



Buying a Property with a Credit Card

aqarmap Know more..

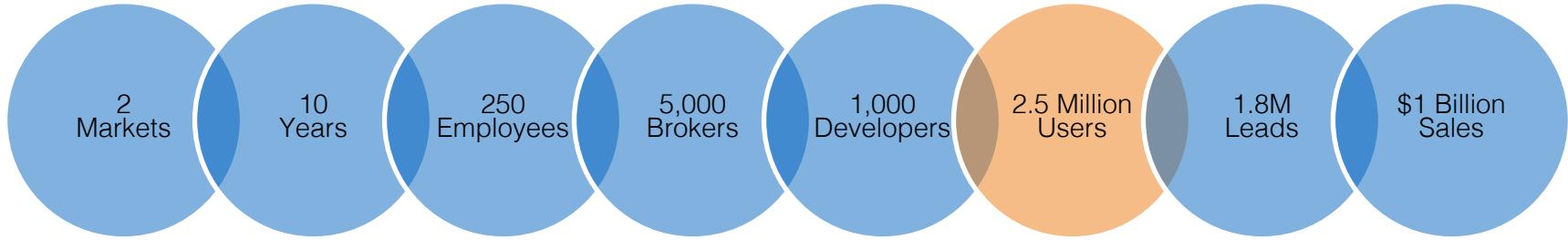


Agenda

- Industry Evolution
- Disruption diversity
- Emerging vs Developed
- Concerns
- Aqarmap approach

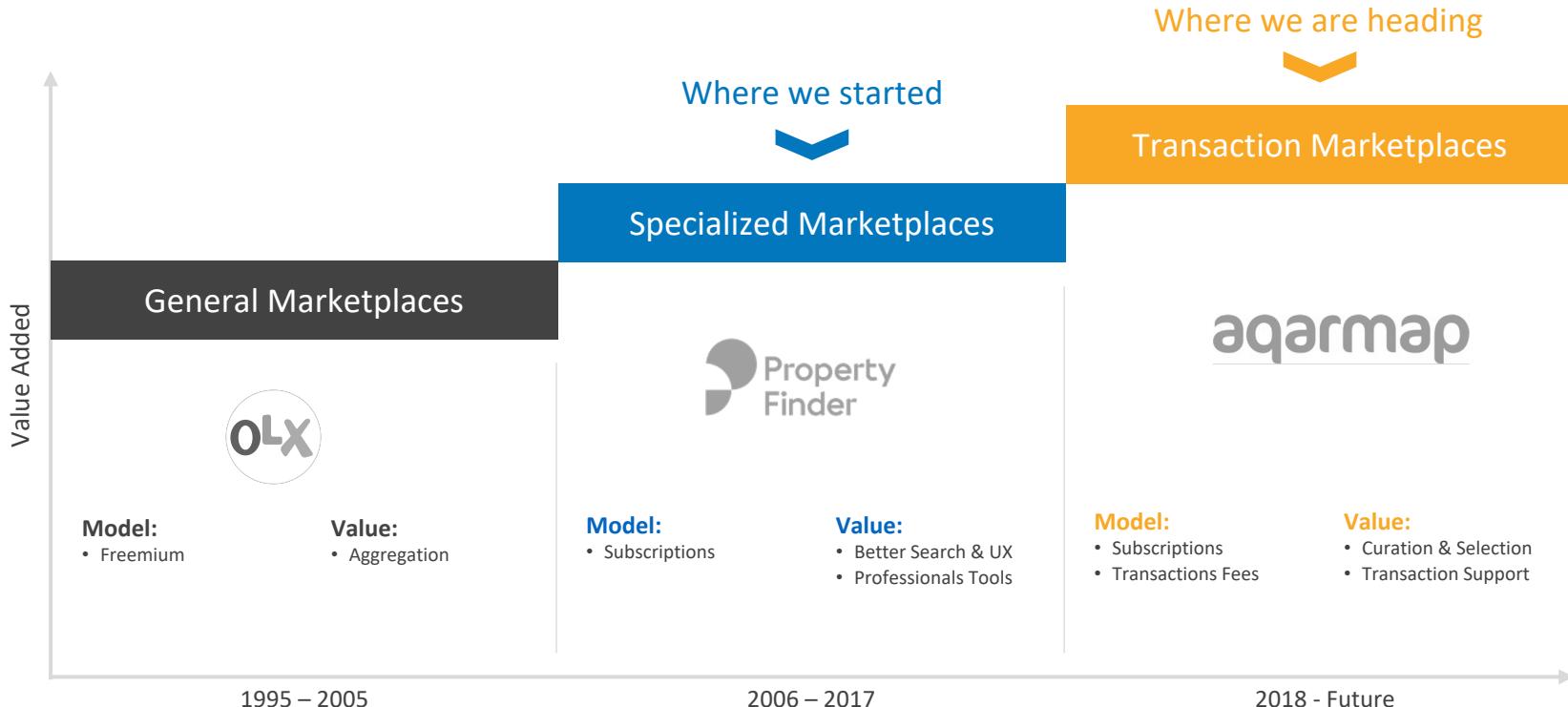


About Aqarmap





Industry Evolution





Industry Evolution

Traditional Classifieds

SeLoger

 **trulia**

rightmove 

 **RE Group**



New Models

 **Zillow**

 **PURPLE BRICKS**

 **SQUARE YARDS**

COMPASS

REDFIN

 **zameen.com**

aqarmap

 **PROPTIGER**



Disruption diversity

- iBuyer
- Exclusive Marketer
- Flat Fee Broker
- Broker as a Portal
- Portal as a Broker
- Lead Qualification
- Developer



Developed vs Emerging

Developed Markets



Emerging Markets





Developed vs Emerging

Developed Markets

 **Zillow**

REDFIN

COMPASS

 **PURPLE BRICKS**

Secondary focused models

Emerging Markets

 **SQUARE YARDS**

 **zameen.com**

 **PROPTIGER**

 **aqarmap**

Primary focused models



Comparison

<u>Developed Markets</u>	Examples	Margins	Scalability	Financial Risk	Cannibal Risk
iBuyer	Zillow	Low	Low	High	Low
Flat Fee Broker	PurpleBricks	Low	Low	Low	Low
Broker as a Portal	Redfin	Low	Low	Low	Low

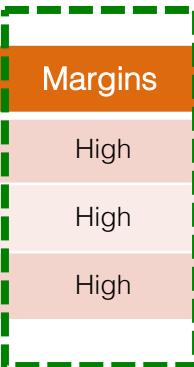
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Concerns

- Type of business
- End game implications
- Biting the hand that feeds you

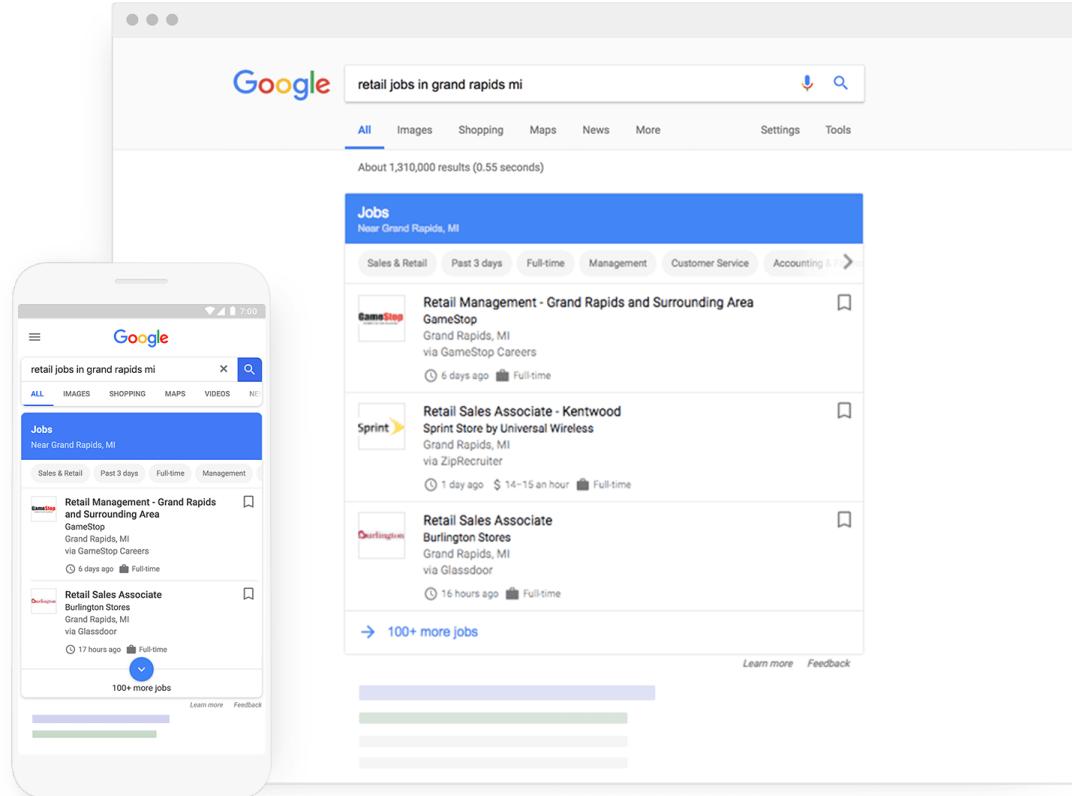


What about competing with our clients?





What about competing with our clients?





What about competing with our clients?

amazon basics





What about competing with our clients?

Mail

Apple



Mail

Competing apps on the App Store



Gmail



Microsoft Outlook



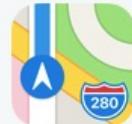
Spark



Yahoo Mail

Maps

Apple



Maps

Competing apps on the App Store



Citymapper



Google Maps



MAPS.ME



Waze



Aqarmap model





Online Launches

aqarmap.com

25 Total Buyers Online

Home

عرب

The Address East

New Cairo



50% of units sold.

Last booking: 1 minute ago

Starting From: **2,150,000 EGP**



Apartments

Starting from 2M EGP

75% of units sold.

Last booking: 1 minute ago

Select a Unit

Project

Location

Payment Terms

Buyer's Guide

How to Book?



Online Launches

The Address East



Apartments

Starting from 2M EGP



A350

Apartments

2,150,000 EGP

Sold Out



A351

Apartments

2,400,000 EGP

Book Now



A352

Apartments

2,400,000 EGP

Sold Out

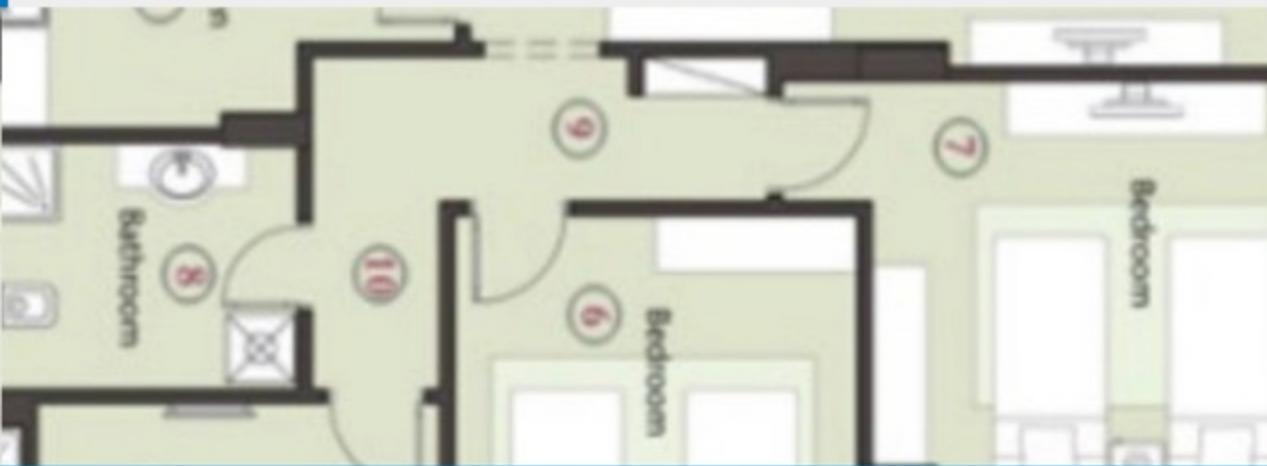


Online Launches

The Address East

New Cairo

A351



A351 - 2,400,000 EGP

130m 2 Bedrooms - 1 Bathroom - Wide Garden View

Project

Location

Payment Terms

Developer

How to Book?

50% of units sold.

Last booking: 2 minutes ago

Book your Unit:

Salem Ahmad

1092228181

salem.ahmad@gmail.com

Booking terms:

- Booking fee is 5000 EGP and is fully refundable
- Admin fee is 500 EGP and is not refundable
- Official Reservation must be signed with developer within 5 business days
- Buyer accepts all [terms & conditions](#)

Total amount: 5,500 EGP

Pay



Aqarmap model



Aqarmap Online Expo

Platinum Sponsors



PRIVADO
MADINATY

Privado - New Cairo
2,850,000 EGP

Discount: Soon

55 Buyers online



MOUNTAIN VIEW
RAS EL HIKMAH
THE GREEK ISLANDS

Mountain View - Ras Alhikmah
1,900,000 EGP

Discount: Soon

103 Buyers online



Ora
KING CITY DEVELOPERS

Zed - El Sheikh Zayed
3,402,000 EGP

Discount: Soon

61 Buyers online

Gold Sponsors



SUKOON
TOWNSHOOT WEST CAIRO



AL-DAWLIA
RESIDENCES



GREEN5



Aqarmap model





How it works?



Developers



Aqarmap



Consumers



Affiliates



How it works?



Developers



Aqarmap



1



Consumers



Affiliates

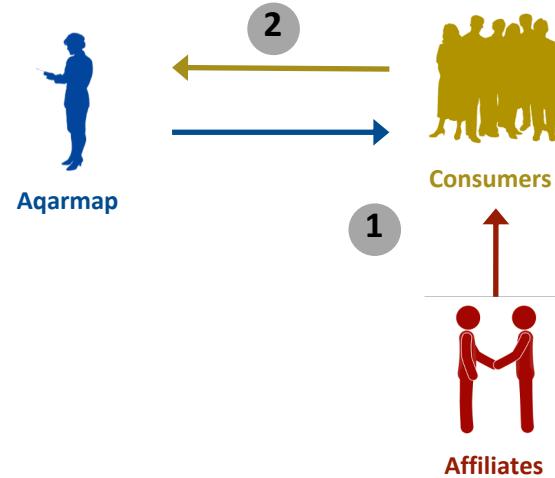




How it works?

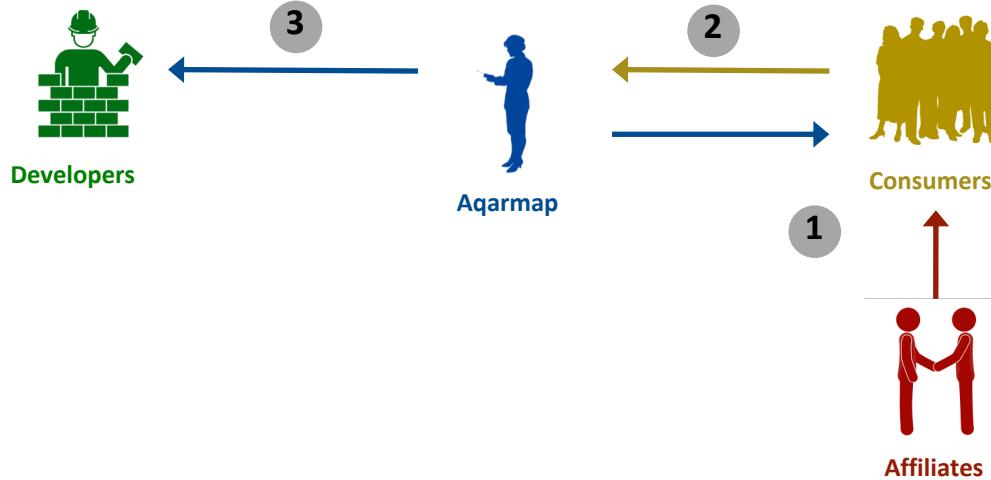


Developers



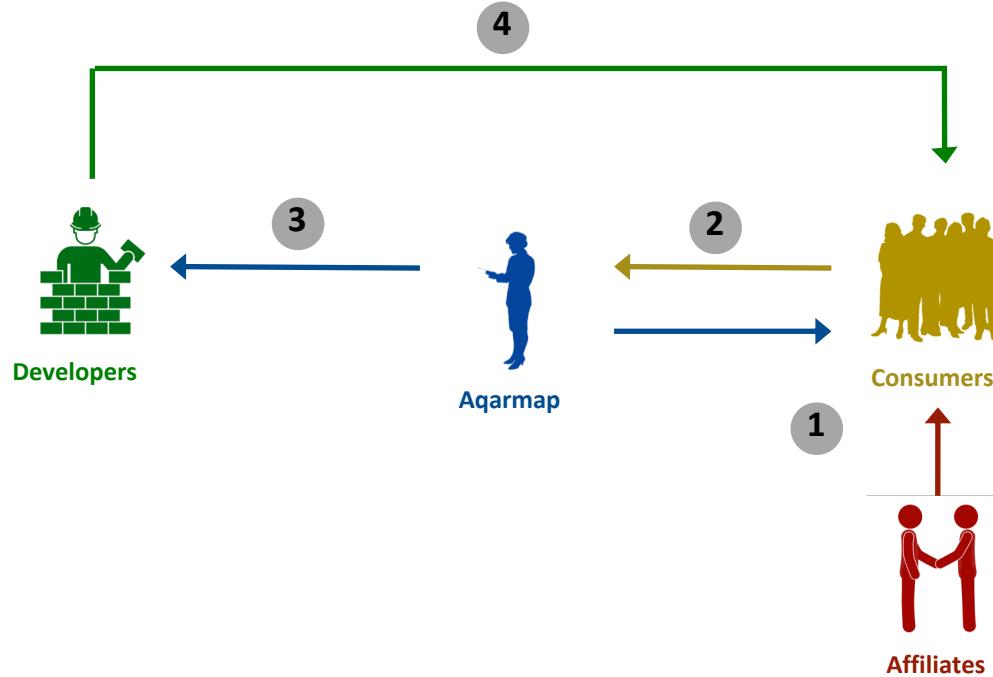


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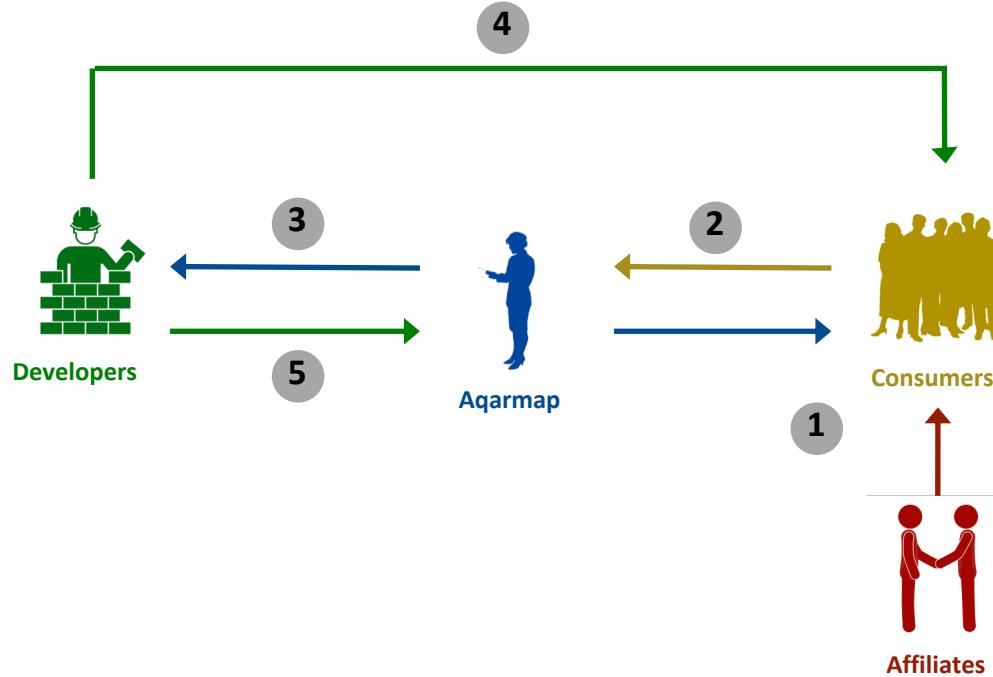


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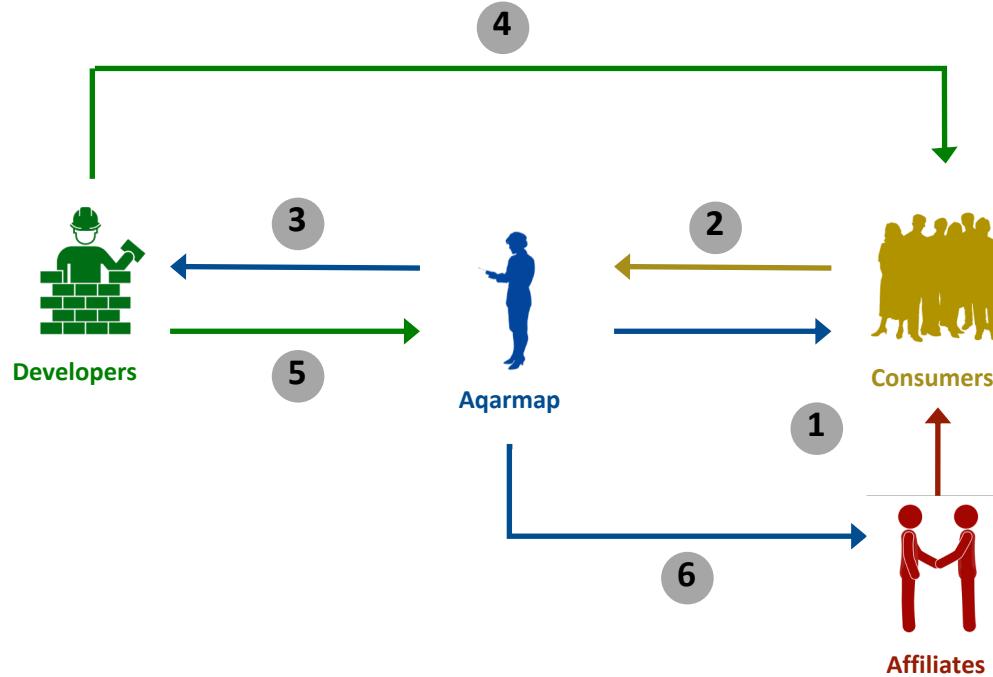


How it works?





How it works?





Black Friday Results

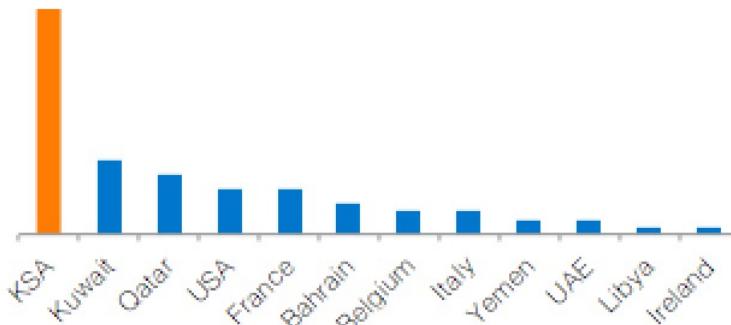
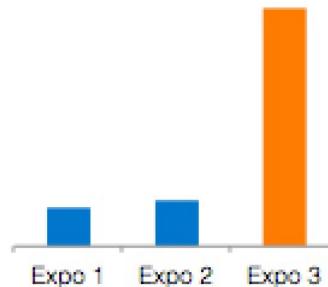


Registered Buyers: 14,900
Expat Buyers: 51%
Egypt Buyers: 49%
% of Projects Booked: 100%

First 5 minutes only:

Value of Bookings 30,715,228 EGP
of Bookings 10 Bookings

1st Booking: 0m & 44 seconds
2nd Booking: 0m & 56 seconds
3rd Booking: 1m & 14 seconds





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Conclusions

- Emerging markets disruptors should not attempt to copy developed markets, the nature of the markets is different.
- Portals should attempt all technological innovations before setting up showrooms, call centers and hiring agents.
- The holy grail is not transactions, its “**online transactions**”



Thank you

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