



OUTLINES

- . President's note
- . REAL News
- . Resolving the real estate crisis
- . Restoring faith in the real estate sector
- . Tools and Programs to Sustain Your Career
- . General indicator of the current market: statistics
- . Agenda of Upcoming events
- . Real Estate Analysis and Advice

A NOTE FROM THE PRESIDENT



Walid Moussa
President of REAL

I would like to start by wishing you all a good 2020. May this year herald changes and lead to a brighter future.

The economic situation we are going through as a country is a delicate one, and the stakes in our business have changed. It is crucial that we realize that things are different and do everything in our power to adapt to the new model.

Real estate transactions have risen these last three months compared to the previous years. This is because of the specific financial mood Lebanon is in at the moment, with people incentivized to invest in real estate to protect their money from the banking crisis. Once again, the real estate sector is proving to be the only safe bet in a precarious economy.

Our utmost priority in this time must be to act as professionals and protect the interests of our clients, such as by providing them with honest value assessments of properties, not fictitious ones. It is our duty to offer good advice and guide investments towards security. We should learn from doctors in this: above all, do no harm. Instead, let us help by fulfilling our roles as trusted advisers.

This moment is critical for us to prove the virtues of working with certified professionals who understand and guard the interests of their clients.

As a syndicate, we will continue lobbying parliament to follow up on the project of law to organize our business. We will also keep pursuing the best interests of the Real sector and propose the best policies and regulations.

As for services, our new partnership with LAU, featuring a new updated real estate program, will allow us to improve the educational level of our future members and create better professionals. We are also in the process of finalizing the REAL price index, which will serve as the go-to reference for people to accurately estimate property values, a great achievement that will go a long way towards streamlining and uniformizing the sector along more realistic lines.

Despite the financial difficulties, we will continue to bring together our members for a variety of events, whether educational, social or otherwise, and provide them with the best services possible. Now more than ever we should celebrate our sense of community and belonging.

REAL NEWS

REAL Workshop for FIABCI



REAL workshop organized for FIABCI delegation about the Real Estate Sector in Lebanon aiming to enhance opportunities for investment in the real estate sector in Lebanon. Held at Hilton BCD and headed by Mr Walid Moussa, REAL President and World President 2019-2020 of FIABCI, the International Real Estate Federation. Thank you to our Speakers: Mr. Mounir Douaidy, Mr. Anthony Stephan (District S) & Mr. Ayman Nasser (Property Finder)



Resolving the Real Estate Crisis

REAL meetings between the public sector and the private sector in the Grand Serail, Beirut to follow up on the recommendations sent to former Prime Minister H.E. Mr. Saad Hariri with proposed solutions to the problems of the real estate and construction sectors in Lebanon.



REAL guest speakers in an economic program on Charity TV

Mr. Jihad Abou Chakra Secretary of the Board of REAL and Ms. Mirna Al Banna Head of the Statistics and Index committee describe the actual Real Estate Status in Lebanon.



Become a REAL Member

Join REAL and contribute to its evolvement to enjoy the following benefits:

- Your voice on Real Estate issues that matter to you.
- Network, engage and collaborate with Real Estate professionals for perspectives on key issues facing the real estate sector.
- Gain credibility in a competitive market by associating your company with the best in the industry.
- Be a member of a unified network of professionals that cooperate on making deals and sharing referrals between members.
- Follow a standardized code of ethics and a set of guidelines for all members to enhance their work experience.
- Have access to a committee that helps with conflict resolutions in Real Estate deals.
- Develop and enhance your real estate expertise by taking certified programs at leading universities like LAU, Lebanese American University.
- Have Insights and analysis on the Lebanese Real Estate industry with direct access to Real Estate statistics and reports.
- Share listings through REAL's special platform between members.
- Benefit from REAL insurance programs with special discounts.

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:

Marketing Committee:

Technology and Partnership committee:

Social Events Committee:

Recruitment Committee:

REAL Statistics & Index Committee:

Education and Certification Committee:

Legal committee:

Internal Communication and networking:

Headed by Mr. George EL Khoury

Headed by Mr. Tony Lahoud

Headed by Mrs. Raghda Mustapha Assaad

Headed by Mr. Karl Sarkis

Headed by Mrs. Mirna Al Banna

Headed by Mr. Jihad Abou Chakra

Headed by Mr. Naoum Kamel

Headed by Mr. Robert Bitar

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 a 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

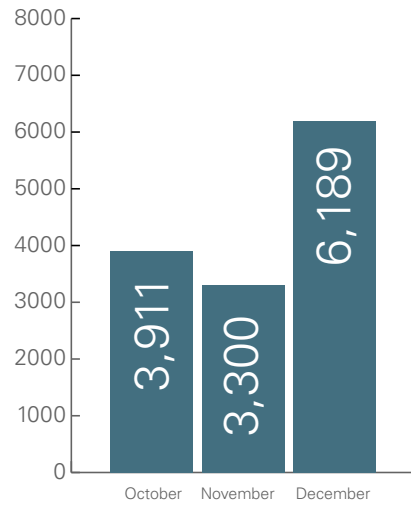
REAL Campaign

REAL outdoor Billboard & Online Media campaigns aim 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.

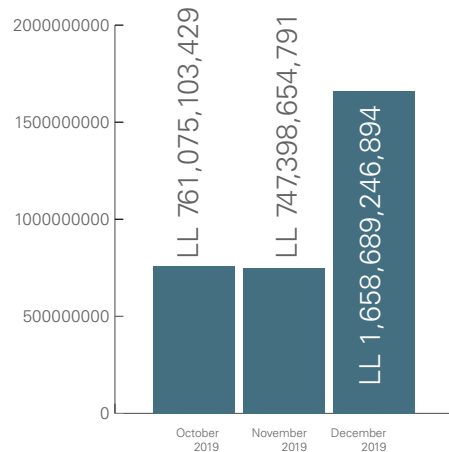


General indicator of the current market Real Estates Statistics for September, October & November 2019

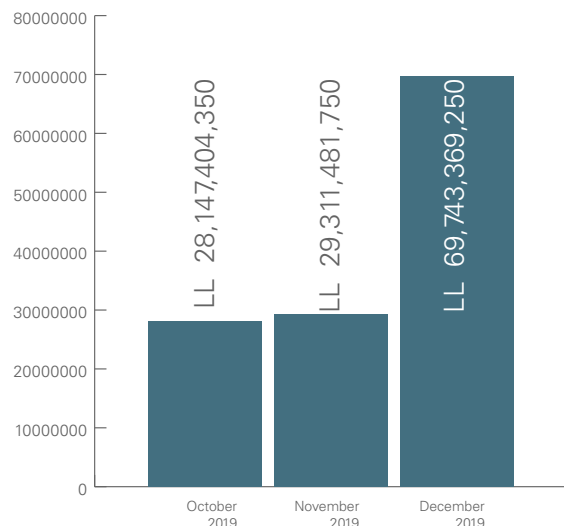
Number of Sales



Amount Registered in the Sales Contract LL



Fees taxed on Sales Contracts



Agenda of Upcoming events

REAL General Assembly & LAU Discussion Panel
Date & Venue: 28 Feb 2020 @ LAU – Koraitem - Beirut
Invitation to REAL Members
Agenda:

2:00 pm : REAL General Assembly

3:30 pm : REAL- LAU Discussion Panel on the current Real Estate Business situation & about the Operations held during 2019 2020. Guest Speakers: Mr. George Maarawi, Director General of Land Registration and Cadastre at the Ministry of Finance and Mr. Walid Moussa, REAL President.

4:30pm : REAL & LAU Signature of Educational Cooperation Agreement and launching REBC- Real Estate Brokerage Course



Invest in Real Estate with Peace of Mind with a REAL Professional

The current financial crisis in Lebanon demonstrates the significant role of the banking sector and the impacts of their regulation policies on Real Estate in Lebanon.

Amidst what may have been perceived to be reliable and well-supervised financial institutions, where risks were thought to be effectively managed and institutional infrastructures appeared to be robust, previously unseen risks have now surfaced and created havoc in the country's economy.

The catastrophic outcome of the financial crisis has demonstrated that investing in Real Estate remains the safest investment option in Lebanon and this has led to the emergence of a new type of property investor, mainly bank depositors who fear the implications of the Central Bank's monetary policies on their money deposited in the bank. It is these property investors that have significantly boosted the demand for properties and further enhanced the Real Estate sector in Lebanon.

Property investment will become the epicentre of rapid economic change and will in turn transform the Real Estate landscape. While most of these trends are already evident, there is a natural tendency to underestimate their implications over the coming years. Yet, real estate is and will remain an integral part of the economy of any country.

As the economic crisis continues to unfold, the Real Estate Syndicate of Lebanon has been engaging with senior decision and policymakers from the government, banking and finance sectors, so as to find and propose solutions that will address the impacts of public policies on the real estate sector.

Real Estate will continue to be strong, creating an even greater range of opportunities. It's an exciting time for the Real Estate sector. Private capital is in huge demand for development and investment, yet competition for prime assets is intense. Never before have local specialist expertise and good government relations been more important. Investors with the vision to anticipate emerging trends rely on the guidance of a licensed REAL professional consultant to maximise the profit of their investment.

Ask your realtor to show you their REAL membership card and buy with confidence.

Maha Atallah
REAL Member & 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



Real Estate Syndicate of Lebanon | Le Bureau,
Mathaf, Beirut, Lebanon | +961 1 609 828
info@real.org.lb | www.real.org.lb R.E.A.L.