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A NOTE FROM THE PRESIDENT



Walid Moussa
President of REAL

First of all, I would like to congratulate REAL's newly elected board members, I am glad to see the energy and enthusiasm everyone is bringing to the table. The new board will be pursuing the vision set forth by its predecessor with the help of the newly established committees.

We are at a critical time where the economy could get either better or worse; we of course look to the future with optimism, but we must do our part in pushing things in the right direction and preparing for what lies ahead.

REAL's board is committed to creating ever more services and benefits for its members, which will be announced soon. We are also happy to announce that we have created a new committee that will focus on the indexing and statistics of the real estate sector in Lebanon; an internal communications and networking committee to strengthen the relationship between members and facilitate transactions between them; and a committee of legal issues to follow up on the project of law we have presented, which remains a main objective for our syndicate, as well as to propose new regulations for our sector.

We are also in the process of creating new initiatives for the future.

One of the roles we have set forth for ourselves is influencing the public sector in order to guide its hand to improve our sector and our profession.

With this goal in mind we are organizing the first dialogue between the private and public sectors as representatives of the real estate industry to expose the problems we are facing and try to find the right proposals and solutions for the concerned parties.

We welcome any positive suggestion or idea and I encourage all the members to be involved directly through the committees and indirectly through their presence in the events or workshops. As I have mentioned before, we become stronger through hard times. Hopefully, we will be seeing the light at the end of the tunnel by the end of this year, when we will finally open the page on a better tomorrow.

REAL NEWS

REAL Annual Assembly & Elections Day



President:
Vice-President:
Secretary of the Board:
Treasurer:
Board Member:
Board Member:
Board Member:
Board Member:

REAL Newly Elected of the Board of Directors



Mr. Walid Moussa (PBM)
Mr. Haitham Kirdi (PMG)
Mr. Jihad Abou Chakra (SAKR)
Mr. Tony Lahoud (Phoenicia Real Estate)
Mr. Mohamad Sinno (VERTICA Realty Group)
Mrs. Raghda Assaad (Landmark Real Estate)
Mr. Elie Chamoun (EFC Real Estate)
Mr. Karl Sarkis (BLOX Real Estate)

Real Social Events

Proudly presenting the Honorary Membership and The Presidential Medal of REAL to a member of our Syndicate, the Newly appointed Minister of Environment in Lebanon Mr.Fadi Jreissati.



A congratulatory visit from the REAL President and Members to the new Minister of Communications, and Head of Economic Organizations Mohammed Choucair, wishing him success in his new duties while hoping he may convey the requests and needs of the real estate sector to the new government.



REAL Committees

REAL believes that teamwork, commitment and communication are key to a successful organization. Therefore, the new REAL committees were formed to act as advisory boards, where brainstormed ideas to shape the direction of the syndicate are discussed and voted upon, before being approved for by the Board of Directors. REAL welcomes any of its members to send their suggestions to any of the committees listed below by contacting info@real.org.lb:

- Education and Certification Committee: Headed by Mr. Jihad Abou Chacra
- Marketing Committee: Headed by Mr. Mohamad Sinno
- Technology Committee: Headed by Mr. Tony Lahoud
- Recruitment Committee: Headed by Mr. Karl Sarkis
- Social Event Committee: Headed by Mrs. Raghda Assaad
- Index and Statistics: Headed by Mrs. Mirna Al Banna
- Legal Issues: Headed by Mr. Naoum Kamel
- Internal Communication and Networking: Headed by Mr. Robert Bitar
- Committees Coordinator: Mr. Karl Sarkis.

Tools and Programs to Sustain Your Career

REAL - AUB Real Estate Course:

Proficiency in The Real Estate Fundamentals

The new Graduates of the Real Estate Brokerage Course from The Continuing Education Department of the American University of Beirut-AUB in Partnership with the Real Estate Syndicate of Lebanon-REAL.



REAL Workshops

Full House in the Workshop of REAL about: The «Lease to Own» Agreement

Presented by Lawyer Jean Tabet and Mr Nabil Gebrayel and with the participation of Mr Tony Lahoud.



Workshop organized by REAL about: The «Best Way to Generate Business Through Digital Media».

Presented by Property Finder, Add Bloom and Brokers XP



REAL New Website & MLS

REAL Marketing Committee teamed up with Add Bloom to deliver a superb website enticing confidence in dealing with REAL Certified members and attracting new members to join the syndicate. REAL Members will have the privilege of using the Multiple Listing Services (MLS), a private offer of cooperation and compensation by listing brokers to other real estate brokers to facilitate closing transactions. Another exciting feature that will be included soon, only for REAL members, is "the Google Maps Lot number Properties Search Application".

Check us on <http://real.org.lb> to remain updated about the Syndicate's activities and the real estate industry.



REAL – Libano Suisse Medical Insurance

REAL members benefit from special insurance discounts. Request for your quote!

REAL – Beirut Circle Partnership



REAL Members benefit from yearly discounted offers given through Beirut Circle at major hospitality, entertainment and beauty care venues in Lebanon by registering with Beirut Circle and showing its logo in the back of their REAL membership card.

REAL - Property Finder Partnership



REAL members benefit by using the best digital marketing solutions at promotional rates.

For more news visit: www.propertyfinder.com.lb/blog

REAL Campaign

REAL outdoor Billboard & Online Media campaign aims to build brand awareness of the syndicate while enticing confidence and redefining the professional scope and image of its members for current generations of home buyers, sellers and real estate investors.



A Window to the law

Secure a Sale during the due-diligence period. By Lawyer Jean Tabet

When a broker presents a property, due diligence studies are conducted by the interested buyer before placing an offer. This normally incurs time and money.

During this time another buyer may approach the landlord with an offer to buy the property whereby the broker loses the chance of selling the property and his client loses time and money invested in the studies. To avoid such situation and risking potential losses, a broker is advised to request from the landlord to sign an undertaking letter by which he undertakes not to sell the property to a third party before an agreed time. A letter of undertaking is an assurance by one party to another party that they will fulfill the obligation that had been previously agreed which carry consequences if breached. The undertaking letter must be specific, measurable, agreed, realistic, simple, timed and subject to a lawyer's review. A standard undertaking letter may be requested by Real Members by emailing info@atabuild.com.

Marketing luxury properties

Marketing luxury properties requires a broad and targeted media strategy focusing on:

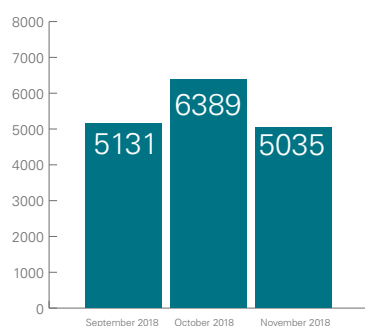
- . Understanding and identifying potential buyers.
- . Crafting a plan with a specific provocative message content for each type of buyer.
- . Leveraging the most relevant media channels to share those messages.

Where to Say it: The power of an effective email marketing campaign and social media ads cannot be ignored, however, digital campaigns should run in addition to traditional media plans. Studies have shown that affluent homeowners spend an enormous amount of time engaging with content on screens, yet they report that magazines are still the most effective medium to reach them. Be creative and try new things.

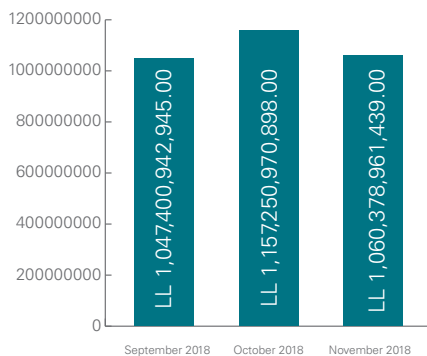
General indicator of the current market

Real Estates Statistics for December 2018 and January & February 2019

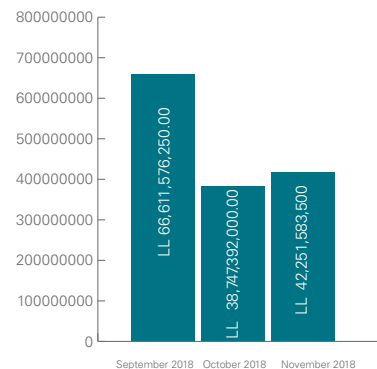
Number of Sales



Amount Registered in the Sales Contract LL



Fees taxed on Sales Contracts



Source: General Directorate of Land Registry and Cadastre

Agenda of Upcoming Events

REAL - AUB Real Estate Course

Objectives: Proficiency in The Real Estate fundamentals

This program was developed jointly between REAL and AUB. Its aims to install professionalism in the field of real estate brokerage in Lebanon and to promote a culture of transparency and integrity which contributes to raising the industry's professional level. It is designed and delivered by a group of professors of the American University of Beirut in collaboration with REAL.

Commencement dates of next sessions will be announced shortly.





Real Builds Trusting Relationships Across The World By Attaining National And International Recognition

Participation of REAL President Mr Walid Mousa in The Saudi International Real Estate Conference in the City of Riyadh where he gave a speech.



World Congress of the International Real Estate Federation FIABCI

The 70th FIABCI World Real Estate Congress will be held in Moscow from 27 to 31 May 2019. During this event Mr. Walid Mousa President of REAL will take office as WORLD President of the International Real Estate Federation FIABCI for 2020-2019. REAL members that wish to attend should contact Mrs. Pamela El Khazen 03972405 who is coordinating the REAL Delegation to this event.

Lebanon Economic Revival

There is a popular saying that when you change the government, you change the country. It is clear there will need to be new engines of growth and that the banks and the politicians must give way if we are to ensure our economic prosperity.

Lebanon is however, well positioned to maximize the opportunity presented by Cedre in developing our economic growth. A large nation-building infrastructure investment program has the potential to not only drive employment and wages growth, company profits and consumer spending, but will change the face of our cities and towns and impact the real estate sector for decades to come. A new direction is not far away...

There has never been a better time to invest in properties that will yield high returns. This is your once in a life time opportunity to profit while the opportunities are still around. The next downturn will likely happen after you pass away. To maximize the potential gain of your investment, follow the lead of a certified REAL professional. Assure you can rely on your broker by looking for the REAL logo in the business card of your broker.

Maha Atallah
AtaBuild Lebanon
Chief Editor of REAL's Newsletter

International & National Partners:



Strategic Partners:



Should you wish us to write about any specific real estate topic in our next newsletter email us with your request to: info@real.org.lb



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