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we satisfy  
our investors and  
achieve their  
aims,,

# introduction

Top Real Estate Group (**TREG**), a Kuwaiti leading marketing and consultancy company, provides marketing plans and direct sale services to local, regional and international real estate companies and firms in the GCC, the Middle East and the UK.

Aiming to ensure the finest level of service, we have set up our business in the GCC. We spare no efforts to offer our investors everywhere the best opportunities.

**TREG** has a broad professional reach across the entire GCC region and most of Middle East countries, with agents dedicated to offering each client a customized personal service.

Entering into contracts with selected property developers and distinguished landlords to sell their products in GCC and some other Middle East countries has boosted our business.

The Group with its agents in the GCC sold more than twenty exclusive projects and hundreds of nonexclusive projects, through different ways of marketing, such as:

- Direct sales through the group and agents client data base.
- Advertising campaigns in newspapers, outdoor and magazines.
- Participating in most of Real Estate exhibitions in the region.
- Press release campaigns.

**TREG** believes that the market demand for Real Estate is high. We are highly confident that our business is at the leading edge that we will satisfy our investors and achieve their aims.

We offer each client a  
customized  
personal service,,



# mission statement

The key factor to a competitive edge for any commercial real estate portfolio, large or small, is the local real estate professional.

Each expert at **TREG** is highly cognizant of the market and each has developed relationships with property owners, major tenants, government agencies and technical advisors.

**TREG** is dedicated to the creation of quality working and living environments in which our clients can fulfill their expectations of lifestyle and security. In our attempt to achieve this objective, we will be responsible and fair, as well as uncompromising in the pursuit of excellence, quality and customer service.



Managing Director's  
**Message**

# Whatever your Real Estate Needs...

## We Have a Service to Match

Founded in 1998, **TREG** has gone a long way and is now proud to have become one of the biggest Kuwaiti property marketing and Consultancy Company.

As innovation is key to every area of our business, we work relentlessly to meet even outrun our clients' expectations. Our longer extended experience in Kuwait market in particular and the Middle East market in general makes **TREG** one of the leading real estate services companies in Kuwait.

Today, **TREG** remains an innovative leader in the ever-changing and always challenging real estate market.

Whether buying, developing, and selling real estate is your primary business, or you encounter transactions from time to time that require in-depth knowledge of the real estate market, having us, as an experienced partner who can navigate the complexities of real estate deals, is inevitable to your success, and sometimes, to your survival.

Establishing strong relationships with our investors and clients is one of our top priorities and we believe to utilize our experience for their benefits and whatever their real estate needs, we do have a service to match.

**Waleed Al-Qaddoumi**  
Managing Director

# our team



# To create world-beating projects you require a world beating team,,

It is clear that our amazing team have played a crucial role in our success. As a company which boasts a large national and multi-ethnic workforce, we realize that our commitment does not stop at providing a challenging work environment, but extends to employees' professional and personal growth.

In order to create history, you require a team that is prepared to plan thoroughly think more creatively and work with more dedication than ever before. We searched the world and put together the very best people in their fields.

We value our staff at **TREG** and want to ensure that we employ the best people. We look for enthusiastic, energetic, flexible team players who will enjoy the excitement and challenges of working for a very successful and rapidly growing firm. As a customer focused company, we also look for people with a passion for delivering excellent customer service to our many customers.

**TREG** takes pride in its staff of property sales and management professionals and the services we offer. Whether you have one or hundreds investment properties, **TREG** will deliver the same efficient, courteous service.

OUR

SERVICES

## Advisory Services

**TREG** works with a consortium of leading global investment houses with the objective of providing turnkey services where both new and experienced investors and developers realize higher returns on their investment. We provide key information, knowledge and market update gained from the team experiences, discoveries, informed analyses, strategy and go-to-market plans. Consequently, our clients should be confident of structuring their investment in the most appropriate manner. Our key focus is on the “right investment” at the “right time”.

## Market Research

A good investment usually begins with cogent research. The decision to invest can be emotional. Since you need a reliable, rational system to assess the viability of a project before you commit yourself to **TREG** Market research team help provide a comprehensive and unique understanding of the real estate development framework that benefits our clients on diversified fronts and levels. We also provide groundbreaking reports on mixed and leisure development use in this region, market and business models.

## Feasibility Studies

**TREG** team of industry professionals has developed a set of accurate assessment tools to provide a basis for selecting only the best investment stock. We use these tools to help investors and developers assess the viability and profitability of a potential project.

## Property Management

We provide comprehensive investment property management services. Our team of property management specialists works closely with real estate owners and investors to develop and manage customized programs that focus on cost-efficient operations and tenant retention. Our proven programs and processes have enhanced property values for real estate assets nationwide. **TREG** expertise ranges from prestigious Class A office properties to retail, industrial and residential properties. Our in-depth knowledge of real estate markets affords our clients deal-making in Kuwait, Bahrain and the entire Middle East.

Some of our property management services are:

- Building operations and maintenance
- Property accounting and financial reporting
- Contract management and lease administration
- Product marketing and leasing

## Valuation Consulting

We acknowledge that the ability to quickly seize an opportunity is often as important as the opportunity itself.

We help real estate investors identify and capitalize on profitable commercial real estate investment opportunities. Not only do we provide the facts, but also interpret what the numbers mean and how they measure up against priorities.

Some of our valuation services are:

- Asset/portfolio valuation
- Market and feasibility studies
- Due diligence
- Acquisition/disposition strategies
- Investment analysis
- Appraisal management



property management  
valuation consulting

## Agency Leasing

We provide coordinated product/agency leasing that leverages local market intelligence and established relationships to achieve maximum occupancy levels for client properties and to quickly secure tenants to fill vacated space. From direct canvassing to strategically positioning a property to capitalize on changing market conditions, we take a strategic approach to leasing that often involves an in-depth analysis of demographic information, economic forecasts and other market data.

The resulting leasing strategy is then aggressively implemented, with the overriding goal of attracting and retaining quality tenants to protect an owner's revenue stream and maximizing long-term performance and investment value.

## Asset Management

We approach each portfolio knowing beforehand that every client has a unique set of investment goals for their real estate assets. Some of our asset management services are:

- Property management supervision
- Lease supervision and lease proposal analysis
- Long-term investment strategies
- Due diligence

## Retail Services

Today's competitive retail market requires innovative real estate solutions. Whether you are a retailer, a landlord or an investor, we can help you make the most of your real estate opportunities. Our retail professionals are accoutered with the most up-to-date market trends and demographic data, providing you with the information you need to make smart real estate decisions. An integrated approach to service means the best strategy for each client. Our retail professionals offer:

Leasing, acquisition and disposition services

Facility management

Project management

Competitive analysis

Market potential reports and trade area trends

Site selection and negotiation

Mapping and demographic tools

## Brokerage

Our value as an advisor to real estate investors is enhanced by our first hand experience in development, leasing, market analysis, property management, and finance.

TREG relies on the knowledge and experience of its team when valuing properties and supplying our brokerage group with marketing our investments and our clients' properties.

Some of our brokerage services are:

Land Sales

Projects sales & Marketing

Office Leasing

Tenant Representation

Investment Sales

Consultation

A Place.. Where  
your dreams comes  
true..



# OUR PROJECTS

**TREG** works with a wide range of developers and investors, having a successful track record of selling residential, commercial and industrial properties, across GCC, Arab and international regions.

**TREG** during the last Five years sold more than 500 million US dollar projects, which satisfy our investors. **TREG's** most projects are located in UK, Turkey, UAE, Qatar, Jordan France and Switzerland.

**TREG's** most recently launched projects are Residential Houses and flats in Milton Keynes-UK, London, Birmingham and Liverpool, Lands in UK, flats in Istanbul houses and flats in France and Switzerland as well as investment opportunities in the UK.



market

# marketing

**TREG** believes that Advertising is one of the main keys of marketing, each of our projects has its own media campaign across GCC to secure the maximum sales always, we use the best media to launch our projects.

**TREG** believes also that prestigious project needs prestigious PR campaign, **TREG** made quality PR in most of GCC, Arab newspapers and on-Line websites news for its projects. As we believe that exhibitions and Advertising is one of the main sources of marketing the projects, we believe too, that PR is the main supporter for marketing our projects.

Benefit

from our

Experience



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