



ADVANTAGE

# COMPANY PROFILE











Coldwell Banker Commercial Advantage (CBC Advantage)

Coldwell Banker Commercial – Advantage (CBCA) a subsidiary from Coldwell Banker, covers the recent various needs requested by the clients in the real estate market. The services include Development Management, Acquisition & Disposition, Transaction Management, Market Research & Analysis, Feasibility Studies, Investment Analysis, Tenant Representation, Start-up & Small Businesses, Technical Assistance for Design & Construction, and Valuation & Appraisal.

Coldwell Banker has a rich history of providing dependable real estate services to its clients achieving high profitability internationally. Furthermore, CBC Advantage is focused on providing a proactive, dynamic and vibrant work environment for its employees that have a diverse portfolio of high quality in investment banking, managerial and real estate development. Acquired global experiences and regular training to all the in house advisors, engineering, HR, Legal, Finance enables CBC Advantage to deliver the highest quality of services that exceeds the expectations of our esteemed customers.

CBC Advantage will be providing its uniqueness in professional expertise and network of experts, in addition to its competitive prices offered to the clients.

We integrate honesty, integrity and business ethics into all aspects of our business functions.

-  **1 Acquisition & Disposition Services** – Identify target markets, prepare purchase agreements, move-in details, due diligence, investment advisory services, property management, consultation services, financial reporting, Co-investment
-  **2 Capital Services** – Main categories: analytics, investment banking, investment sales, valuation, recapitalization strategies
-  **3 Investment Analysis** – Provide comprehensive investment analytics that help to evaluate & increase return on investment, and find alternative financing recommendations & individual or multiple location transaction services
-  **4 Development Management** – Provide the expertise of a wide range of development activities as designing, analyzing, influencing, promoting, engaging, negotiating, decision making, implementation, compliance & enforcement
-  **5 Corporate Services** – Portfolio review, lease/buy/build comparisons; market & space alternative overview; preparation of RFP's, transaction services: subleasing, facility management, lease audit & occupancy cost analysis
-  **6 Distressed Assets** – Asset Management, Leasing, Project Management, Web-Based Reporting, Property Tax Consulting, Valuation Services, Data & Document Management, Site Inspections, Closing Management Services
-  **7 Landlord Representation** – Property Positioning, Tenant Retention, Target Marketing to Suitable Prospect, Landlord Marketing, Document Management, Property & Facilities Management, Transaction Management, Lease Analysis
-  **8 Market Research & Valuation** – Provide the latest market trends, including researching & analyzing competitive properties, undertaking Appraisal & other Valuation Services, Market Surveys & Analysis, and Demographic Studies
-  **9 Tenant Representation** – Provide Strategic Planning Services, Transaction Management & Reporting, Lease/Own/Sale/Leaseback Analysis, Negotiations, Build to Suit/Tenant Fit Up
-  **10 Startups & Small Businesses** – Find the best property to maximize your success or the most effective way to dispose of property and optimize your real estate assets, Negotiating lease or sale terms, Financial and strategy analysis
-  **11 Property Management** – Reduce expenses & increasing tenant retention, Cost Containment, Lease Administration, Budgeting Control, Administrative & Emergency Procedures, Building Operation, Inspection & Maintenance Plan

# COMMERCIAL PROPERTY TYPES



**Land** – Land transactions demand a thorough understanding of planning, zoning, development, engineering issues, mineral and water rights, syndication and investment analysis. Having completed nearly 4,000 land transactions over the past two years, CBC professional that focus on land have extensive experience on the sale, purchase, lease and development of commercial-use land properties.



**Retail** – Understand how closely real estate is tied to a business, and work to develop strategies that benefit the client's bottom line. CBC professionals can help owners maximize asset value prior to sale via property rehabilitation and market repositioning, as well as find tenants that will add value to the property. In addition, CBC professionals can assist buyers in making informed decisions that are aligned with their business strategies and growth or consolidation plans along with helping tenants find the best possible location and negotiate the best sale or lease terms.



**Industrial** – Providing industrial property owners and occupiers with sophisticated leasing/selling strategies. CBC affiliates can assist in making informed decisions that result in increased profitability whether it is a corporate client with changing space needs, a private owner in a local market, or an institutional investor.



**Multi-Family** – Multi-family professionals are well-versed in the unique elements and trends that shape successful multi-family transactions. With access to local, national, and international market data and industry trends, CBC professionals can provide the knowledge to help you make informed decisions and design the ideal real estate solutions that meet your needs.



**Office** – Develop customized real estate solutions for landlords and tenants of office properties. CBC professionals clearly understand today's corporate business climate and work to eliminate excess, trim expenses and drive value to your bottom line. Whether you need to lease or sublease office space or buy or sell an office building, the CBC organization can develop a customized solution that meets your real estate needs.



**Hospitality** – Understanding the cyclical nature and dynamics of hotel markets is critical to good investment decision making. The CBC hospitality professionals have vast experience in hotel operations management, real estate and valuation. The hotel consulting services the CBC organization provides is unique for each project undertaken, and are therefore tailored to meet each client's individual needs.



**Medical** – The CBC medical affiliates have vast experience in hospital and medical operations management. The consulting services the CBC organization delivers through the medical advisor is exceptional for each project accepted.

# TRACK RECORD



ADVANTAGE

## Highlights of Executed Services



Ashgar Darna

### Market Study

Market supply and demand including competitive projects

Mar '16



### Business & Technical Studies

Full assessment for the project Location and design through market assessment

Apr '16



### Business & Strategic Planning

Revise master plan, Identify developers' needs & project investments opportunities

Sep '16



WESTPARK

### Business & Technical Studies

Full assessment for the project Location and design through market assessment

Oct '16



### Land Transaction

full development consultancy, financial and marketing studies to acquire a land plot in Mostakbal City

Nov'16



### Development Study

Supervision of the project market study preparation & preliminary feasibility study

Dec'16



### Business & Strategic Planning

Review and evaluate all designs & services for the project and prepare project brief, in addition to defining the competitors

Dec '16



### Highest & Best Use Analysis

full market research containing land use recommendation & Unit trends, competition, etc.

Dec '16



### Asset Valuation

compute the market monthly rental value of Corporate admin headquarter in Othman Towers Nile Cornish Maadi

Jan '17



### Asset Valuation

compute the market value of one of Etisalat's properties in Smart Village

Feb '17

## Highlights of Executed Services



pepsi

### Asset Valuation

compute the market value of one of Pepsi's properties in Sohag

Mar '17



### Business & Technical Studies

Full assessment for the project Location and design through market assessment

Mar '17



### Real Estate Monthly Reports

issuing a detailed real estate market overview reports on a monthly basis

Mar '17



### Design Management

Define facility management requirements and setup, while recommending operation needs

Apr '17



### Value Engineering

Value added for Trio Gardens: higher quality services that will increase value for the client and overall satisfaction

Apr '17



### Asset Valuation

compute the market value of some of the Italian Embassy's properties in Alexandria & Portsaied

May '17



### Development Study

executing the project design, which provides three villas within same building through five floors and roof

May '17



### Asset Valuation

compute the market value of one of Chipsy's properties in Giza, in addition to the highest and best use of the property

May '17



### Highest & Best Use Analysis

Introduce new project concept & development ideas for a land plot by performing market brief on the office and medical market

Jun '17



### Asset Valuation

compute the market value of four of Jammy's operational Factories

Dec '17

## Highlights of Executed Services



### Asset Valuation

compute the market value of one of IGI's properties

Dec '17



### Financial Valuation

compute the fair market value of four of Jammy's companies using discounted cash flow valuation method

Jan '18



### Asset Valuation

compute the market value of a commercial land

Jan '18



### Asset Valuation

compute the market value of one of High Point Furniture's properties

Feb '18



### Market Study

Identify opportunity to open a new concept combining co-working space & incubator in an ideal location in Cairo

Feb '18



### Asset Valuation

compute the market value of the Italian Consulate in Cairo

Feb '18



### Asset Valuation

compute the market value of one Sky Investment's properties in Cairo

Feb '18



### Market Index

Market Index for all real estate assets owned by Delta Insurance group in various cities in Egypt

Feb '18



### Asset Valuation

compute the market value of one of Triangle Group's properties in Nasr City

Mar '18



### Asset Valuation

compute the market value of one of SITA's properties in Heliopolis

Mar '18



## Highlights of Executed Services



### Asset Valuation

compute the market value of the machinery at one of Pepsi's properties

May '18



### Asset Valuation

compute the market value of the machinery at one of Chipsy's properties

May '18



### Asset Valuation

compute the market value of one of Tameer's properties in Garden City

May '18



### Highest & Best Use Analysis

full market research containing land use recommendation in Ismailia & Units mix, competition, etc.

May '18



### Asset Valuation

compute the market value of two of CMA CGM's properties in Alexandria & City Stars Towers

May '18



### Highest & Best Use Analysis

full market research containing land use recommendation in Gesr EL Suez & Unit trends, competition, etc.

May '18



### Asset Valuation

compute the market value of one of Action Group's properties in Alexandria

Jun '18



### Asset Valuation

compute the market value of one of Premium Card's properties in Giza

Jun '18



### Asset Valuation

compute the market value of one of Metro Market's properties

Jul '18



### Highest & Best Use Analysis

recommendation for one of DIGITECH LABS properties in Smart Village

Jul '18

## Highlights of Executed Services



### Asset Valuation

compute the market value of one of Raslan Group properties

Aug '18



CLEOPATRA HOSPITALS GROUP

### Asset Valuation

compute the market value of one of CHG properties in New Cairo

Aug '18



### Highest & Best Use Analysis

full market research containing land use for a project in 6<sup>th</sup> of October city

Sep'18



الشركة العميلة العقارية ش.م.م.ع.  
ACTION REAL ESTATE COMPANY s.a.s.c.

### Asset Valuation

compute the market value of one of Action Group's properties in Garden city

Sep'18



CLEOPATRA HOSPITALS GROUP

### Asset Valuation

compute the market value of one of CHG properties in Nasr City

Sep'18



### Market Research

high level market research for a mixed-use project in Menya

Sep'18



### Asset Valuation

compute the market value of two of IGI's properties

Sep'18



### Asset Valuation

compute the market value of two of Pepsi's properties

Oct '18



Badawiya Hotel

### Asset Valuation

compute the market value of Badawiya Hotel at Dakhla

Oct '18

COMPASS CAPITAL

### Business & Technical Studies

business and technical consultancy services regarding The WOC project

Nov '18

## Highlights of Executed Services




Highest & Best Use Analysis  
recommendations and market index  
for Zahrat El-Obour compound

Nov '18




Business & Technical Studies  
business and technical consultancy  
services regarding Leila Commercial  
Project

Nov '18



Asset Valuation  
compute the market value of Alpha  
school at Obour city

Nov '18




Asset Valuation  
compute the market value of a land  
plot at Nozha district

Nov '18




Highest & Best Use Analysis  
recommendations and marketing  
consultancy services regarding NIB  
headquarter at Nasr city

Nov '18



Asset Valuation  
compute the market value of  
ITWORX headquarter at GAFI zone

Nov '18



Asset Valuation  
compute the market value of 7 of  
Turner's assets

Dec '18




Asset Valuation  
compute the market value of  
Lycée Français du Caire

Dec '18



Asset Valuation  
compute the market value of one of  
Action Group's properties in Nasr  
city

Dec'18




Asset Valuation  
compute the market value of one of  
Al-Tanmia Modern Company's  
properties in Giza

Dec'18




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