

aqarmap know more..



Egypt Real Estate Trends



Know more..

Continuing on the momentum of our brand's focus on knowledge sharing, this year we lay on your hands the most comprehensive and impactful set of data ever released in Egypt's real estate industry. Our new direction now is to move beyond insights, and to help our clients take decisions with actionable data points that are granular and relevant.

The biggest challenge that faces Real Estate companies and consumers in Egypt is the lack of credible market information. Most buyers rely on anecdotal information from friends or family, and many companies launch projects without having sufficient knowledge about the consumer demand trends.

Know more.. is our new direction. We are committed to help companies and consumers gain more confidence in their decisions by knowing more about the prices, statistics, ratings, trends, and more..





www.aqarmap.com

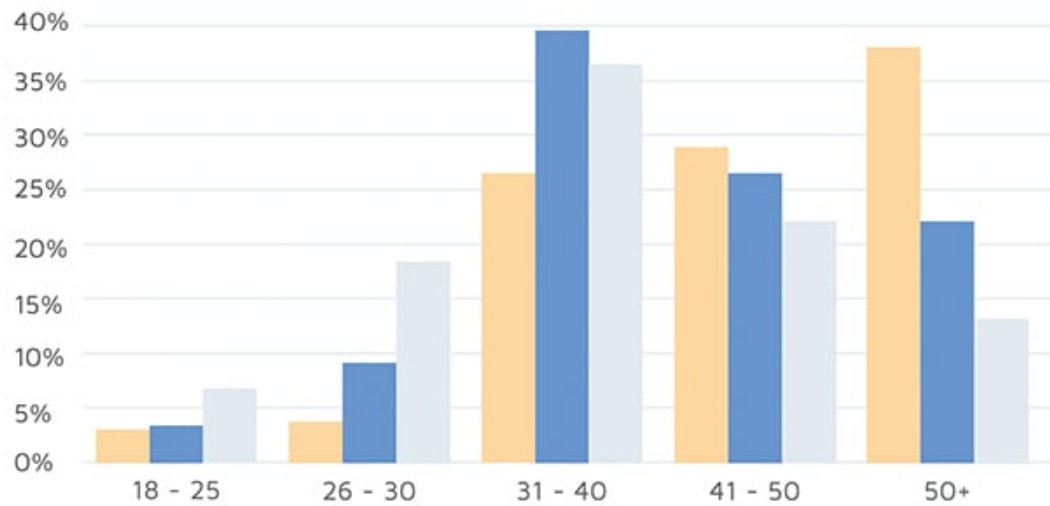
Demand Trends

This section presents the results of an elaborate survey that was sent by Aqarmap to more than 1,200,000 buyers. The continuous shifts in the demand encouraged us to conduct this periodical survey to keep Real Estate companies always on top of the fluid market dynamics.





Age of active buyers

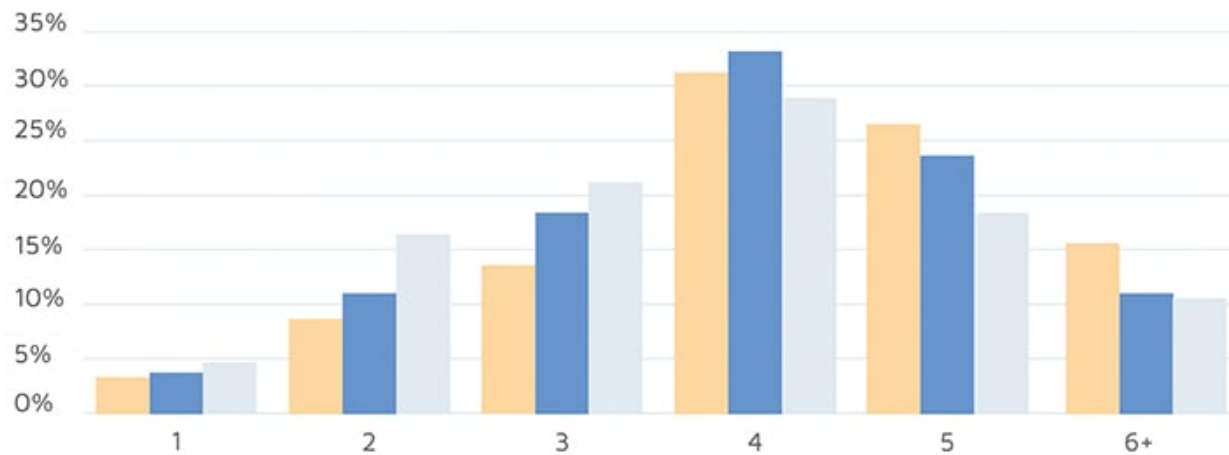


Socioeconomic Segment

■ A ■ B ■ C



Buyers' family size

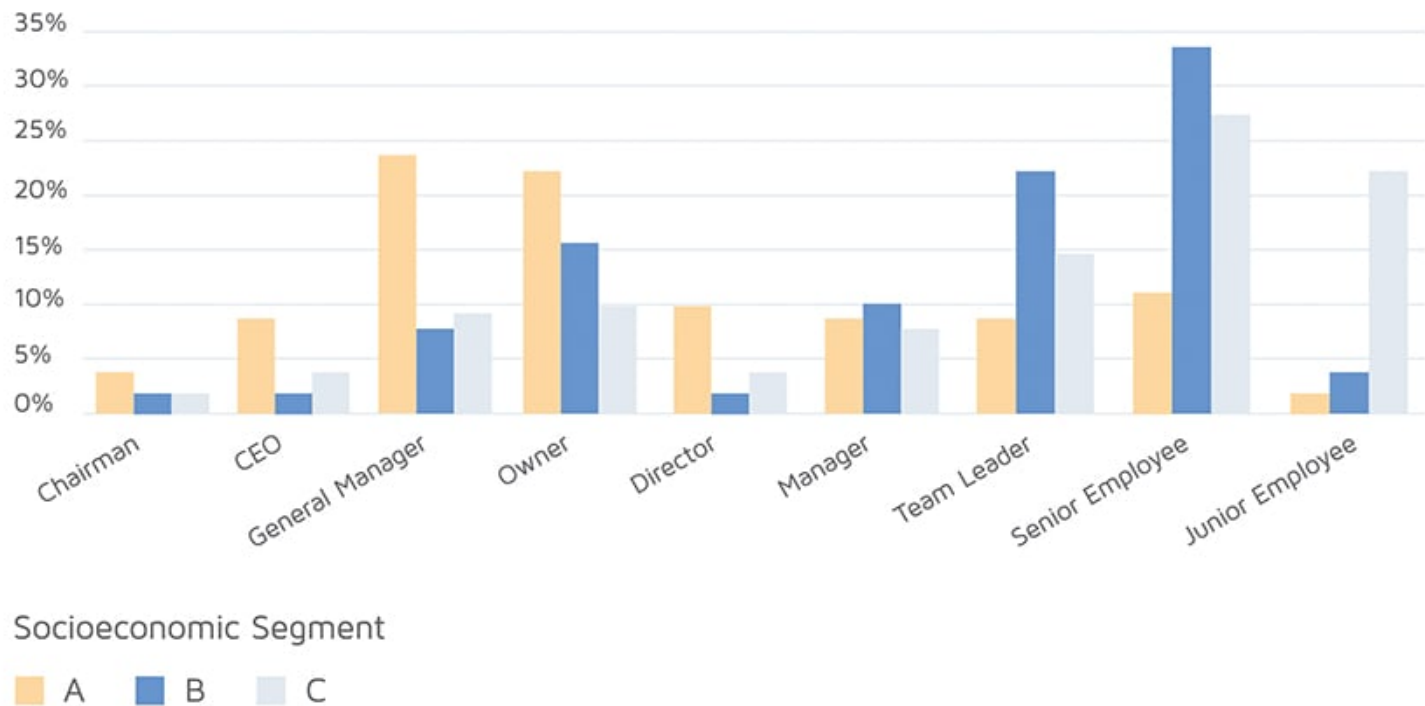


Socioeconomic Segment

A B C

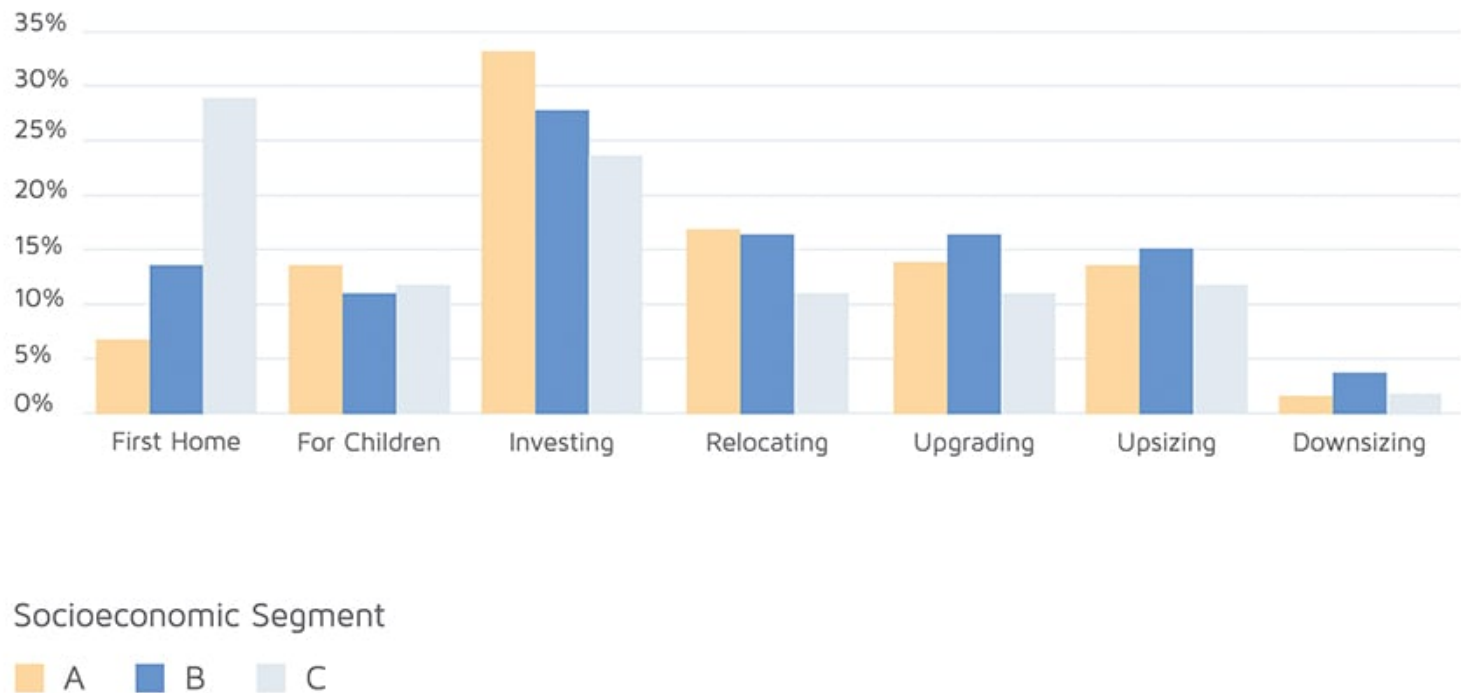


Job position distribution



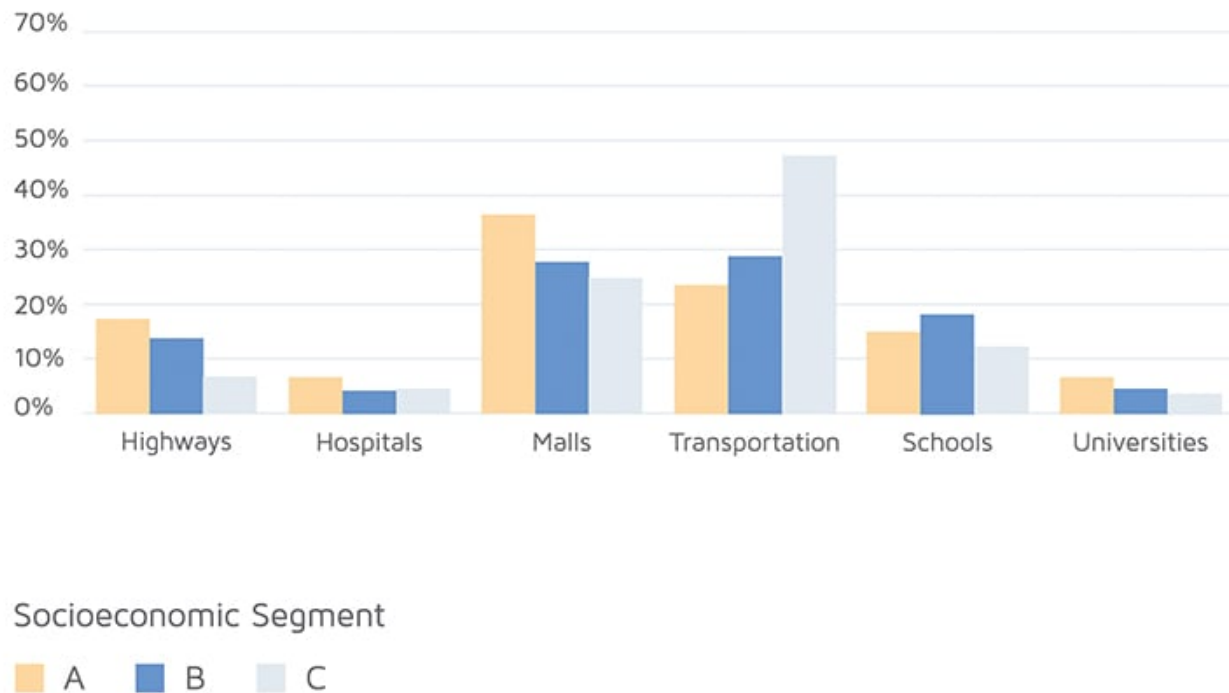


Purchasing objective





Neighborhood services priorities



The Aqarmap logo is displayed in the top left corner in a blue, lowercase sans-serif font.A small orange location pin icon with a white 'A' inside is located in the top right corner.A silhouette of a large commercial airplane is shown in the upper right, flying towards the viewer against a blue sky with light clouds.A horizontal band of colorful bokeh lights, primarily yellow and orange, is visible in the middle ground, suggesting a city skyline at night reflected in water.

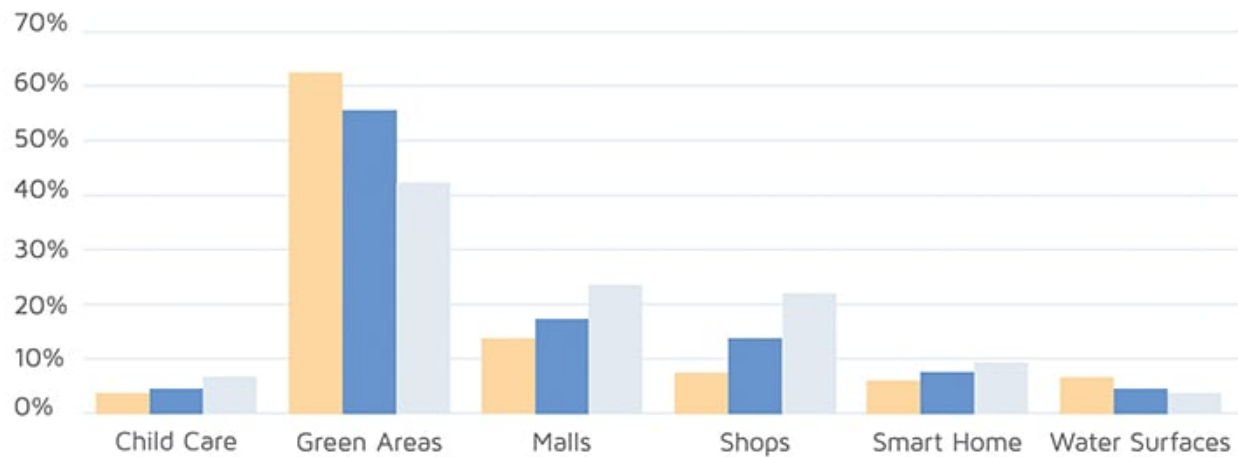
Target Egyptians abroad

Last month, more than 410,000 Egyptians living in GCC, Europe, and USA visited Aqarmap to buy a property. This influential buyer segment has witnessed an increase in its purchasing power, and has been extremely active since the devaluation of the Egyptian Pound.

Aqarmap has successfully helped more than 90 developers promote and sell their properties to this valuable segment. Contact us to learn how we can help you reach these buyers: sales@aqarmap.com



Compound amenities priorities

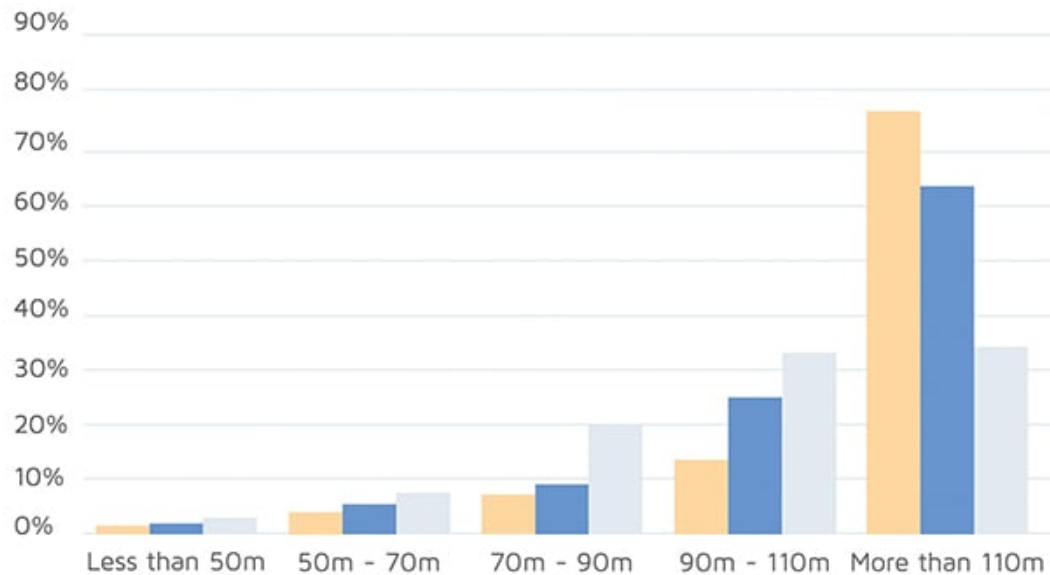


Socioeconomic Segment

■ A ■ B ■ C



Smallest acceptable unit size



Socioeconomic Segment

■ A ■ B ■ C



Buyers' reaction to high prices



Socioeconomic Segment

A B C



The Digital Revolution

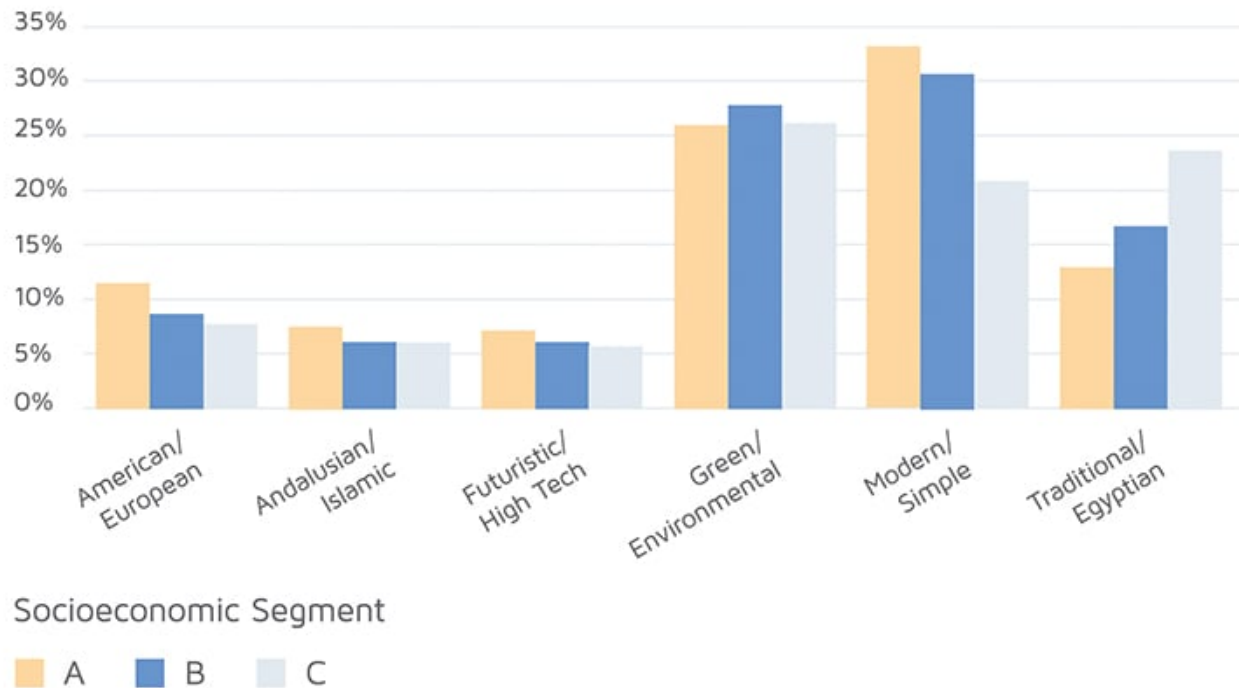
Real Estate portals like Aqarmap have revolutionized Real Estate marketing worldwide. Companies such as Zillow, Trulia, Rightmove, Seloger, and Zoopla are each worth more than \$1 Billion. These companies have won the trust of Real Estate developers and have helped them spend more than 50% of their marketing budgets online.

In 2016, more than 17,000 properties were sold via Aqarmap, with a total value of more than 10 Billion EGP. Let Aqarmap assist your company in joining this digital revolution.

sales@aqarmap.com

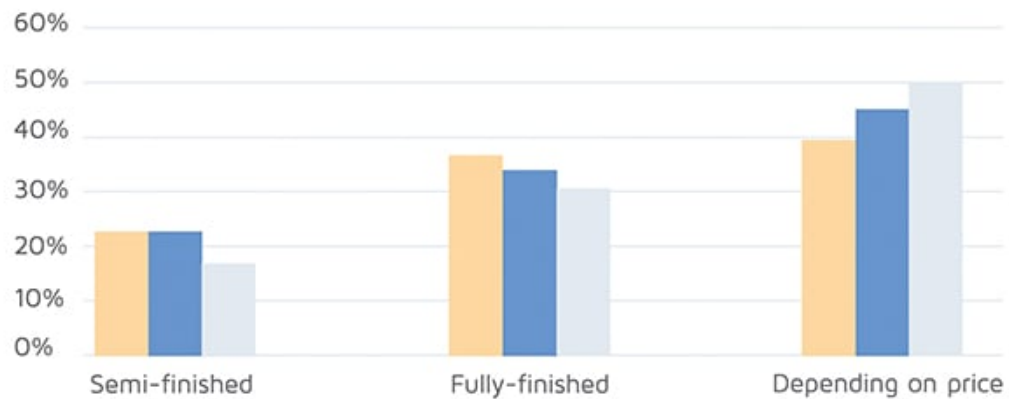


Architecture preferences





Finishing preferences



Socioeconomic Segment

A B C

Market Research

Although we are not a Market Research firm, we continue to receive vital insights and trends from the daily behaviour of thousands of buyers on our platform.

Let us know if you are seeking specific datasets and we will do our best to fulfill your needs: research@aqarmap.com

Neighborhood Snapshots

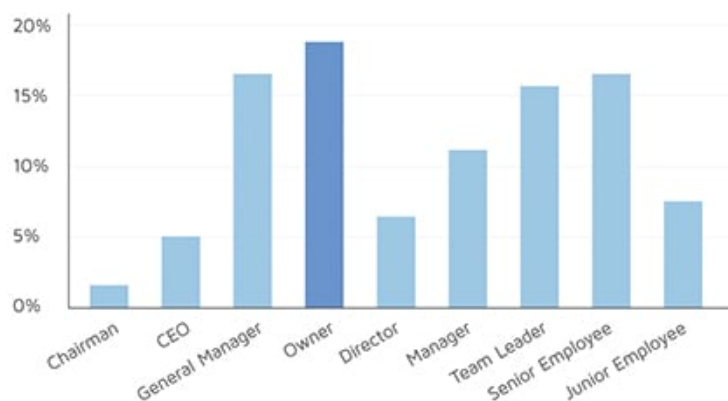
This new section that we include for the first time in our annual report offers a comprehensive snapshot of a few sample neighborhoods. It includes the demographic profile of buyers who are seeking to buy a unit in the neighborhood and some valuable insights about them.



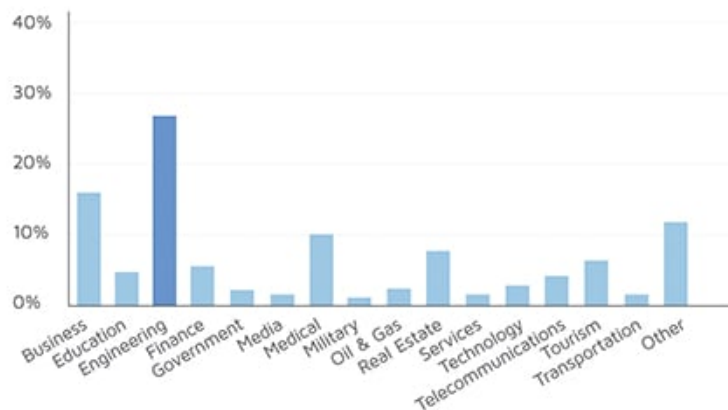


Heliopolis Demographics

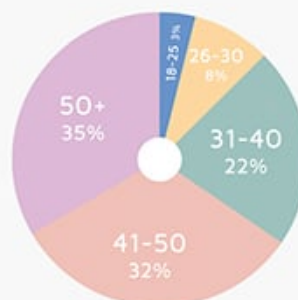
Position



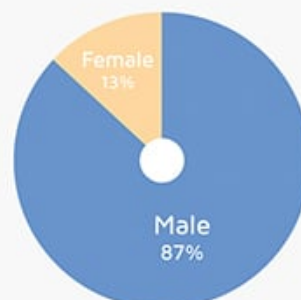
Industry



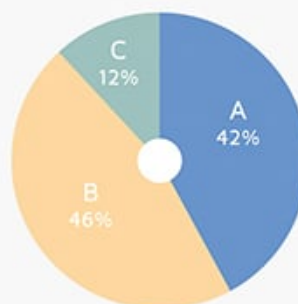
Age



Gender



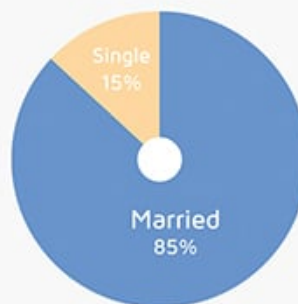
Socioeconomic



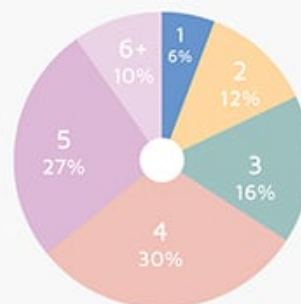
Education



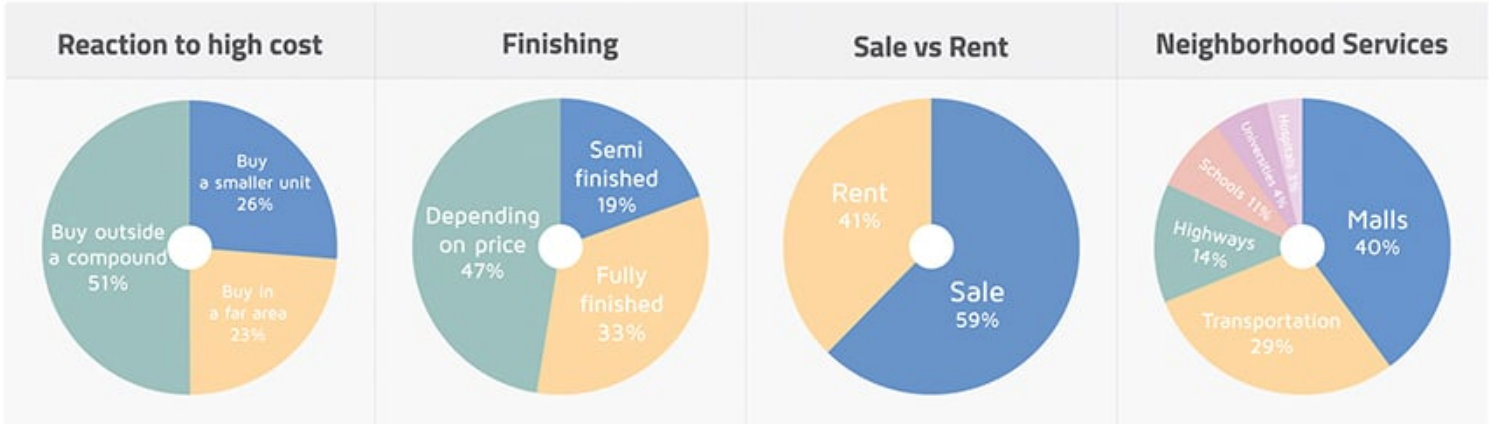
Marital Status



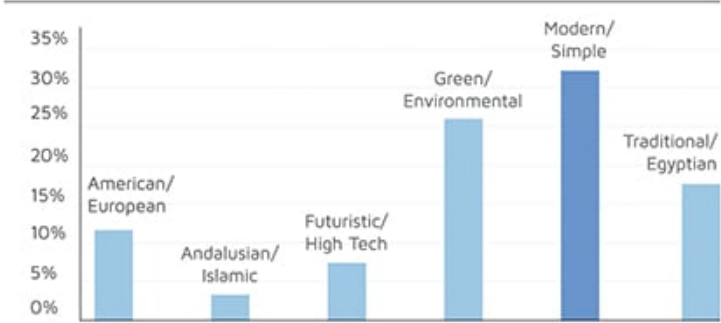
Family size



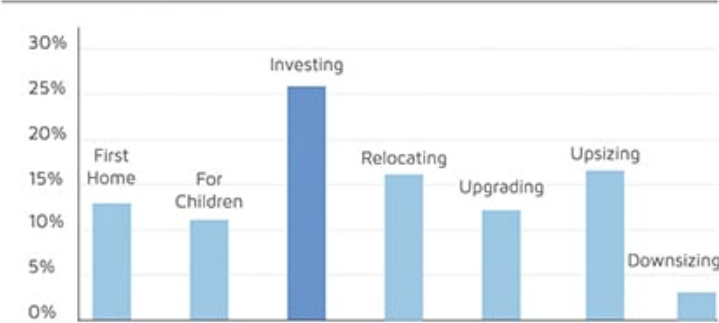
Heliopolis Insights



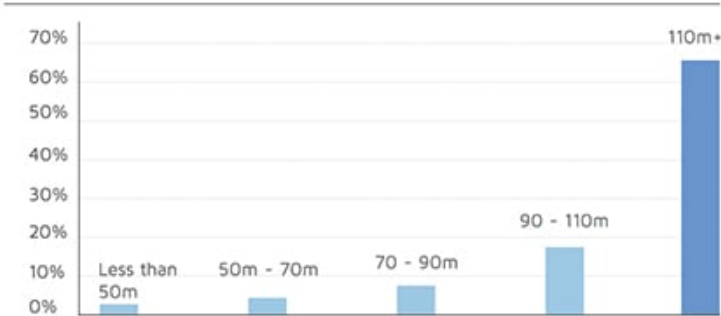
Architecture



Purchasing Objective



Smallest acceptable size



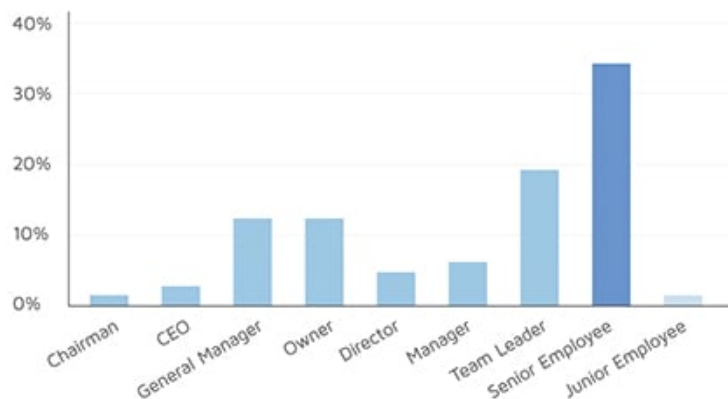
Neighborhood Statistics:

• Average unit size:	178m
• Companies contacted before buying:	13 companies
• Purchase lifecycle duration:	171 days
• % Interested in a compound:	45%
• % Interested in buying villas:	17%
• % Interested in buying land:	11%
• % Interested in commercial properties:	13%

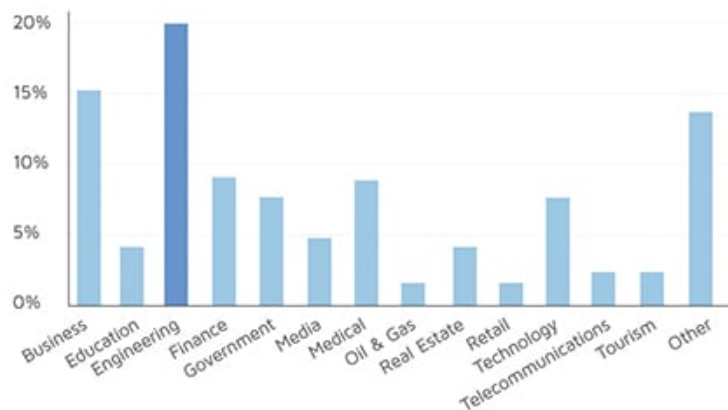


El Haram Demographics

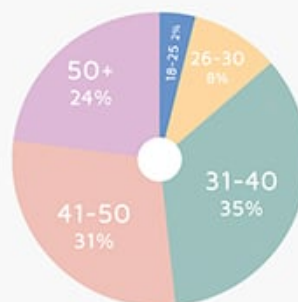
Position



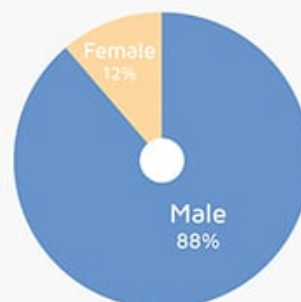
Industry



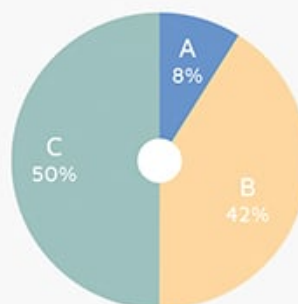
Age



Gender



Socioeconomic



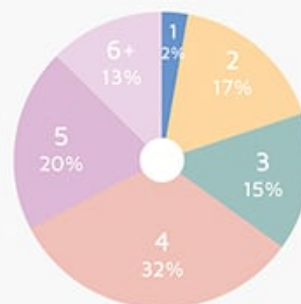
Education



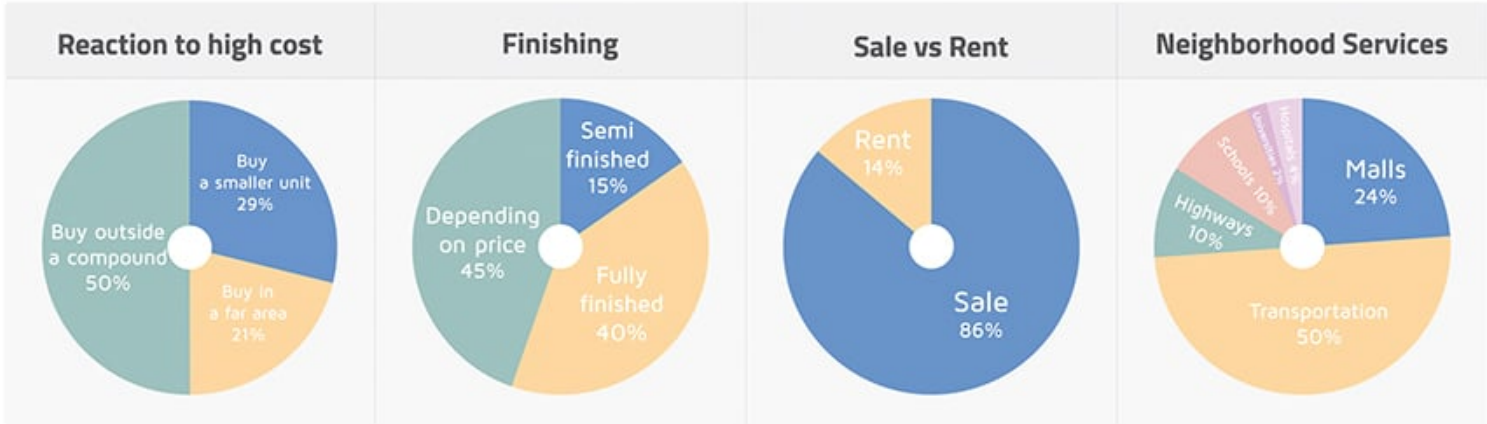
Marital Status



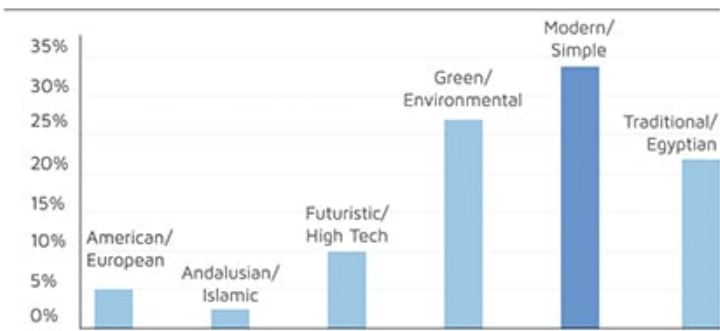
Family size



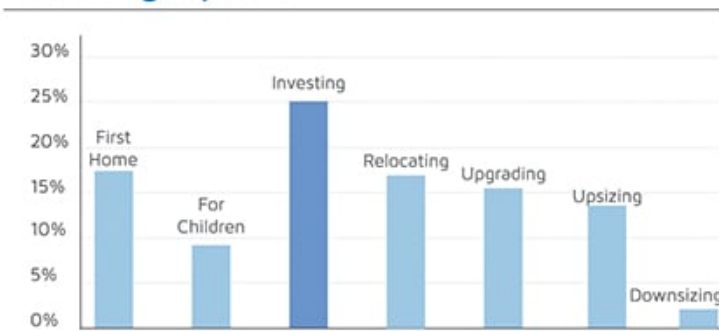
El Haram Insights



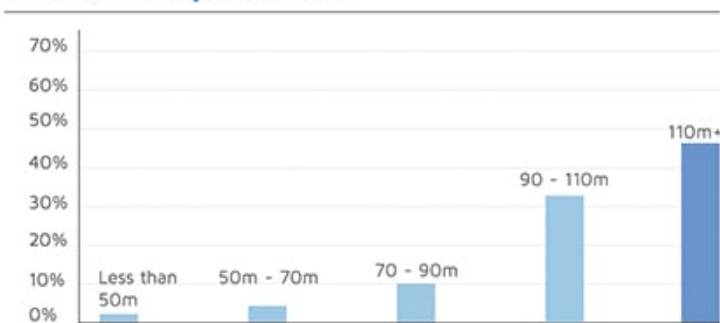
Architecture



Purchasing Objective



Smallest acceptable size



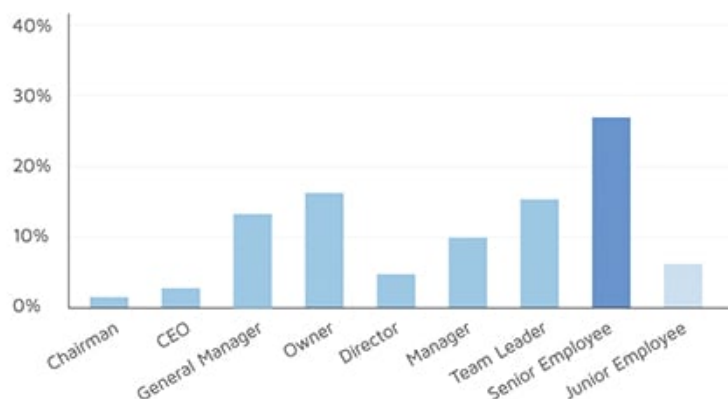
Neighborhood Statistics:

• Average unit size:	144m
• Companies contacted before buying:	17 companies
• Purchase lifecycle duration:	178 days
• % Interested in a compound:	36%
• % Interested in buying villas:	10%
• % Interested in buying land:	16%
• % Interested in commercial properties:	10%

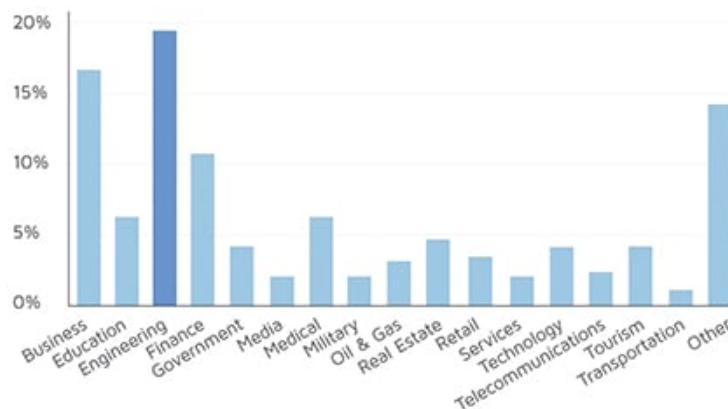


Alexandria Demographics

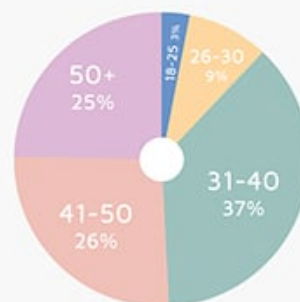
Position



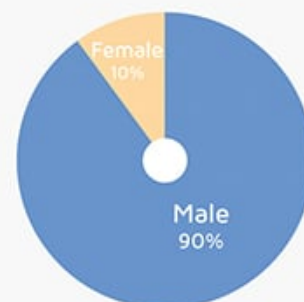
Industry



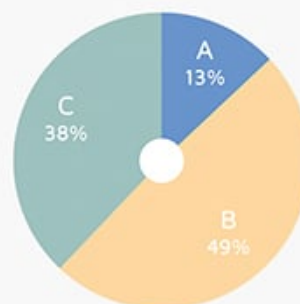
Age



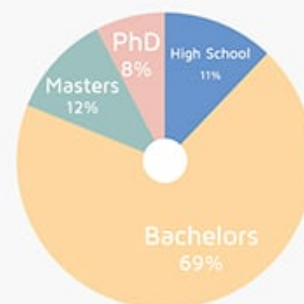
Gender



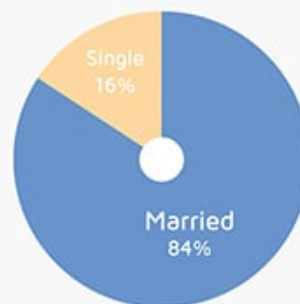
Socioeconomic



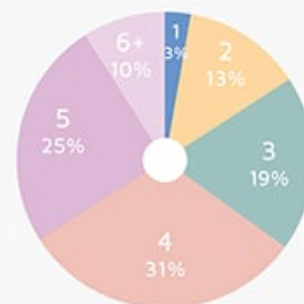
Education



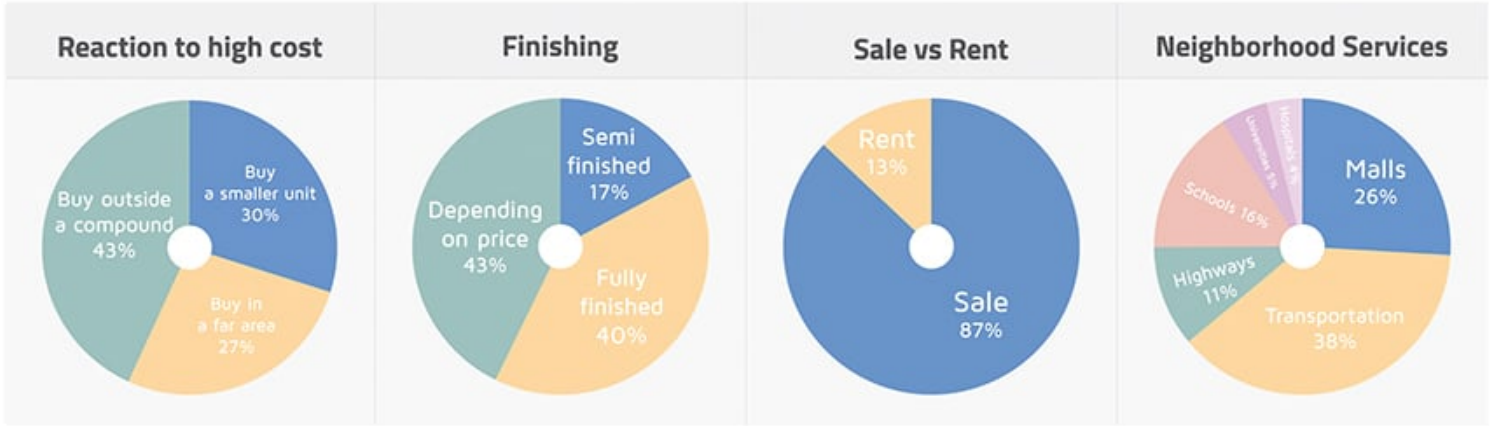
Marital Status



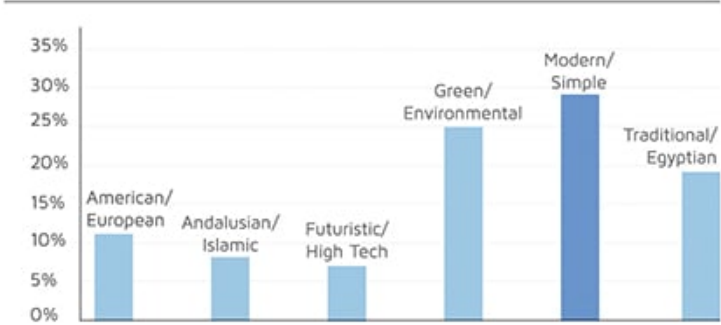
Family size



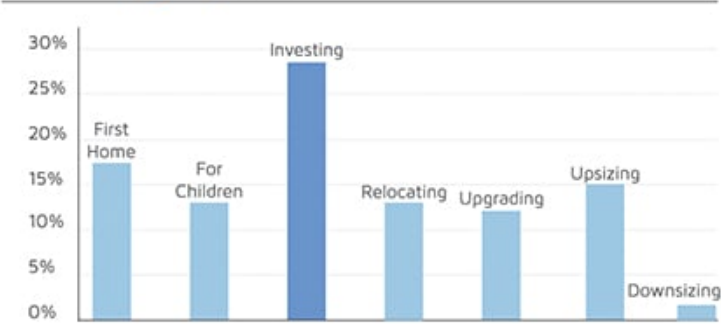
Alexandria Insights



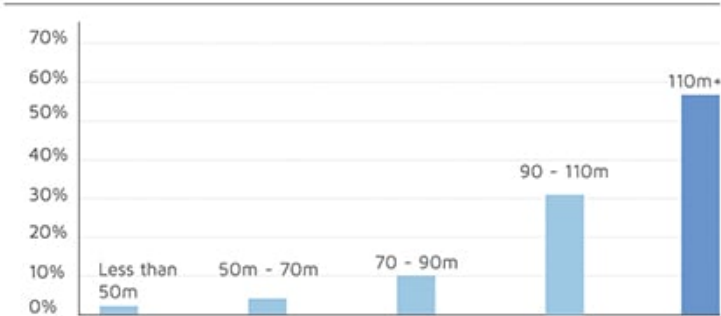
Architecture



Purchasing Objective



Smallest acceptable size



Neighborhood Statistics:

• Average unit size:	157m
• Companies contacted before buying:	8 companies
• Purchase lifecycle duration:	180 days
• % Interested in a compound:	14%
• % Interested in buying villas:	14%
• % Interested in buying land:	10%
• % Interested in commercial properties:	7%



New Cairo Demographics

Position

20%



Age

Gender



Socioeconomic

Education



Exclusive Content:

More reports are available exclusively for Aqarmap clients.

Contact your account manager to gain access to an extensive set of market research reports.

New Cairo Insights

Recation to high cost



Finishing



Sale vs Rent



Neighborhood Services



Comprehensive neighborhood snapshots are available for the following locations:

New Cairo - Shorouk - New Heliopolis - Nasr City - Maadi - Sheikh Zayed - October
North Coast - Matrouh - Sharm El Sheikh - Ras Sudr - Sokhna - Hurghada - Marsa Alam

To explore these reports contact:

research@aqarmap.com



aqarmap

Stay in-sync every month

We understand that pricing and market intelligence are important for Real Estate professionals, and we acknowledge that we all work in an opaque market that lacks transparency and accuracy.

Aqarmap committed to publishing monthly pricing reports that are available for free to all Real Estate professionals. Bookmark and share this webpage with your colleagues:
aqarmap.com/prices

Price Trends

This section offers price trends, heatmaps, and ratings of selected neighborhoods to help you understand the dynamics of each area. There is also a table that offers granular pricing data at the sub-neighborhood level, and it was extracted from our system on March 2017.

To get up-to-date prices please visit aqarmap.com/prices





Dollar impact on Real Estate prices





Dollar impact observations

- March 2015 to March 2016: The average price per meter in Greater Cairo increased by 5%.
- March 2016 to March 2017: The average price per meter in Greater Cairo increased by 35%.
- When the currency black market flourished the real estate industry lost some of its investor lure.
- As the gap between the black market and the bank rate grew, real estate prices started to increase.
- When the Central Bank floated the currency, the increase in real estate prices accelerated.
- The Real Estate market reaction is slower than the forex markets, and this creates unique arbitrage opportunities for buyers.

New Cairo

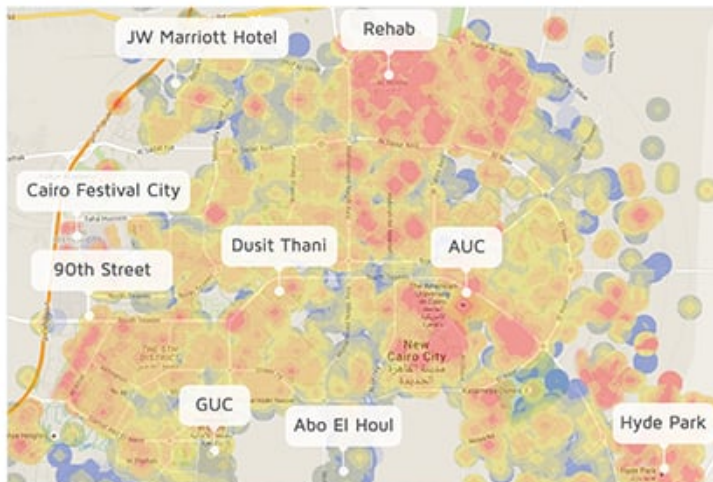


Apartment Prices

Price change in 12 months ↑ 25%

Average price per meter 6,250

Demand level 100%
Very High



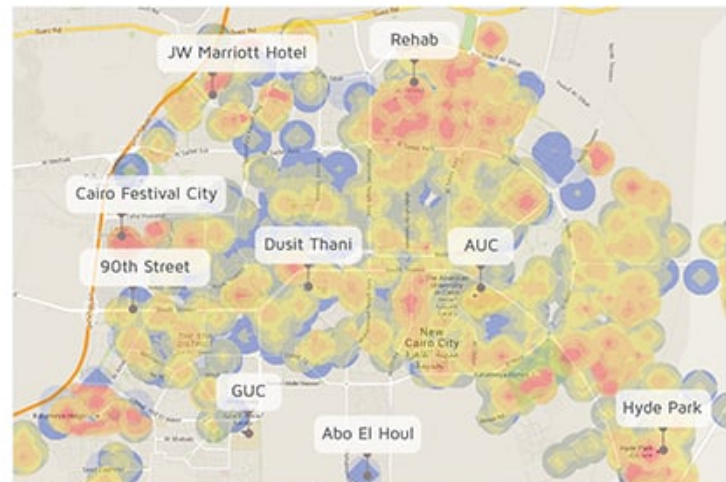
maps ©2017 aqarmap price heatmaps engine.

Villa Prices

Price change in 12 months ↑ 31%

Average price per meter 13,050

Demand level 65%
Average



maps ©2017 aqarmap price heatmaps engine.

Most affordable areas Moderate areas Most expensive areas

New Cairo Ratings



Social Status
9.7



Education
9



Shopping & Dining
9.3



Health Services
7.3



Location
7.7



Peacefulness
8



Transportation
6



Overall Rating
9.8

New Cairo



Neighborhoods price/meter					
Neighborhood	Apartments	Villas	Neighborhood	Apartments	Villas
El Choueifat	9,550	12,000	Northern Investors	6,350	14,150
Gharb El Golf	9,000	18,800	Southern Investors	6,300	12,000
Diplomats	8,100	12,100	El Banafsag	6,250	12,800
Behind Mirage City	7,650	7,950	Arabella	6,200	-
90th Street	7,300	12,750	El Tamer Hena	6,150	-
South of Academy	7,100	13,550	Takseam El Andlos	5,300	-
El Ahyaa	6,900	11,400	First Settlement	5,000	11,200
East of Academy	6,750	8,150	El Kornfol	4,850	9,050
El Narges	6,700	16,150	Third Settlement	4,500	-
Gharb Arabella	6,700	-	Kattameya	4,450	13,550
Lotus	6,450	7,700	Abo El Hawl	4,300	-
El Yasmeen	6,450	13,300			

Compounds price/meter			
Units	Economy	Medium	Luxury
Apartments	-	7,550	11,700
Villas	-	10,800	15,350

All prices are in Egyptian Pound and were calculated in March 2017. To get the latest prices visit: aqarmap.com/prices

Shorouk City & New Heliopolis

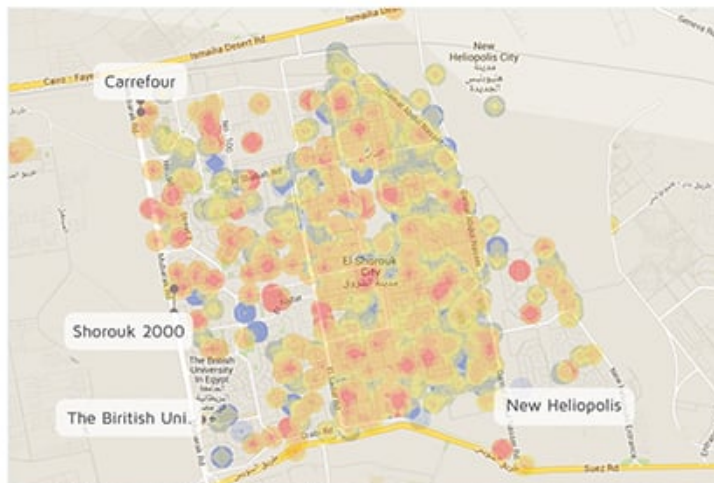


Apartment Prices

Price change in 12 months ↑ 29%

Average price per meter 3,500

Demand level 100%
Very High



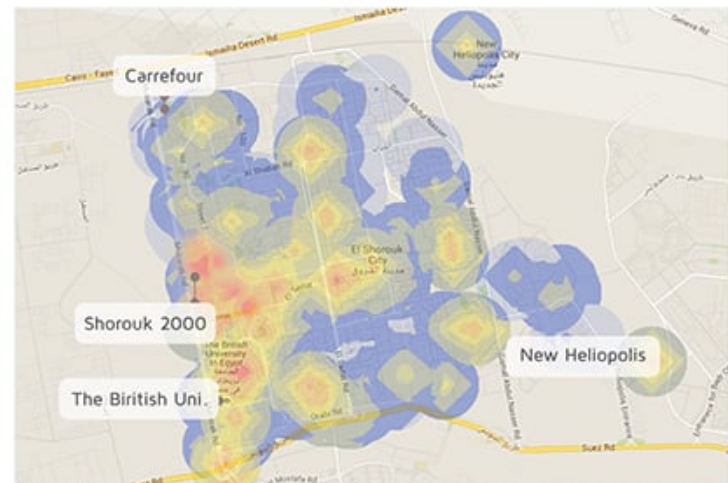
maps ©2017 aqarmap price heatmaps engine.

Villa Prices

Price change in 12 months ↑ 30%

Average price per meter 8,000

Demand level 64%
Average



maps ©2017 aqarmap price heatmaps engine.

■ Most affordable areas ■ Moderate areas ■ Most expensive areas

Shorouk City & New Heliopolis Ratings



Social Status
6.7



Education
5.7



Shopping & Dining
5.3



Health Services
5.3



Location
6.2



Peacefulness
8.3



Transportation
4.3



Overall Rating
7.1

Shorouk City & New Heliopolis



Neighborhoods price/meter					
Neighborhood	Apartments	Villas	Neighborhood	Apartments	Villas
Fifth Neighborhood	5,550	10,200	Fourth Zone	3,400	-
Sixth Neighborhood	4,050	-	Seventh Zone	3,350	-
Fourth Neighborhood	4,000	7,600	Sixth Zone	3,350	-
Seventh Neighborhood	4,000	4,850	Fifth Zone	3,300	-
Ninth Neighborhood	3,950	6,150	First Zone	3,200	-
Third Neighborhood - West	3,950	6,700	Investment Housing	3,150	-
Eighth Neighborhood	3,850	6,550	Second Neighborhood - West	3,150	7,750
New Heliopolis	3,800	4,700	Youth Housing 100m	3,150	-
Third Neighborhood - East	3,650	5,200	Youth Housing 70m	3,100	-
First Neighborhood - East	3,600	8,000	Third Zone	3,000	-
First Neighborhood - West	3,550	-	Youth Housing 63m	2,800	-
Ninth Zone	3,500	-	Mostakbal Housing	2,800	-
Second Zone	3,450	-	Family Housing	2,750	-
Second Neighborhood - East	3,400	-	El Nakheel	-	10,100
Eighth Zone	3,400	-			

Compounds price/meter			
Units	Economy	Medium	Luxury
Apartments	4,000	5,850	9,250
Villas	-	6,550	12,600

All prices are in Egyptian Pound and were calculated in March 2017. To get the latest prices visit: aqarmap.com/prices



Retargeting.. Our secret recipe

Precisely target the consumer segment that satisfies your community standards based on the consumers previous searching behavior on Aqarmap.

Expand your campaign exposure beyond Aqarmap, and reach your target audience wherever they are. Kickoff a retargeting campaign by contacting:

retargeting@aqarmap.com



Email Shots

Announce new launches and special offers by sending an email campaign to the desired consumer segment. Generate highly targeted leads for your sales team based on the consumers pre-set budget preferences.

To launch your first campaign, contact emailshots@aqarmap.com

Heliopolis



Apartment Prices

Price change in 12 months

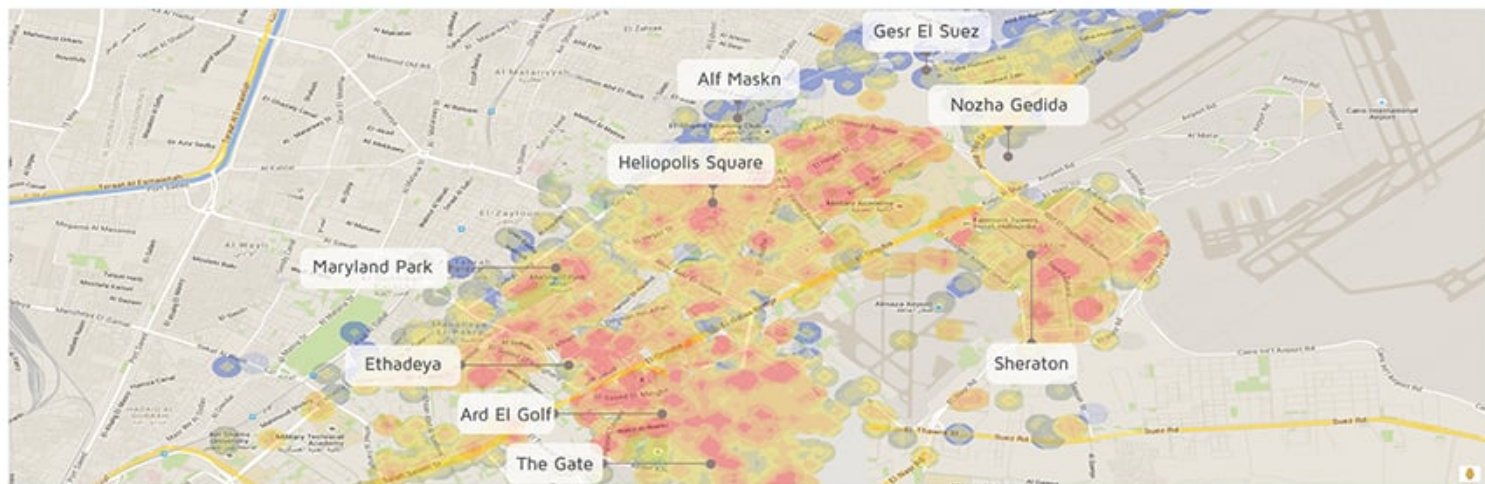
↑ 15%

Average price per meter

6,000

Demand level

92%
Very High



maps ©2017 aqarmap price heatmaps engine.

Most affordable areas Moderate areas Most expensive areas

Heliopolis Ratings



Social Status
9



Education
8.7



Shopping & Dining
10



Health Services
9.7



Location
8.5



Peacefulness
2.7



Transportation
9.7



Overall Rating
9.7

Heliopolis



Neighborhoods price/meter			
Neighborhood	Apartments	Neighborhood	Apartments
El Korba	10,400	El Khalifa EL Mahmoud	7,050
El Orouba	9,000	Heliopolis Square	7,050
El Merghani	8,900	El Mahkama Square	6,950
Maryland	8,850	Almaza	6,850
Abdelhamid Badawi	8,800	Obour Buildings	6,550
El Thawra	8,500	Triumph Square	6,400
Sheraton	7,800	St. Fatima Square	6,150
Roxy Square	7,700	Safeer	5,600
Ardh El Golf	7,450	El Nozha Street	5,300
City Stars	7,150	New Nozha	4,400
El Hijaz Square	7,100	Gisr El Swis	2,350

All prices are in Egyptian Pound and were calculated in March 2017. To get the latest prices visit: aqarmap.com/prices

Nasr City



Apartment Prices

Price change in 12 months

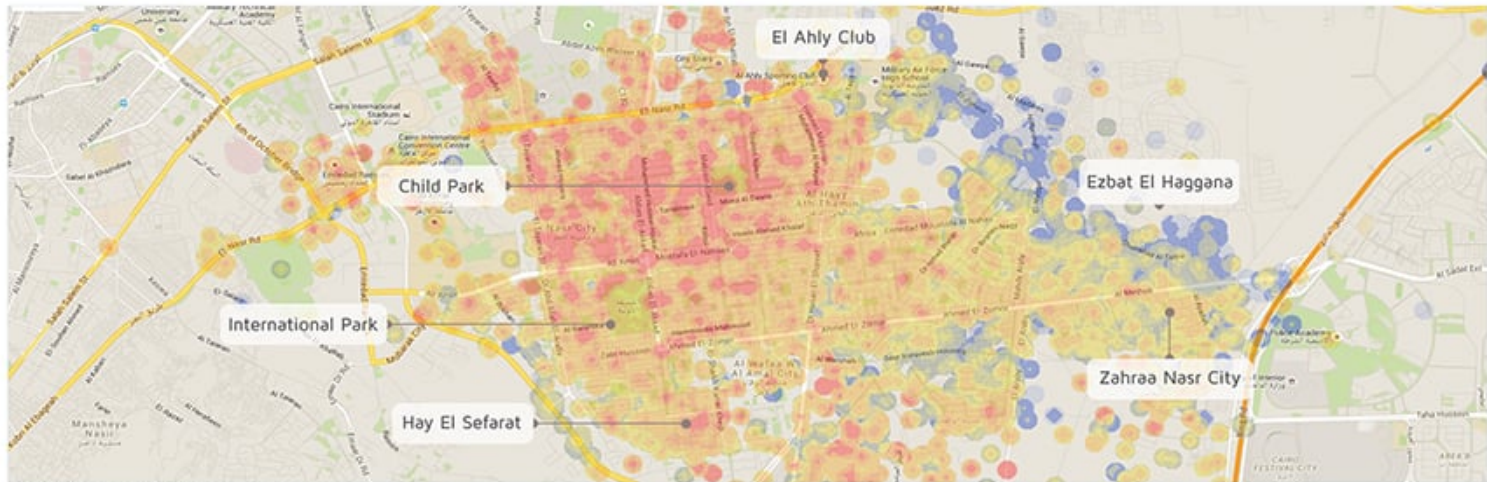
↑ 12%

Average price per meter

4,500

Demand level

100%
Very High



maps ©2017 aqarmap price heatmaps engine.

■ Most affordable areas ■ Moderate areas ■ Most expensive areas

Nasr City Ratings



Social Status
7.7



Education
8.3



Shopping & Dining
9.7



Health Services
8.7



Location
8.4



Peacefulness
2.3



Transportation
9.3



Overall Rating
8.9

Nasr City



Neighborhoods price/meter			
Neighborhood	Apartments	Neighborhood	Apartments
El Nasr Road	6,850	Tiba Mall	5,200
First Zone	6,350	Madenet El Fath	5,000
Genena Mall	6,100	Seventh District	5,000
Youssef Abbas	5,950	Hassan El Maamoun	4,950
Abou Dawoud El Zaheri	5,950	El Ahly Club	4,900
Abbas El Akkad	5,750	9 Zone	4,750
Sixth District	5,750	8 Zone	4,700
El Tayaran	5,650	10th Zone	4,600
International Garden	5,650	Eighth District	4,450
Emtidad Ramesses	5,600	El Waaha	4,400
Ahmed Fakhry	5,500	Moustafa El Nahaas /Ali Amin	4,350
Tawfiq City	5,500	Zakir Hussain / El Mithak	4,000
Makram Ebeid	5,500	Tenth District	3,650
Rabaa El Adawiya	5,450	El Shoroak Buildings	3,400
El Sefarat Neighborhood	5,400	Zahraa Madenet Nasr	3,050
El Serag Mall	5,400	Ezbet El Haganah	1,800

All prices are in Egyptian Pound and were calculated in March 2017. To get the latest prices visit: aqarmap.com/prices

Maadi



Apartment Prices

Price change in 12 months

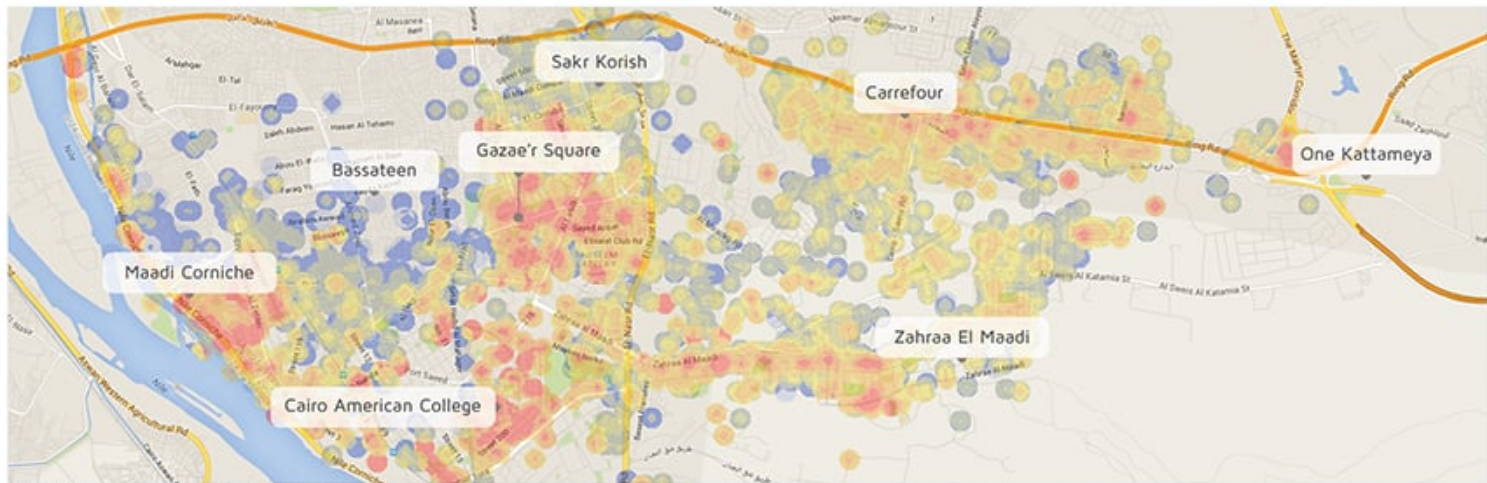
↑ 11%

Average price per meter

4,650

Demand level

95%
Very High



maps ©2017 aqarmap price heatmaps engine.

Most affordable areas

Moderate areas

Most expensive areas

Maadi Ratings



Social Status
9



Education
7.3



Shopping & Dining
9.7



Health Services
9.3



Location
8.6



Peacefulness
4



Transportation
9



Overall Rating
9.6

Maadi



Neighborhoods price/meter	
Neighborhood	Apartments
Sarayat El Maadi	8,700
Degla	6,900
Cornich El Maadi	5,050
El Maadi Ring Road	4,850
New Maadi	4,800
Zahraa El Maadi	4,800
Old Maadi	4,600
Autostrad	3,700
Hadayek El Maadi	2,450

Compounds price/meter			
Units	Economy	Medium	Luxury
Apartments	3,150	4,850	-

All prices are in Egyptian Pound and were calculated in March 2017. To get the latest prices visit: aqarmap.com/prices



Targeted Branding

Introduce your project to our audience, and inform them about the available unit types, prices, location, and the project's unique selling point.

Communicate your brand value proposition, display your brand strength, and grab the attention of the active buyers who are currently searching for properties on Aqarmap.

Contact us to start your targeted branding campaign: sales@aqarmap.com



One-stop shop for buyers

Add your project to Aqarmap Directory and reach more than 1 million buyers every month.
sales@aqarmap.com

Sheikh Zayed

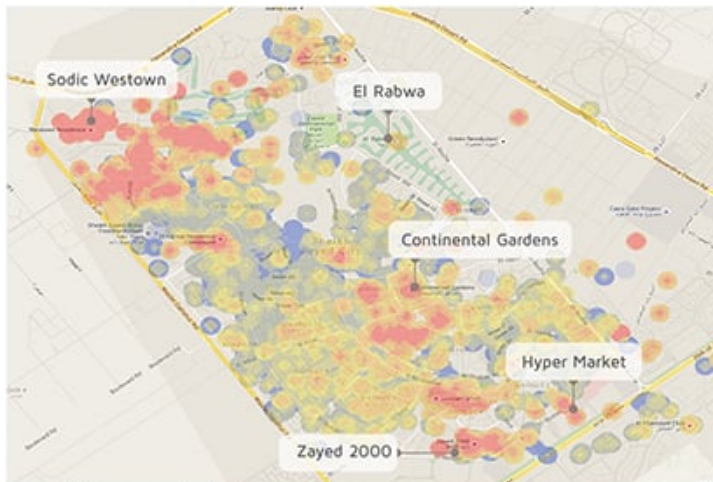


Apartment Prices

Price change in 12 months ↑ 25%

Average price per meter 5,450

Demand level 100%
Very High



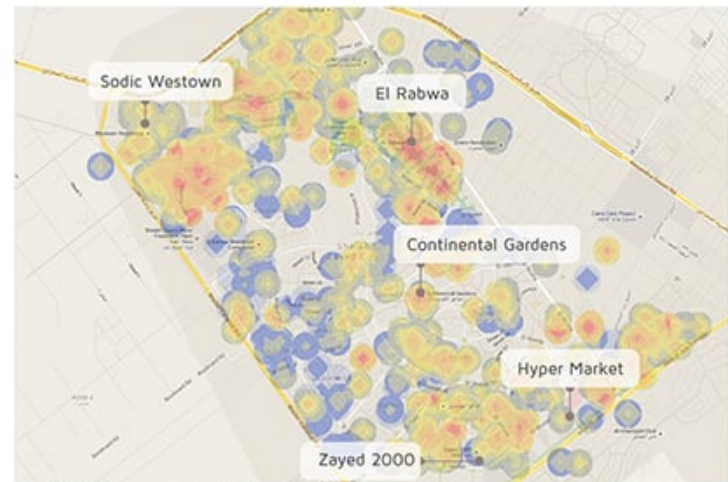
maps ©2017 aqarmap price heatmaps engine.

Villa Prices

Price change in 12 months ↑ 18%

Average price per meter 10,700

Demand level 73%
High



maps ©2017 aqarmap price heatmaps engine.

■ Most affordable areas ■ Moderate areas ■ Most expensive areas

Sheikh Zayed Ratings



Social Status
9.7



Education
9.3



Shopping & Dining
8.3



Health Services
8



Location
7.1



Peacefulness
8



Transportation
5.7



Overall Rating
9.6

Sheikh Zayed



Neighborhoods price/meter		
Neighborhood	Apartments	Villas
Second Neighborhood	7,300	-
Seventh Neighborhood	5,650	7,950
Sixth Neighborhood	5,650	-
Eighth Neighborhood	5,350	-
First Neighborhood	5,350	10,750
Twelfth Neighborhood	5,050	-
Tenth Neighborhood	5,050	-
Ninth Neighborhood	4,750	7,700
Thirteenth Neighborhood	4,250	9,150
Fifth Neighbourhood	4,200	-
Sixteenth Neighborhood	4,050	7,650
Third Neighborhood	4,000	-
Eleventh Neighborhood	3,400	-
Yasmine Neighborhood	-	10,650
Fourth Neighborhood	-	10,650

Compounds price/meter			
Units	Economy	Medium	Luxury
Apartments	-	7,350	9,350
Villas	-	-	13,600

All prices are in Egyptian Pound and were calculated in March 2017. To get the latest prices visit: aqarmap.com/prices

6th of October

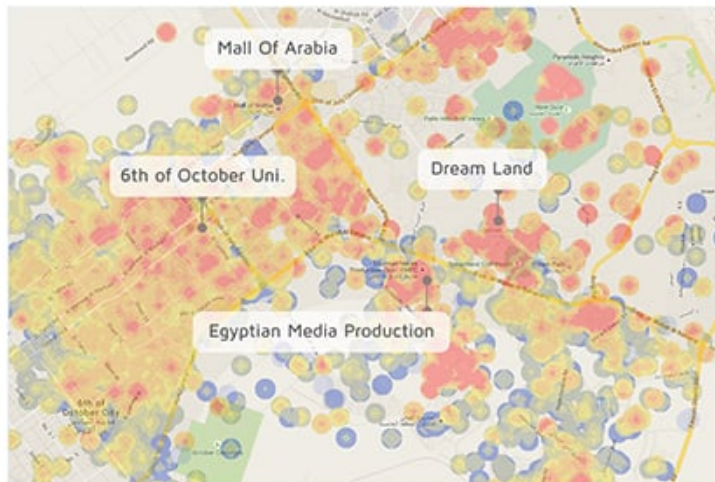


Apartment Prices

Price change in 12 months ↑ 17%

Average price per meter 3,750

Demand level 100%
Very High



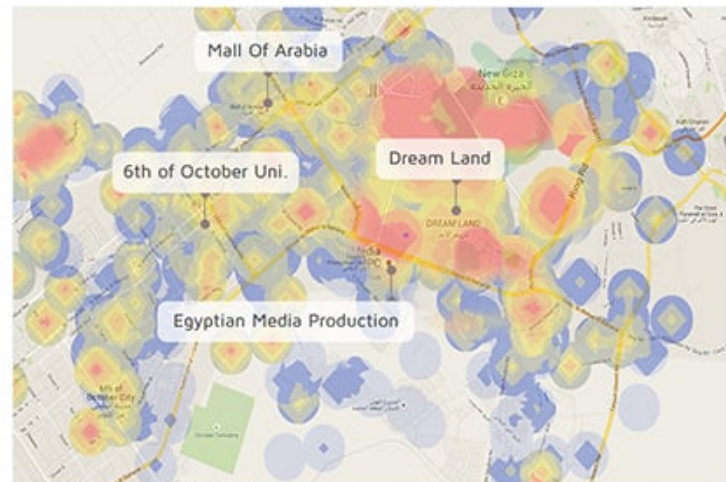
maps ©2017 aqarmap price heatmaps engine.

Villa Prices

Price change in 12 months ↑ 17%

Average price per meter 9,500

Demand level 47%
Average



maps ©2017 aqarmap price heatmaps engine.

■ Most affordable areas
 ■ Moderate areas
 ■ Most expensive areas

6th of October Ratings



Social Status
9.3



Education
9.3



Shopping & Dining
8.7



Health Services
8.7



Location
6.9



Peacefulness
7.3



Transportation
6



Overall Rating
9.6

6th of October



Neighborhoods price/meter		
Neighborhood	Apartments	Villas
El Motamayez District	5,050	8,350
West Somid	4,500	8,150
El Ahyaa	3,750	6,800
Northern Expansions	3,500	7,950
October Gardens	2,850	4,450
Ganob El Ahyaa	2,700	-
Industrial Zone	2,000	-

Compounds price/meter			
Units	Economy	Medium	Luxury
Apartments	3,200	5,600	9,000
Villas	-	8,350	12,000

All prices are in Egyptian Pound and were calculated in March 2017. To get the latest prices visit: aqarmap.com/prices



AQARMAP.COM is the leading Real Estate Portal in Egypt. Last year, more than 17,000 properties were sold via Aqarmap with a total value that exceeds 10 Billion Egyptian Pounds.

More than 1,000,000 potential buyers visit the portal every month to search for the newest projects and the best properties in the market. 75% of the buyers are from Egypt, 20% from GCC, and 5% from the US & Europe. This report is largely based on a survey that was sent to more than 1,200,000 active buyers and investors; in addition, some data and statistics were extracted from AQARMAP'S database.

Aqarmap specializes in helping Real Estate Companies market their projects and properties to a growing audience of qualified buyers and investors. If you are interested in promoting your properties on Aqarmap, feel free to contact us at:

sales@aqarmap.com

47 Abbas El Akkad St, Floor No.15, Nasr City, Cairo, Egypt





www.aqarmap.com