



Together

Company Profile

Property Shop Investment LLC
The No. 1 Real Estate Company in Abu Dhabi, aiming for the highest achievements in our industry we have built a reputation being a leader the UAE Real Estate market through the past decade of our outstanding and sustainable performance



2024

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

COMPANY STRATEGY

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, efforts and

3

Accountability

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

ABOUT US



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.



Property Shop Investment showroom at Mamsha Al-Saadiyat, Abu Dhabi.

Wegather

WHY PSI ?

Negativer

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.



PSI IN *Numbers*

No. 1**Real Estate Broker In
Abu Dhabi ★****700**Full time
Professionals**10**locations
worldwide**10**Offices
In UAE**16**Years Of
Experience**13**Back Office &
Support Function**18**Services
and Products**1st**in Abu Dhabi to
offer real estate
with Crypto**60k**

Lead in 2022

650Marketing Campaigns
in 2022

02

About Us

OUR HEROES

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

700+
employees



03

COMPANY
STRATEGY





AL DAR
TOP PERFORMING AGENCY
1 ST PLACE - 2023



ARADA
BEST PERFORMER
2022



AL DAR
TOP PERFORMING AGENCY
1ST PLACE - 2021



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



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.

 إمكان
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' 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

SERVICES

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.



4

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

5



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.

5



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

7



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.

Retail Services

As a specialized retail leasing consultancy, PSI Retail provides a complete leasing solution from detailed strategic business plans to negotiation and closing services. This remarkable achievement has propelled the Company to the forefront of the retail property industry in the UAE. PSI Retail Division goal is to utilize its outstanding capabilities and experience to explore and successfully develop new business opportunities across UAE and globally.



Retail
Development
Strategy



Commercial
Sales & Leasing



Retail
Consultancy



Commercial
Asset Management

04

CORPORATE SERVICES

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 advise 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

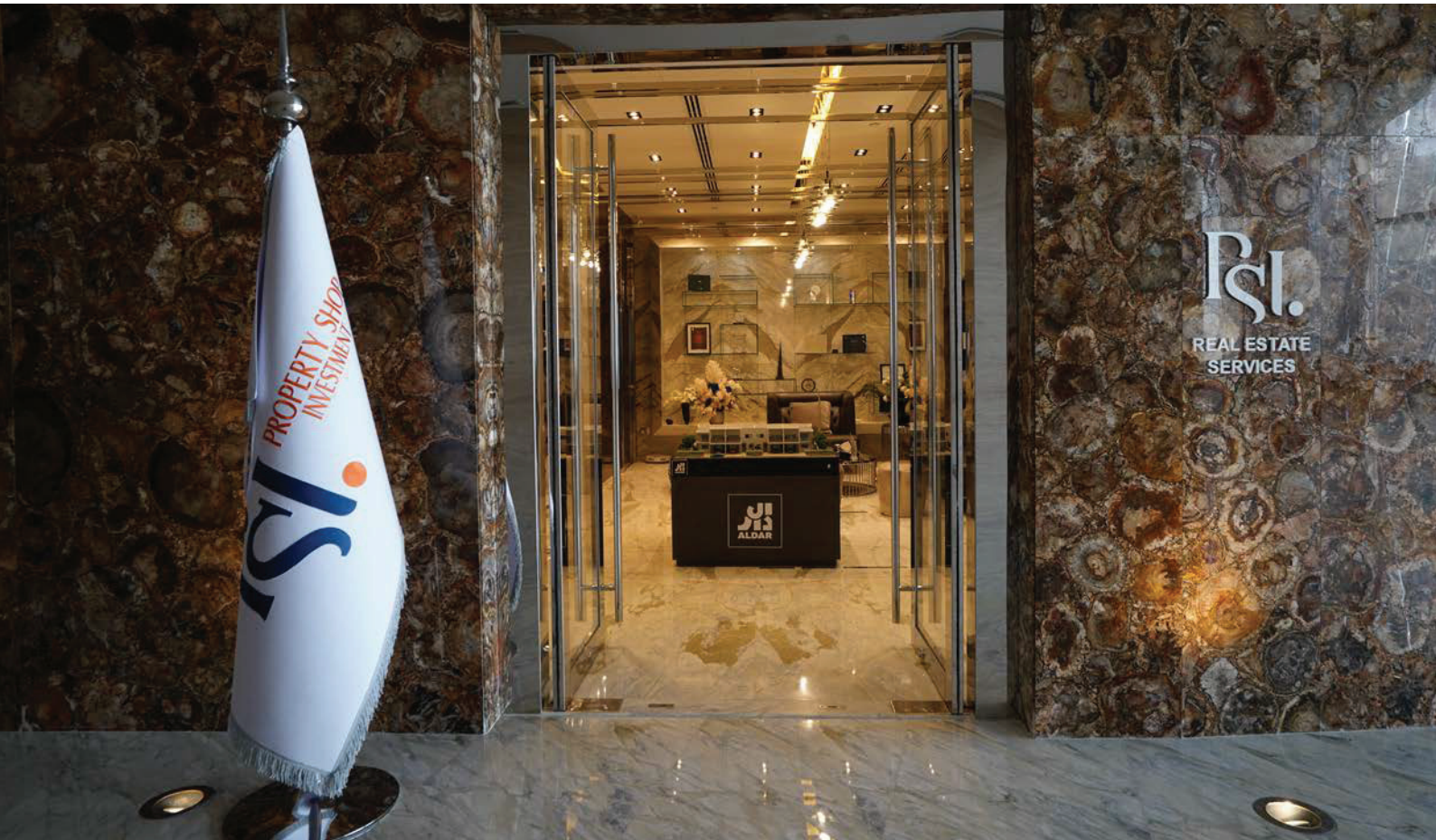
PSI takes care of all your relocation needs; we provide local and international relocation services with renowned brands. Whether you are moving down the street, across the country, to a new home or a business building; we are here to help ease your relocation stress. We make sure that the relocation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

04

Strategic Collaborations



Empowering the Real Estate Sector Through Strategic Collaborations

Driving Emirati Excellence: Dubai's New Broker Program

Strategic Alliance Agreement for the Dubai Real Estate Broker Program

Dubai Real Estate Broker Program: An initiative aimed at enhancing the role of Emirati citizens in the real estate market and encouraging them to engage in real estate activities, thereby increasing their participation in one of Dubai's most important economic sectors, the real estate sector.

- 1- Enhancing the competitiveness of Emirati talent and empowering them to hold positions in the real estate sector.
- 2- Collaborating with the department to provide guidance and professional training for national talent, supporting them, and offering advice to ensure their integration into the private sector

04

Strategic Collaborations

Raising the Standard: Elevating Broker Education with ThinkProp & PSI

ThinkProp, a leading real estate training institute, and Property Shop Investment, a prominent broker agency with offices across UAE & multiple international countries, have signed a Memorandum of Understanding (MoU) aimed at elevating the level of education for brokers and ensuring compliance with Abu Dhabi's real estate laws.

Partnerships like the one between ThinkProp and Property Shop Investment with the blessings of Abu Dhabi Real Estate Center (ADREC) are essential in nurturing a thriving real estate ecosystem. By combining expertise and resources, industry players can collectively raise the bar for professionalism and contribute to a more transparent and efficient market.



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

Dubai

Dubai Hills
Palm Jumeirah
JBR

Sharjah

University City

📍 Jordan, Amman

📍 Egypt, Cairo

📍 Netherlands, Amsterdam

📍 KSA, Riyadh

Strategic Alliances

📍 UK

📍 India

📍 Poland

📍 Russia

📍 Romania

📍 USA

📍 Germany