



REAP

REAL ESTATE

REAP ON YOUR INVESTMENTS, AND OUR PARTNERSHIP

We invite you on this journey to seize opportunities, and profit from your decisions.

Our vision is one of real estate brokerage in its purest form, where every agent is an expert and every client is a partner. Managing your investment journey with your maximum benefit in mind, while connecting you with the right opportunities at the right time and in the right conditions.

Our relationships are, and always will be, built on trust, delivery and success.

REAP on your investments and choice to partner with us.



THE BEST INVESTMENT DUBAI MADE, WAS IN ITSELF



SUPERB INFRASTRUCTURE

INNOVATIVE CITY PLANNING &
WELL-DEVELOPED TRANSPORT



BUSINESS GATEWAY

CONNECTING 2/3 OF THE
WORLD'S GROWTH MARKETS



TAX HAVEN

TAX EFFICIENT DESTINATION WITH
NO PROPERTY OR INCOME TAX



STABLE ECONOMY

DIRHAM PEGGED TO US\$ & SET
AT CONSTANT RATE SINCE 1997



DISTINCT LIFESTYLE

WORLD-CLASS OFFERINGS IN
EVERY ASPECT OF LIVING



EMPOWERING GOVERNMENT

RULES & REGULATIONS
CONTINUE TO BE UPDATED



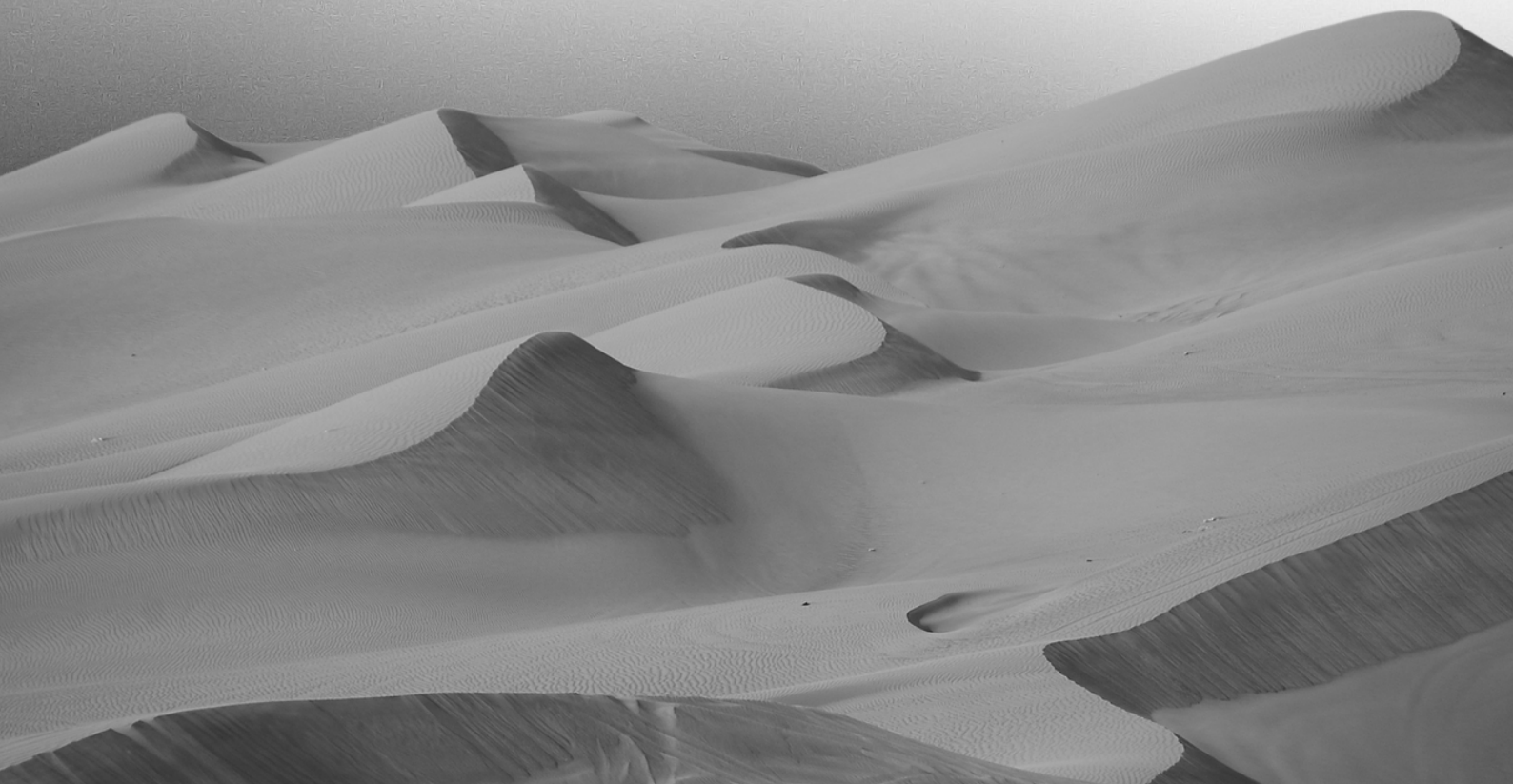
HIGH SAFETY

7TH SAFEST CITY IN THE WORLD,
WITH VIRTUALLY NO CRIME



EVERYONE WELCOME

ACCOMMODATING LIFESTYLES
OF OVER 200 NATIONALITIES



INVEST IN DUBAI PROPERTY, WITH CONFIDENCE



Customized investment strategies tailored to your goals



Securing the best opportunities in the Dubai property market



Total management of your investment journey and portfolio



Exclusive network of prominent Dubai property developers



Superior investment propositions to add value & create wealth



Premium support throughout every transaction & process



Managing resale of properties, before or after completion



Managing leasing & profitability of your property portfolio



Marketing insights based on fact-based and current analysis



Navigating the costs, processes & timeframe of property transactions



Feasibility, practicality & profitability of your investment strategies



Legal support & services in the realm of real estate & beyond



OUR AREAS OF EXPERTISE, YOUR OPPORTUNITIES



SECONDARY MARKET

Our portfolio is as vast as our experience & knowledge.

Comprehensive guidance, insight, knowledge and support to help investors navigate opportunities across the luxury, residential, industrial to commercial sectors.



OFF-PLAN INVESTMENTS

Never miss an opportunity, before it hits the market.

High returns on your investments in Dubai off-plan projects, brought to you from prominent property developers, before hitting the market.



LAND DEVELOPMENT

Beautiful investments in land, built by you with our support.

Harness the power and potential of land investment in Dubai, with the widest selection plots coupled with professional consultation to develop profitable projects backed by intensive market study & sales support.



HOLIDAY HOMES

Profit from property, prepared & managed the experts.

With the right property and location in place, imagine the potential of your holiday home completely prepared, managed & advertised by professionals, for your maximum profit and ease.



LEGAL SERVICES

Covering your legal needs from start to title deed transfer.

Full conveyance services, liaising with all parties, to complete property transfers. Along with services that extend to legal translations, power of attorney, gifting properties, visa application and more.



OUR TEAM IS YOUR TEAM



TAREK BOU KARROUM, **FOUNDER & MANAGING PARTNER**

Tarek stepped away from his position as Managing Partner, Co-Founder & Chief of Sales for a leading real estate brokerage, where he was responsible for growing the team and company exponentially under his strategic planning and management, to found REAP Real Estate. He credits his monumental climb since entering the market in 2009 to these straightforward, simple truths: knowledge, ethics and people.

Tarek is an individual that knows and is known by people. His connections within the brokerage market are remarkable, demonstrating the value he places on partnerships over competition. This is why you will find many partners at REAP.

What he has created today is a result of the insight and experiences that have shaped his, and his partners' careers, and a determination to create new opportunities for all those who seek his consult.

Tarek invests his time heavily in people, and in being the kind of visionary that drives his team and peers to surpass all he has achieved thus far.

REEM HEATHER DABBAS, **DIRECTOR OF OPERATIONS**

Reem comes from a strong background in Marketing, Branding & Communications to join her husband, Tarek Bou Karroum, in this venture to build a leading real estate brokerage in Dubai.

Her integral support in this journey officially commenced in 2018, when she left her executive position at a leading communications consultancy to provide full-time consultation on content, market share exposure and lead generation strategies where she further developed her knowledge and experience in the realm of real estate.

As Director of Operations, she oversees the business's daily activities, coordinating actions across the organization, along with directing marketing, branding and content operations, which is her distinct forte.





MOHAMMAD AL HAJJ, **ASSOCIATE PARTNER**

Hajj's foray into real estate dates back to 2011, working with Oceanview, one of the largest brokerages at the time. From there, he moved onto Lannhill Real Estate, which was at its prime in 2014. Hajj specializes in the luxury segment, securing transactions in Dubailand worth over AED 500 million between luxury villas, master community and building plots.

His kinship with Tarek sparked over 8 years ago over a mutual passion for real estate, and they have been linked ever since in both a professional and social capacity. This relationship came full circle with his joining REAP Real Estate, where he directs mature agents and steers fresh agents, imparting his wisdom, guidance and support to grow the capabilities, sales and opportunities of his team, specializing in both resale and off-plan markets.

NIBAL AL MASRY, **ASSOCIATE PARTNER**

Nibal Al Masry's experience spans more than 12 years in sales and high-end customer service experiences across diverse industries in UAE. The last 5 years saw his focus shift towards real estate, where he acted as Sales Manager for a leading Dubai Developer, managing large portfolios for prominent investors.

As Associate Partner at REAP Real Estate, he leads a growing team of specialists with a focus on the Dubai Off-Plan sector, while capitalizing on his extensive experience and excellent relationship with leading developers.



ALI NASSER, **SALES DIRECTOR**

Ali's real estate career began in 2018, working with some of the foremost agencies in the UAE, where he guided over 600 clients in their sales and leasing transactions, making notable career sales. His experience in the industry, complemented by a background in finance, allows Ali to serve both as a business performance coach and an investment advisor.

He brings that expertise to his role as Sales Director at REAP Real Estate, building and managing a team of successful professionals, ensuring that every transaction is smooth, stress-free and successful. He recognizes that his clients should be prioritized over all else, staying committed to their interests, decisions and returns. He is always on top of the game when it comes to attending real estate conferences and events hosted by leading developers in the region, further building on his excellent relationships within the market.



**LYN CERILLO,
HEAD OF ADMINISTRATION & SALES OPERATION**

Lyn is a force to be reckoned with within the organization. For nearly a decade she has been sharpening and honing her expertise in the field of real estate, allowing her to expertly manage the entire team of admins and listing coordinators; coordinating operations for the sales team in all areas including documentation, procedure and clarity on RERA law; while providing direct support to the management. There is nothing Lyn does not know or cannot do with regards to real estate, including everything from working with developers, initiating training on the CRM & portals, to handling sales and leasing transactions from A to Z. Above and beyond her role, she is also a successful agent in her own right, which further testifies to her real estate prowess.

**EUS CHIONG,
CREATIVE CONTENT MANAGER**

With an eye for the exceptional, Eus brings the brand identity, agent listings, and latest developer projects to life in both a visually stunning and impactful way. Her profound ability is a combination of innate talent, and her prior experience as a photography freelancer as well as her stint in sales & marketing for a group of companies, complimented by a curiosity that sees her exploring opportunities and tackling new design programs to further elevate the standards of REAP's digital communications.

While she joined the team fresh into real estate, she has quickly become expertly capable of identifying the unique selling point of every task that comes her way.



OUR ALLIANCES WITH DEVELOPERS THAT BUILD DUBAI

 MERAAS

 DUBAI
PROPERTIES

 DAMAC

 SOBHA
REALTY

 NSHAMA

 عَزِيزِي
AZIZI

 ARADA

 MAG
PROPERTY DEVELOPMENT
صاح للتطوير العقاري

 SELECT
GROUP

 OMNIYAT

 مَرْبَعَة
murabā

 الحَبْتُور
ALHABTOOR

 RP GLOBAL

 SAMANA
DEVELOPERS

 بِنْ غَاطِي
BINGHATTI

 SEVEN TIDES
REAL ESTATE

 PARADISE HILLS

 GULF LAND
PROPERTY DEVELOPERS

 AYS
DEVELOPERS

 SLS
DUBAI

 al barari

 NAKHEEL



THE BEST INVESTMENTS YOU CAN MAKE, ARE BASED ON FACTS

LAND AVAILABILITY

More land to be developed and opportunities to be had than saturated global cities like London & New York. Investors can buy into a project early and sell at a premium.

HIGH RETURNS

Investors can potentially double their money in five years through rental income and property appreciation as Dubai continues to develop at a fast pace.

VALUE FOR MONEY

Dubai real estate is undervalued when compared to global cities, ranking 3rd most affordable among top-10 major cities, offering more luxury space per square foot.

UNRIVALED PROJECTS

With superb planning and evolution, Dubai's project releases compete on a global scale with more options to suit every investment type attracting more interest & residents each year.





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