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Walid Moussa
President of REAL

A NOTE FROM THE PRESIDENT

Summer is drawing to a close; I hope all of you have made the most of it, both in terms of personal leisure time and in terms of potential clients visiting the country on holiday. Tourism is vital not just for Lebanon, but especially for our sector; it brings foreigners to our shores, foreigners who fall in love with our beautiful country and sometimes decide to buy property here. That is why we must encourage tourism in any way we can and thus attract investors from abroad.

As promised, REAL has been active on the scene, as evidenced by the success of the congress it organized between the private and public sectors, a meeting which resulted in 28 recommendations and during which it formulated a request to the prime minister to form a committee that would bring together the two sectors under one umbrella. I would like to thank the prime minister for his involvement in the matter, which exemplified what can be achieved by someone who takes initiatives. We hope that the first meeting that took place on July 28 at his behest will lead to more down the line and that the committee will continue to propose solutions and alternatives for the development of the real estate sector.

It is with that future in sight that we are seriously considering creating a new app for REAL that would join together all its members, allowing them to share information and products swiftly and easily. We are currently studying how best to bring it about in the shortest time possible. This is of course in addition to our existing services, which we urge you to make the most of, including the REAL Insurance Program which you can ask about at your leisure, and the Beirut Circle which provides you with ever more discounts to new places.

Last but not least, REAL will be actively present at the board meeting of the International Real Estate Federation in September, as well as at the workshop FIABCI will be organizing. We take pride in our country hosting this prestigious event, which will welcome over 20 leading figures of the global real estate community. REAL will always represent Lebanon and its real estate sector gracefully, and we look forward to more activities and projects in the future. Hopefully, the best is yet to come.

REAL Conference “Dialogue on The Crisis of Real Estate and Housing”



Conference organized by REAL bringing together the public and private sector in dialogue to propose a housing plan with possible solutions to rescue the real estate crisis. Held in Hotel Monroe – Beirut on May 3, 2019.

REAL receives the support of H.E. Saad El Hariri, Prime Minister of Lebanon

The Syndicate of Real in Estates in Lebanon thanks H.E. Mr Saad El Hariri for supporting the REAL Dialogue held by the Private and Public sector in Lebanon and for his help in regulating the Real Estate Brokerage profession.



Social Event Day with REAL Members in Laklouk

A social, sportive and fun event organized by REAL reflecting the pride, the strength and the fraternity spirit within its members. REAL members congratulated in this occasion the REAL President, Mr Walid Moussa on becoming the World President of the International Real Estate Federation FIABCI .



Participation of REAL in the Public and Private Sector Real Estate Meeting at the Grand Serail

The Real Estate Syndicate of Lebanon appreciates the response given by H.E. Mr Saad Hariri, Prime Minister of Lebanon, to one of the most important recommendations derived from the Dialogue of the roundtable which was earlier organized by REAL, by bringing together the public and the private sector in a meeting, at the Grand Serail, to follow up on the proposed solutions to the problems of the real estate and construction sectors in Lebanon.



Get Involved in REAL Committees

REAL believes that teamwork, commitment and communication are key to a successful organization. Therefore, the 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 by contacting info@real.org.lb:



Technology and Partnership committee. Headed by Mr Tony Lahhoud

Appearing in the picture: Naji El Helou, George M. Sakr, Pierre Francis, Roger Sabbagh, Walid Moussa, Karl Sarkis, Tony Lahoud, Loyal Lteif and Haytham Kurdi.



Marketing Committee.

Headed by Mr George Khoury

Appearing in the picture: Maha Atallah, Mohamad S. Sinno, Walid Moussa, Karl Sarkis and Robert El Bitar.



REAL Statistics Committee.

Headed by Mrs Mirma Al Banna

Appearing in the picture: Patrick Salim, Mirna Al Banna, REAL President, Walid Moussa and Karl Sarkis.

Education and Certification Committee Workshop:

Headed by Mr Jihad Abou Chacra

REAL Workshop in Laklouk : Generating Business through Digital Media

Presented by Mr Nabil Gebrayel, REAL Education Committee and Miss Aya Ghossein & Mr Elias Jbeily of Property Finder.



Social Events Committee.

Headed by Mrs. Raghda Mustapha Assaad

Appearing in the picture: Gebeily Elias, Desiree Amro, Monica Barrage, Raghda Mustapha Assaad, Walid Moussa, Karl Sarkis, Roger Sabbagh and Elie Chamoun.



Recruitment Committee.

Headed by Mr Karl Sarkis

Appearing in the picture: Nadine Eghnatios, Pierre Francis, REAL President, Walid Moussa, Karl Sarkis, Ramy Yazbek and Rim Bassil.



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 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 and 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.



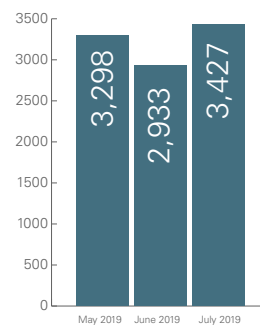
REAL builds trusting relationships across the world by attaining national and international recognition: World Congress of the International Real Estate Federation FIABCI

The 70th FIABCI World Real Estate Congress was held in Moscow from 27 to 31 May 2019. During this event Mr. Walid Moussa President of REAL took office as WORLD President of the International Real Estate Federation FIABCI for 2020-2019 becoming the first Arab national to attain this position. A delegation of REAL members accompanied Mr Moussa in his inauguration.

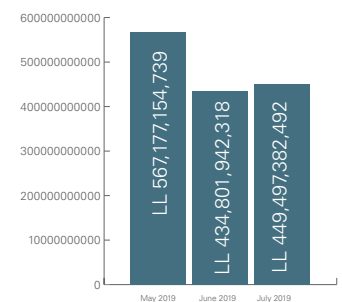


General indicator of the current market Real Estates Statistics for May , June and July 2019

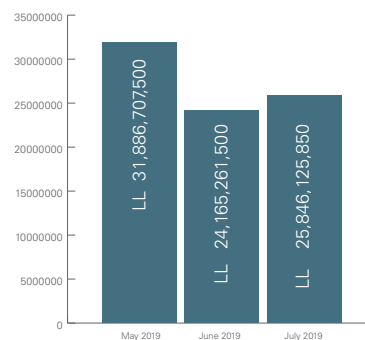
Number of Sales



Amount Registered in the Sales Contract LL



Fees taxed on Sales Contracts



REAL President visit to H.E. General Michel Aoun, President of Lebanon

Visit of REAL President, Mr Walid Moussa to H.E. General, Michel Aoun, the President of Lebanon to notify him of his election as World President 2020-2019 of FIABCI, the International Real Estate Federation, becoming the first Arab President of this union, which has 165 institutions, professional and academic bodies from 70 countries, and is the only international community of Real Estate Consultants. President Aoun was also notified of the invitations given to several Arab and foreign delegations to visit Lebanon aiming to explore opportunities for investment in the real estate sector in Lebanon.



Visit of REAL President and REAL delegation to the Embassy of Lebanon in Russia

Meeting held between REAL President, Mr. Walid Moussa, H.E. Ambassador Shawki Bou Nassar and the REAL delegates in Moscow, attended by, Mr. Tony Lahoud, Mrs. Raghda Al-Assad, Ms. Pamela Al-Khazen, Mr Yousuf Al-Jaroush, Ms. Rim Bassil and Ms. Sandra El Kadi. The Ambassador was thanked for attending the FIABCI World Presidential inauguration given to Mr. Walid Moussa. The emphasis in the discussions was given to the possibilities of attracting Russian investments in Lebanon and of creating awareness of the importance of consulting with REAL members to secure professionalism and transparency in their deals.



Agenda of Upcoming events

November 2019: Workshop on “The Expatriate Housing Loan” and on “The Study Case on a Risky Transaction”

REAL ESTATE Tips of advice Is your goal to attain financial freedom?

Real estate investing has continuously proven to be profitable by wealthy individuals that have invested in real estate. Property prices are now down, your road to wealth may well start now by investing and holding into a property until prices rise again. Here are some tips of advice to follow:

- Build your network: Real estate is a challenging business that requires talent, organization, networking, and perseverance. Build a circle within your business to build relationships with successful investors and licensed realtors because they are the ones who will give you deals.
- Draw your strategic plan to wealth creation to include, knowing the market, ethics, developing a niche, encouraging referrals, staying educated, understanding the risks and legal implications involved, embracing and investing in another people's expertise.
- Invest for value. Avoid speculation - When you invest for value, you are on the right path to wealth creation. Look for properties in prime locations with cash flow and potential capital gains.
- Establish a goal: Before investing in any property, be clear in what you really want from it to narrow down your choices.
- Follow the lead of a certified REAL professional If you are selling your property or buying a new one, you are engaging in one of the biggest financial transactions of your life and will want to ensure that you can maximize the potential gain of your investment. To do this and manage the process smoothly, it is fundamental to follow the lead of a certified REAL professional with experience in devising and executing successful sales strategies and presenting you great property opportunities. REAL members are accountable to the syndicate which can impose penalties to a faulted realtor by suspending or cancelling his/her license. Request to see the membership card of your realtor to assure you can rely on him/her.

Maha Atallah / AtaBuild Lebanon
Chief Editor of REAL's Newsletter

International & National Partners:



Strategic Partners: **Bank Audi**



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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