

# Company Profile

# 01

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Since 2007, Property Shop Investment (PSI) has led the transformation of UAE's real estate. Moving into 2024, our goal is global recognition, driving innovation and exceeding investor expectations. We're committed to redefining real estate globally, aligning with our vision to lead and inspire across markets.

*Said Abu Laifa*  
**Chairman**

PSI aligns with Abu Dhabi's growth and diversification goals, aiming to bolster its position as a top investment destination. Our global ambitions complement Abu Dhabi's vision, promising to surpass investor expectations and contribute to its economic prosperity.

*Firas Abu Laifa*  
**CEO - Abu Dhabi**

PSI aims to mirror Dubai's innovative spirit in real estate, contributing to its vision by attracting global investments and fostering economic growth. We're set to elevate Dubai's real estate market, enhancing investor confidence and setting new industry standards.

*Ameer Sadeeh*  
**CEO - Dubai**

# Leadership Message

**02**

About Us

# PSI STRATEGY

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MISSION AND VISION STATEMENT

02

## MISSION

Perfecting systems and strategies that sustain and boost the returns on real estate investments and generational wealth.



## VISION

To reshape the industry by delivering Real Estate as an asset capital growth for the investors, communities and nations.

**02**

About Us

**CORE**

Values

1

## We Gather

Not only a slogan. We gather embodies everything we stand for in our culture, business philosophy and operations.

2

## Novelty

Devoted to originality in our services.

3

## Accountability

Ensuring fairness, integrity, honesty, transparency, effectiveness and commitment to responsibility.

# ABOUT PSI



Established in 2007, Property Shop Investment (PSI) is one of the leading real estate firms serving the entire UAE landscape. Driven by passion for success, PSI has been awarded number 1 real estate agent by key giant developers for the past years. PSI continues to innovate and increase its services to ensure seamless and comprehensive clients' journeys.



*We gather*

# WHY PSI ?

## *Wegather*

Our solid reputation in the industry is supported by our continuous pursuit of quality and superiority in all the services we offer. Our combination of vision, expertise, specialised teams, enthusiasm and transparency entitles Property Shop Investment to set the market standard as an influencer of Abu Dhabi's Real Estate Market.

As an award-winning, full-service brokerage, Property Shop Investment is known for exceeding all expectations. We aim for the highest performance and have been awarded the 'Number One Real Estate Broker in Abu Dhabi' for ten consecutive years.

PSI's emphasis on delivering straightforward and reliable services to corporate and private clients ensures complete customer satisfaction. All services are tailor-made to meet customer demands and our commitment transforms a promise into reality.



**02**

PSI IN Numbers

# PSI IN *Numbers*

**13**  
Years

**Number 1**  
Brokerage Company

**+1350**

Expert  
Employees

**+17**

Local & Globally  
Branches

**10**

Offices  
In UAE

**+18**

Years of local  
& global expertise

**+52**

Nationalities  
(Employees)

**10**

locations  
worldwide

02

About Us

# OUR HEROES

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## OUR HEROES

Committed and self motivated professionals who are driven by passion for success. Our highly qualified professionals have an in-depth knowledge of economics, marketing, real estate, and customer service. We ensure that they all have the essential tools to enhance and develop their skills.

The company culture is unique, and every employee is proud to wear the PSI badge and to be part of its distinct environment. While each member of our multi-cultural team embraces their personal achievements, all members believe in supporting one another to achieve the company vision and celebrate collective success.

Our 'one team' attitude towards collaboration has played a key role in allowing PSI to expand to more than

**1350+**  
employees

A photograph of three diverse professionals (two men and one woman) standing together and giving thumbs up. The image is overlaid with a semi-transparent orange filter. The woman on the left is wearing a striped shirt and holding a tablet. The man in the center is wearing a white thobe and ghutra. The man on the right is wearing a dark suit and tie.

03

COMPANY  
STRATEGY





ARADA  
BEST PERFORMER  
2022



AL DAR  
TOP PERFORMING AGENCY  
1ST PLACE 2021 - 2024



IMKAN  
TOP PERFORMING AGENCY  
1ST PLACE - 2021



AL DAR  
TOP PERFORMING AGENCY  
1ST PLACE - 2020



AL DAR  
TOP PERFORMING AGENCY  
1ST PLACE - 2019



EMAAR ANNUAL  
BROKER AWARDS  
2018



AL DAR  
SALES PERFORMANCE AWARD  
1ST PLACE - 2018



AL DAR  
TOP PERFORMER  
2017



AL DAR  
CERTIFICATE OF HONOR  
2017



AWARD FROM BLOOM  
2017

CERTIFICATE FROM BLOOM



AL DAR  
TOP PERFORMING AGENCY  
1ST PLACE - 2016

# STRATEGIC PARTNERS

EMAAR



Meraas logo featuring a stylized 'M' made of vertical bars, followed by the word 'MERAAS' in black capital letters.

 إِمكَان  
I M K A N

 بنك أبوظبي التجاري  
ADCB

bloom.



DAMAC


 بنك أبوظبي الأول  
FAB  
First Abu Dhabi Bank

 البنك العربي  
ARAB BANK


Islamic Bank of Egypt logo featuring a blue globe with a white sunburst, with the text 'مصرف أبوظبي الإسلامي' (Islamic Bank of Egypt) in Arabic below.

Arada logo featuring a stylized 'A' in black, followed by the word 'ARADA' in black capital letters.


 بنك دبي الإسلامي  
Dubai Islamic Bank

03

# Departments

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03



1

## SALES

The sales team is the advisor of buyers; they coordinate with the sales listing team and act as an intermediary between the buyer and seller. This process helps clients navigate the complex nature of the property market; the agents intermediate the negotiation process, consult clients on market conditions, prices, mortgages, legal requirements and all required documentation to ensure securing a fair and honest deal. Our sales team offers the best advice to clients to suit their financial position and protect their interests.



2

## LANDLORDS

The listing department is divided into two teams, a sales listing team and a leasing listing team. The listing agents are the advisors of sellers and landlords; they make sure to maximize the value of their clients' properties and also list them with the highest level of confidentiality. The listing department is heavily influenced by the marketing team's work, and therefore they always communicate to ensure promoting of the listing team resulted in the highest inventory of property listings in UAE



3

## LEASING

The leasing team is the advisor of tenants; they coordinate with the leasing listing team and act as an intermediary between the tenant and landlord. The leasing agents determine the needs, standards and economic viability of their customers, provide them with information on all the aspects of properties and negotiate leasing terms on behalf of the potential tenant.

**03**

PSI SERVICES

**4**



**PSI**

**MORTGAGE**



## MORTGAGE

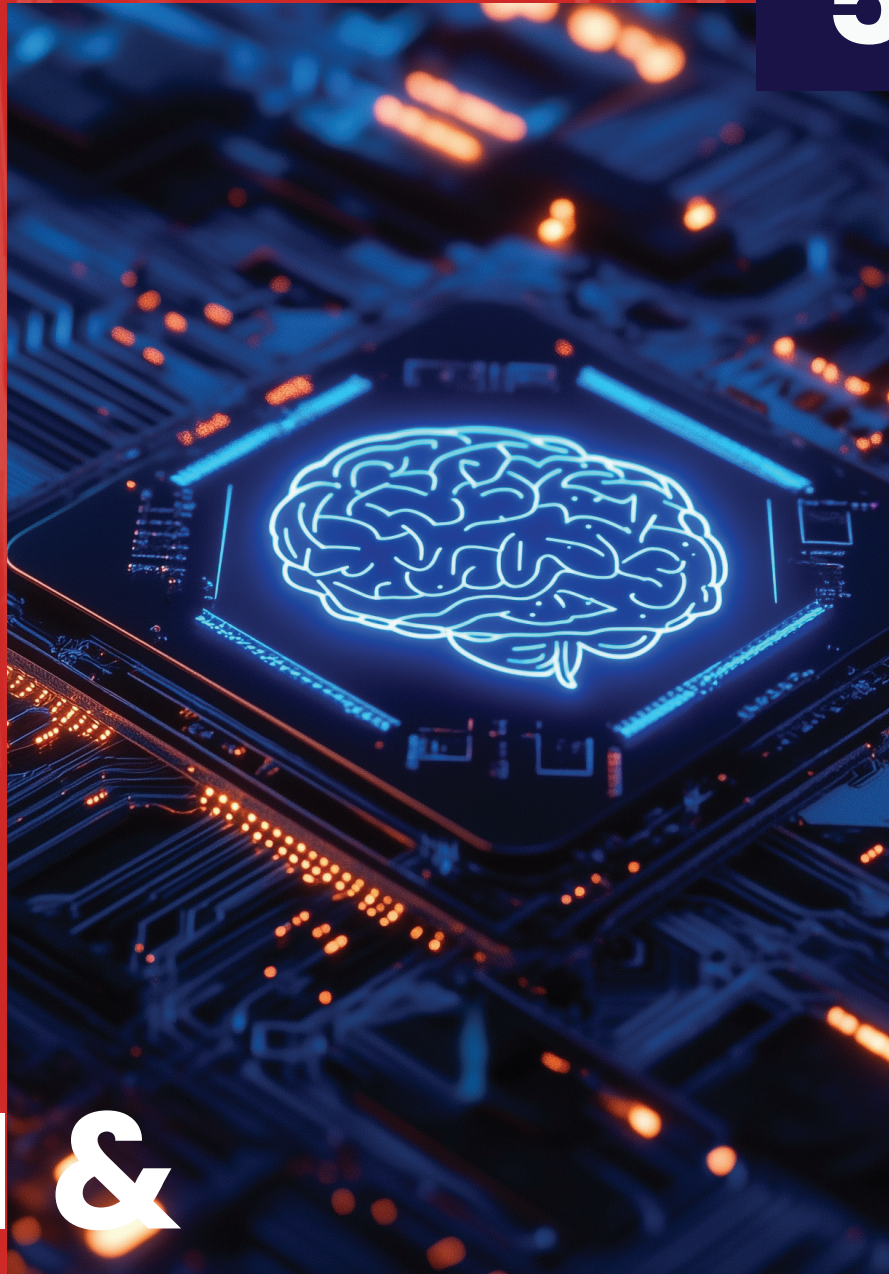
The establishment of PSI Mortgage is an extensive milestone for PSI in 2021, and a testimony of the many years of continuous success and immense performance in the Real Estate industry. We recognize opportunities and as market makers we pave the way for our valuable clients to fulfill their dreams by providing high quality and exclusive services. PSI Mortgage created a culture of recognition and understanding, where we observe client needs, provide them with transparent and honest services, to secure their future.

As a licensed Mortgage Broker, we act as an independent advisor to secure the best mortgage terms in the market, we partnered with leading Banks to facilitate the Mortgage services to our clients with special offers from our partners available for PSI only. Our dedicated in-house team and a designated account manager in each Bank will ensure to always provide outstanding continuous support to our valuable clients, as we synchronize and merge Real Estate & Home Finance to find the best Home and Mortgage solutions for our clients.

**03**

PSI SERVICES

**5**



# AI & Data Solutions

# AI & Data Solutions

5



PSI International

The **AI & Data Solutions department** is a critical driver of PSI's technological innovation and operational efficiency. Our team collaborates to harness the power of data, enabling PSI to thrive in an increasingly data-driven world.

Our key focus is the development and optimization of the **AI Core Engine**, a versatile, plug-and-play platform that integrates seamlessly into PSI's applications, websites, and CRM systems. By continually feeding this engine with high-quality data, we ensure PSI stays at the forefront of AI advancements, giving us a competitive edge in the market.

Additionally, we build powerful analytical views to support data-driven decision-making across PSI. These insights empower teams to make informed, agile choices that align with our strategic goals, driving PSI's growth, operational excellence, and continued leadership in the industry.



6

# CRM

Our teams are supported with an inhouse developed PSI engine and CRM system to enable seamless operations for agents and business functions.

Data is protected under our privacy policy to ensure the confidentiality of information and protect the privacy of clients.

**03**

PSI SERVICES

**7**



**MARKETING**

## MARKETING

PSI has built its own marketing and creative hub with specialties in the different offline and online fields that serve milestones of our clients' journeys.

The Multi-Channeled marketing efforts driven by our team's experiences ensure an indepth understanding of stakeholders behaviors and what they are looking for.

Marketing teams support developers, investors, sellers and landlord by creating an identity and a seamless journey while building a solid brand loyalty and recognition.

7



## Our Methodology

is to use all marketing tools required and produce a hierarchy that identifies top buyers and tenants of a property, based on factors such as price and need.

Our services comprise of professional website development, property photography, floor plans, virtual tours and videos ,in addition to graphic design for online and printed . We are adaptable, imaginative and creative in building unique identities for each project we manage. Furthermore, the marketing department has a team specialized in advertising properties in more than fifty portals and company websites.



# PSI ACADEMY



# THE ACADEMY



PSI ACADEMY

**PSI Academy** is an advanced and categorized training and learning platform, that aims to deliver the highest standards of educational materials with 360° Real Estate courses and trainings, for both, individual use, and managerial assessments, in an interactive way. Our expertise and knowledge are highly intertwined in each section of the tailor-made courses, where you will master new skills and gain valuable expertise.

The academy strongly believes in investing in people, and paving the path for their long-term individual success, as the overall industry is constantly changing and requires working at pace, aligned with consistent learning, development, and training. We aim to offer an equal opportunity for everyone to explore, learn and develop their skills.

**PSI Academy** courses and learning materials are easy to follow and customized according to the learner's needs and are thoughtfully put together by a team of experienced Real Estate experts. For a fast and effective learning experience, with clear tracking of the learning process whether you are a new Real Estate joiner or an expert; our platform offers a range of easy beginner courses and in-depth competent programs – it truly prepares you for a long successful Real Estate career.

**03**

PSI SERVICES

**9**



**PSI**

**INTERNATIONAL**

# PSI International

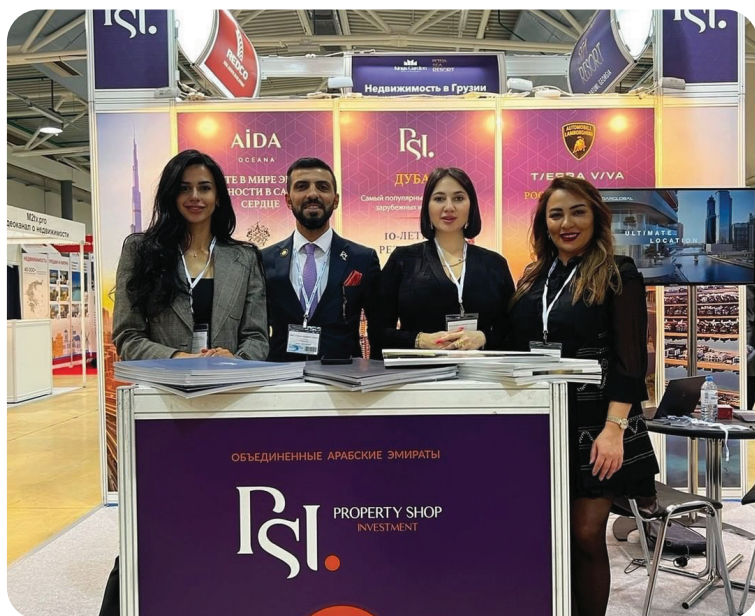


PSI International

With 18 years of excellence and up to 15 branches worldwide, we specialize in tailored wealth management and premium real estate services.

Our expertise covers residential and commercial investments, off-plan and resale sales, property and asset management, mortgage solutions, and land development consultancy. We also provide enabling services such as relocation, market access, government relations, and business setup.

Elevate your real estate journey with exclusive VIP tours and strategic investment opportunities to grow your generational wealth in the UAE.



## IF YOU'RE WONDERING WHAT WE'RE PASSIONATE ABOUT:

We happily cater to various wealth management services tailored to your luxury living desires.

**Up to 15 branches**  
locally & globally

**Leading in real estate for 12**  
consecutive years

**Top-notch properties** with a  
wide array of primary &  
resale markets

# OFFERINGS

## WE HAPPILY PROVIDE

01

### Residential investment

Off-plan sales Resale Landlord relations Long-term leasing Holiday homes Commercial & retail investment Property management Mortgage

### Management

Wealth management Land development & consultancy Asset management Investment setup Opening of branches

02

03

### Enabling services

Relocation services Market access Government relations Golden visa & residence Business set-up



# WE'RE ALMOST AROUND THE GLOBE



Riyadh,  
Saudi Arabia



Moscow,  
Russia



Amsterdam,  
Netherlands



Tangier,  
Morocco



Harare,  
Zimbabwe



Bodrum,  
Turkey



Shanghai,  
China

03

PSI SERVICES



10



NATIONAL HUB

## National Hub

PSI aims to enhance UAE national recruitment and retention by exceeding Emiratization targets and strengthening compliance.

This includes developing a structured recruitment process through partnerships with educational institutions, career fairs, and community engagement.

**To support career growth, PSI will introduce :**

10



01

Mentorship programs

02

Leadership training

03

Leadership training

04

Ensuring clear advancement paths for Emirati employees.

05

Additionally, a reporting framework with quarterly reviews will be established to monitor and track Emiratization progress effectively.

04

# CORPORATE SERVICES

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04

# PROPERTY MANAGEMENT



PSI has a centralised property management department that manages residential, commercial, and industrial properties on behalf of owners to preserve the value of their property and maintaining promising returns on investments.

# BROKERAGE

The brokerage team is the foundation of PSI. Our brokers have comprehensive knowledge and access to everything in the market.

We seek and learn much greater information about the area of new developments to ensure clear investment returns for our clients. Knowledge on all past and future projects, quality, pricing strategies, finishing, target audience and Market Price Index pave the way for our clients to make solid financial decisions.

Our agents are obliged to ensure that they give the best advice for each of our clients; as we make revenue from happy clients and their referrals. Our agents are in for a long journey with our clients to help them buy, sell, resell, lease or manage their properties.



# DEVELOPMENT MANAGEMENT



PSI focuses on developing and delivering high-quality projects that provide long-term benefits to clients and investors. We aim to re-shape and raise the standard in terms of quality, innovation, and response to the client's needs. We are committed to the principles of good design and proper construction, knowing that successful projects depend on the application of the best practices. We only work with the most trusted names in architectural design and luxury living to provide our clients with excellent properties of high value.

# FRANCHISING

Having the largest agent counts, luxury unit sales and holding top sales volumes specifically in Abu Dhabi, PSI is a brand build on trust and credibility.

Franchisees benefit from a comprehensive franchising support system designed to ensure a viable and sustainable both financially and operationally. The support system includes market analysis, feasibility, locations, services, business philosophy and format, the brand identity, the inhouse CRM system, the marketing support, the contact center support, international market advisory and any other available support that can be offered to franchisees throughout.



**04**

CORPORATE SERVICES

# ENABLING SERVICES





## ENABLING SERVICES

To secure your safe, seamless and smooth move to the UAE, PSI offers a wide range of enabling advisory and services; whether to move-in or secure a safe haven for your family and business. The types of services include consultancy and issuance of the golden and green visas assisting the different categories in achieving this status smoothly. With our extensive industry knowledge and experience, our enabling services support the comprehensive and advisory solutions for investment diversification and market penetration with market guides, network and contacts. If you are looking to establish a business in the UAE, or move your assets to the country for a much safer growth and stable economy, PSI guides you through the journey from the beginning up to achieving your goals

## GOLDEN RESIDENCY

10 YEARS

- Investors
- Entrepreneurs
- Exceptional talents
- Scientists & Professionals
- Outstanding students and graduates
- Humanitarian pioneers
- Frontline heroes (Doctors)



## GREEN RESIDENCY

5 YEARS

5 years

Freelancers  
(self-employed)

Skilled  
employees

(no sponsor / employer required)

2 years

Standard employment residency

WORK

INVESTMENT

5 years

Investors and partners

(no sponsor required)

EDUCATION

2 years

Students enrolled in  
educational entities

(Sponsored by a licensed educational establishment in the UAE)

LIVING

1 year

Remote work  
Residence

5 years

Retirement  
Residence

2 years

Real Estate owners'

(no sponsor required)

HUMANITARIAN CASES

Residence permits for humanitarian cases

04

CORPORATE SERVICES



# DESIGN, FIT-OUT & FURNISHING



## DESIGN, FIT-OUT & FURNISHING

We provide support for creating, transforming, and improving the indoor and outdoor areas in our clients' properties. PSI will help you through all stages of property design, from procurement and budget management to delivery and installation, whether it is residential or commercial property. By dealing with trusted design companies, your interior and exterior living area will be a fantastic place to live in.

PSI has made furnishing your home easy and interesting; offering an extensive selection of innovative accessories and furniture at competitive prices, as well as a commitment to maintaining the highest quality of after-sales service. Our selection of retailers and wholesalers will show people how to professionally create a home, thus ensuring that their living space is a true expression of themselves.

## RELOCATION SERVICES

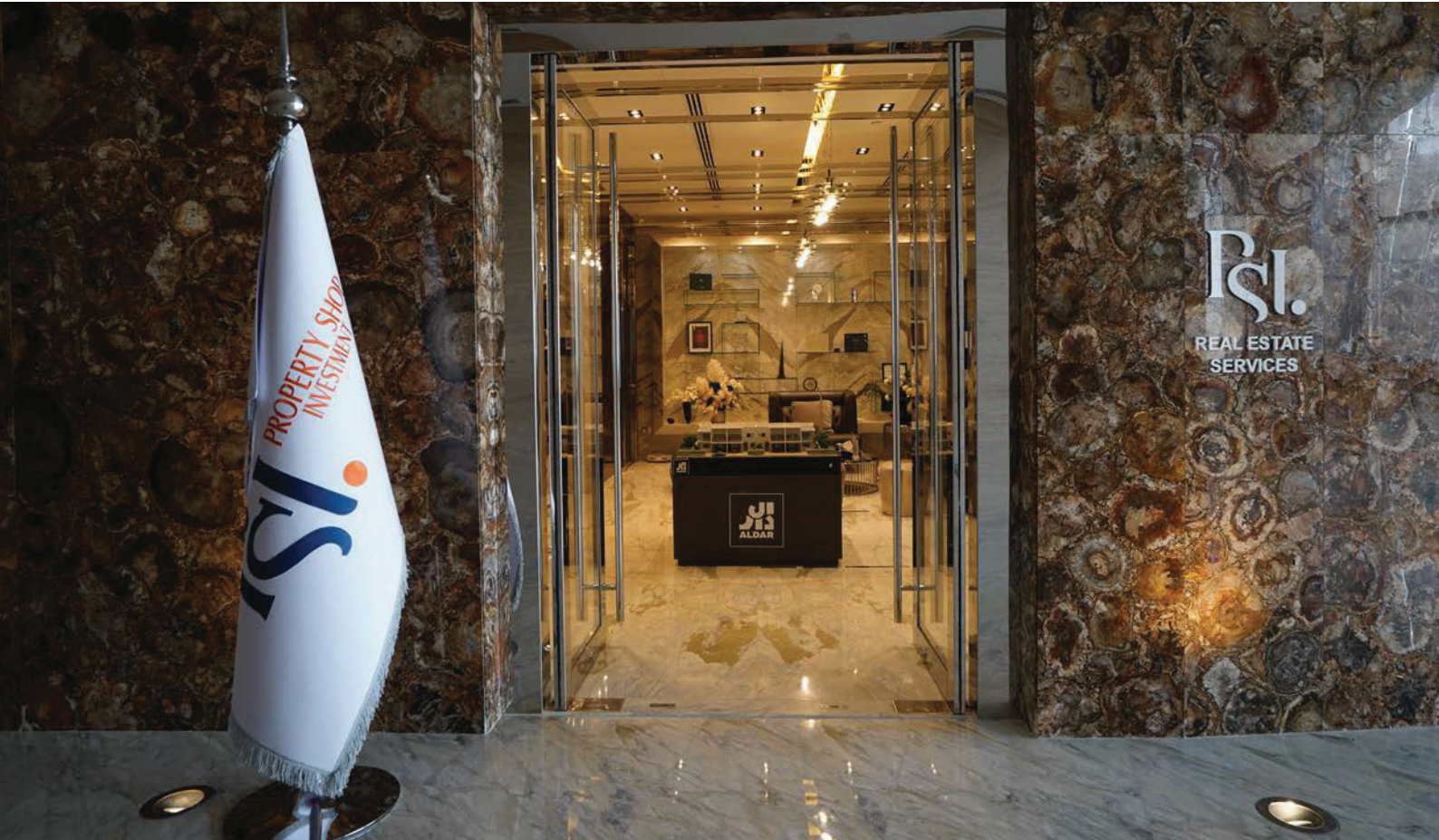
PSI takes care of all your relocation needs; we provide local and international relocation services with renowned brands. Whether you are moving down the street, across the country, to a new home or a business building; we are here to help ease your relocation stress. We make sure that the relocation is smooth smoothly and that everything reaches your destination securely and promptly.

04

PSI Hospitality



# Psi Hospitality Hospitality



## PSI Hospitality

PSI Hospitality is a unique and pioneering concept that puts us at the forefront of the new era of Real Estate Investment and Wealth Management services by establishing PSI presence in top luxury hotels across UAE. Concept is aimed at enriching the experience of guests and visitors of esteemed 5-star hotels by delivering wide-range premium services from Real Estate Tours & Investment Advisory, Residency, Business set-up and Enabling services at their doorstep.

## Our Presence in Hospitality

- PSI Showroom at Conrad by Hilton, Etihad Towers. 5-star luxury hotel in Abu Dhabi.
- Sofitel the Palm Jumeirah, Dubai.

***We aim to expand our reach further on international scale.***

# WEALTH MANAGEMENT



Our real estate wealth management consultants guide and steer high net worth investors journeys and facilitate analytics on the different real estate offerings and how they fit within their overall wealth management portfolios.

With our detailed understanding and outlook of the varying factors, risks and rewards of each investment we present, we make sure that each fits in our unique clients' investment portfolios.



# PSI's Youngsters Program

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# PSI's Youngsters Program

in PSI is to nurture the future generation of innovative leaders in the UAE through a three-level program which will be an internship program during the school holidays



## Program Objectives:



### Empowering Tomorrow's Leaders

Transformative Internship Experience



### Real-World Application

Practical Experience for Future Success



### Tailored Learning Tracks for Different Ages

Content designed for Gen Z Engagement.

## Our Branches

### 📍 United Arab Emirates

#### Abu Dhabi ( Head Office)

Al Reem Island, Addax Tower  
Mamsha Al Saadiyat, Saadiyat Island  
Conrad Abu Dhabi Etihad Towers  
Water's Edge, Yas Island  
St.Regis,Saadiyat Island  
Al Reem Island, Shams Boutik

#### Dubai

Dubai Hills  
Palm Jumeirah  
JBR  
Business Bay

#### Sharjah

University City

### 📍 Jordan, Amman

### 📍 Egypt, Cairo

### 📍 France, Saint-Tropez

### 📍 Netherlands, Amsterdam

### 📍 KSA, Riyadh

## Strategic Alliances

### 📍 UK

### 📍 India

### 📍 Poland

### 📍 Russia

### 📍 Romania

### 📍 USA

### 📍 Germany