to ensure the creation of integrated environments for various real estate products and makes great efforts to improve the quality of our projects. Our experienced team supervises the detailed plans and improve them in all phases of the project's life to ensure commitment to quality and costs and also to reflect the cultural aspect desired for our society in a creative and attractive manner.



#### Commitment to quality, cost, duration and avoidance of risks until delivery

- Managing and archiving project documents
- Commitment to implementation and timelines
- Following up all phases of implementation
- Controlling costs and avoiding defects
- Quality control assurance





Commitment to quality, cost, duration and avoidance of risks until delivery

**Managing and archiving project documents**  
We follow up on obtaining performance documents and insurances from the contractor, as well as the approvals of the supervision consultant and the contractor to fulfill the requirements of the construction contract and to speed up the process and avoid delays, while keeping copies of all approved documents, drawings and samples.

**Commitment to implementation and timelines**  
We review the construction program proposed by the contractor and update it as necessary with the supervision consultant, and we make the necessary arrangements to hand over the site to the contractor and hold periodic meetings to discuss the progress of work, taking into account the establishing of regulations and instructions for the supervision consultant and contractor.

**Follow-up of all phases of implementation**  
We supervise the construction work and monitor the work of the supervision consultant to ensure that the works are implemented in accordance with the approved standards, specifications and quality, while making sure that the contractor controls and implements security and safety works and secures sufficient resources according to the contract.

**Controlling costs and avoiding defects**  
We carry out the necessary reviews of the cost reports submitted by the supervision consultant and provide the necessary advice to the owner on a regular basis, and we also take immediate action to complete the backlog and correct the defects, taking into account the minimum delays.

**Quality control assurance**  
We monitor the performance of the supervision consultant and contractor to ensure that procedures and standards for quality assurance are followed, and we supervise material tests when necessary, also review the owner requests for changes and study the proposals of supervision consultant and/or contractor requests, taking into account the evaluation of the impact on the cost or the implementation of the entire work.



**AWAAN**  
Real Estate Development Dept.

The Real Estate Development Department supervises the supply of building materials and contributes to reduce the volume of spending by employing our great expertise and our sister companies, as well as through our relations with a wide sector of the largest suppliers of building and finishing materials.

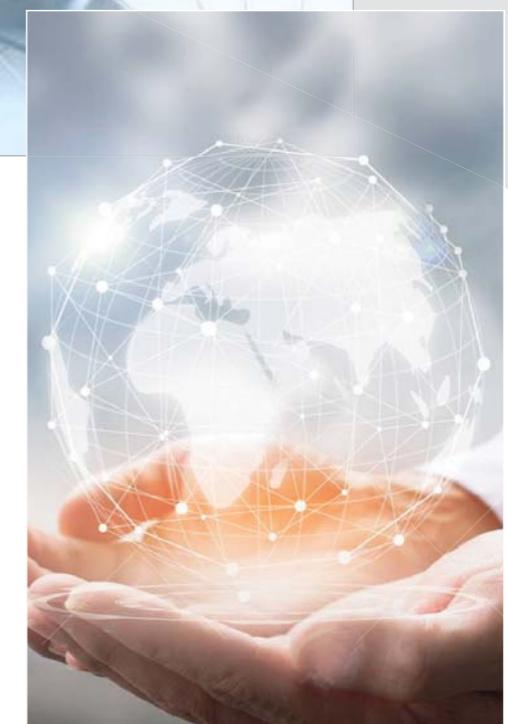
**Ensuring the rights of the owner in accordance with the terms of construction and supervision contracts.**

We monitor all contractual procedures and provide the necessary advice to the owner on all arising issues, and we inform the owner of the rights and compensation stipulated in the contract upon the contractor's default, and we review all claims received from the contractor and study the measures that can be taken to mitigate the delay or additional costs, based on the information and reports provided by supervision consultant.



We study strengths, weaknesses, opportunities and challenges

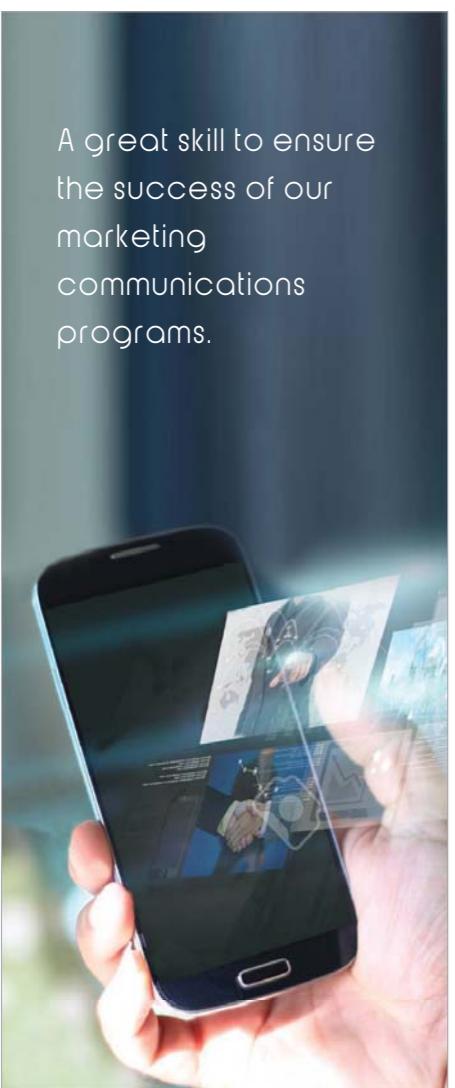
The Real Estate Marketing Department analyzes the strengths, weaknesses, opportunities and challenges, and makes a comprehensive description for our projects. This reflects a high understanding of all components, facilities and objectives, which works together to achieve the maximum impact for our marketing communications programs.



A great skill that ensures the success of marketing communications programs

- Classification of project components
- Description of the project's features
- Study and analysis of competitors
- Development of rental policies
- Efficiency in targeting customers





A great skill to ensure the success of our marketing communications programs.

#### Classification of the project components

We make a comprehensive classification of the project with description of all its components, facilities, nature and objectives. and we take into account providing recommendations for necessary elements to develop the property and its services, in order to meet the targeted clients desires.

#### Description of the project's features

We prepare lists of the essential points that determine the project's features, benefits and many other information that customers are interested in, which raises the performance of marketing when the time comes for it.

#### Study and analysis of competitors

Our real estate marketing department studies and analyzes competitors' projects strengths and weaknesses. and works to increase the opportunities for our projects through our experience in various market conditions.

#### Development of rental policies

We use our experience and knowledge of pricing policies to develop a successful revenue strategy for our projects, make recommendations that explain how to calculate appropriate income for rental spaces, and offer suggestions and alternatives to increase rental rates when needed.

#### Efficiency in targeting customers

We develop the necessary programs to create awareness of the project by designing and producing efficient marketing communications tools, and we work to launch marketing campaigns according to the media plan and schedules, taking into account the submission of progress reports for the achievements of the marketing team as well as the actual cash flows of the project.



**ENJAZ**

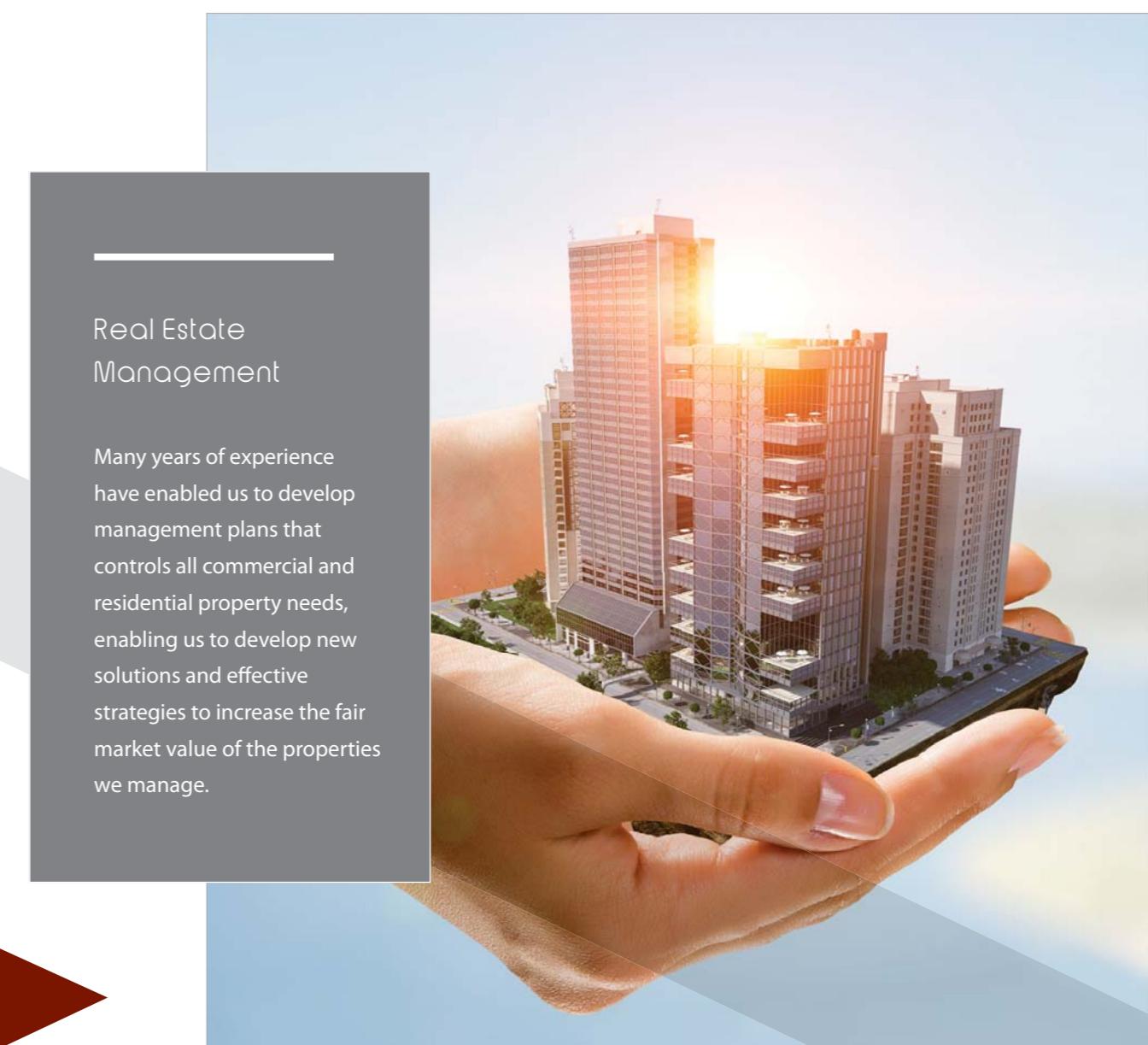
Real Estate Marketing Dept.

As one of the most important proactive steps, our real estate marketing department conducts studies that determine the nature of competitors for our projects, which helps us to understand the successful marketing strategies of pricing and promotion policies, and also enables us to measure the expected reactions from various projects.

#### Targeted Customers

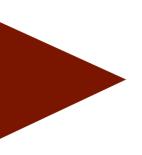
The Real Estate Marketing Department works to prepare a new perception of the clients mix, including their activities and the economic and social mixture.

It also delivers lists of potential targeted customers, whether to those who are targeted for the first time or to previous customers, in order to achieve the desired marketing goals.



#### Real Estate Management

Many years of experience have enabled us to develop management plans that controls all commercial and residential property needs, enabling us to develop new solutions and effective strategies to increase the fair market value of the properties we manage.



A wide range of specialized services to maintain property, increase revenue and ensure the comfort of our customers.

- Comprehensive administrative supervision
- Operation and maintenance
- Financial analysis and recommendations to reduce costs
- Great attention to safety and security systems and procedures
- Legal services



**SADEED**  
Commercial Property Dept.



**AJWAD**  
Residential Property Dept.



#### Comprehensive administrative supervision

We use modern archiving systems to keep contracts and documents properly, and we fully supervise the follow-up of contracts renewal and collection of dues, and we develop solutions between property management and clients by holding periodic meetings and preparing the necessary reports to ensure owner and clients satisfaction.

#### Operation and maintenance

We develop a smart strategy for maintenance and operation services that achieves the owner's vision and long-term operational goals. We also supervise properties management and maintenance, taking into account raising the necessary studies and recommendations for development, rationalization of expenditure and effective operational alternatives.

**Financial analysis & recommendations to reduce costs**  
The finance department submits periodic reports on expenditures and financial cash flows, and raises effective recommendations in rationalizing the volume of expenditure to the minimum possible limits, while monitoring and reviewing the orders and ensuring their completion according to the desired efficiency.

**Great attention to safety, security systems & procedures**  
We continuously test security, safety and emergency systems, and provide the necessary security awareness for projects by publishing instructions that preserve the safety of lives and property, and we supervise security cadres to ensure that they apply security and safety standards on a permanent basis.

#### Legal services

We resolve disputes between the owner and renters amicably, and we take the necessary legal actions to vacate the rental properties upon failure to pay dues, and we assign law firms to file cases and we negotiate with renters during the litigation period to reach satisfactory solutions, and we also follow the judicial sessions until the final judgment is issued.



Our finance department plays a leading role in real estate management, as it uses the most powerful accounting programs that raises the necessary analytical results for various operations without the presence of the owner, in order to achieve maximum comfort and satisfaction to our clients.



#### Technical Support:

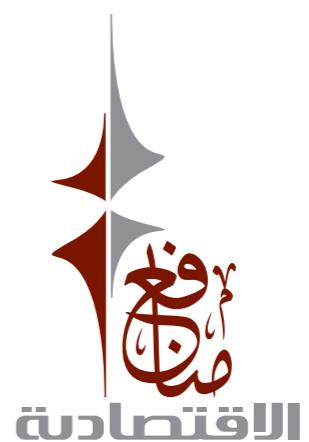
Manaf'e has developed a comprehensive approach to manage and operates real estate projects and has made the necessary guiding references in this regard, including:

- Renter and contractor manual.
- Operation manual.

Through these references it is possible to know the technical procedures and standards necessary for all the administrative and technical steps that should be followed and applied when needed.

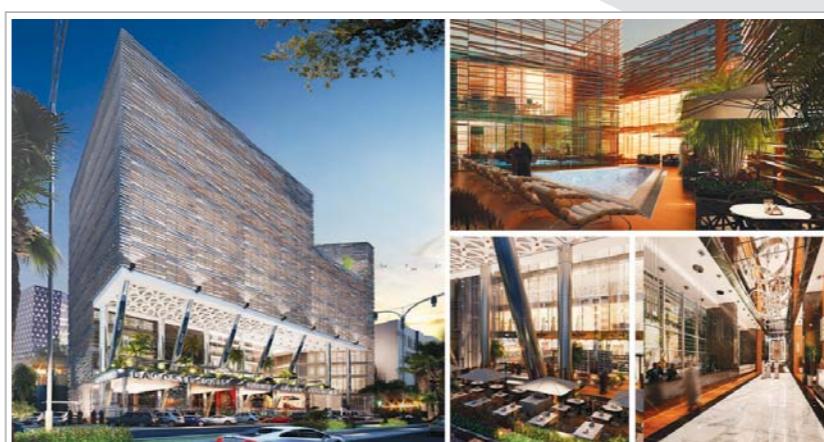


A wide range of specialized services to maintain property, increase revenue and ensure the comfort of our customers.



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Manaf'e Economic Company has been interested in diversifying its products and services to include different real estate fields, including (Hotels - Closed Malls - Office Buildings - Warehouses - Commercial Centers - Walkway Projects), which has given us a deep knowledge of the effective procedures for managing projects with different needs, and enabled us to develop unique models of success stories.



Rovan - Commercial and Administrative Center - Jeddah



Jawad Center - Commercial Center - Jeddah



**جواه سنتر**  
Jawad Center



Modern Stores - Sophisticated Warehouses - Jeddah



Jeddah Walk - Shopping Center and Walkway - Jeddah



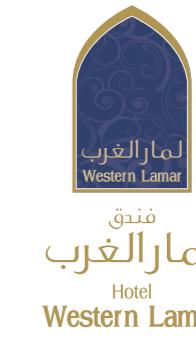
Qawafil Center - Stores and Showrooms - Jeddah



Sarwat Mall - Jazan



Stars Center - Sophisticated Warehouses - Jeddah



Western Lamar - 20-Floors Hotel - Mecca



Morooj - High-End Apartments Complex - Jeddah



Al Worood Land - Jizan

Some of our projects



For inquiries please contact us at the address below



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ENJAZ  
إنجاز  
Real Estate Marketing Dpt.



AWAAN  
أوابان  
Real Estate Development Dpt.



RISAAN  
ريسان  
Real Estate Investment Dpt.



AJWAD  
أجودا  
Residential Property Dpt.



SADEED  
ساديد  
Commercial Property Dpt.



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**Deep Insight and Understanding**  
in Real Estate Investment Management



**A Comprehensive Strategic Perspective**  
and Unique Examples of Success Stories



**Reliable investment solutions that**  
Reduce Risks and Keep Promises



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ص. ب ٩٤٦ جدة ٢١٤٢١ المملكة العربية السعودية - الرقم الموحد : ٩٢٠٠٢ ٩٠٩٩ / فاكس : ٩٦٦ ١٢ ٦٥٨ ٧١٧١  
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