



## Buying a Property with a Credit Card

**aqarmap** Know more..





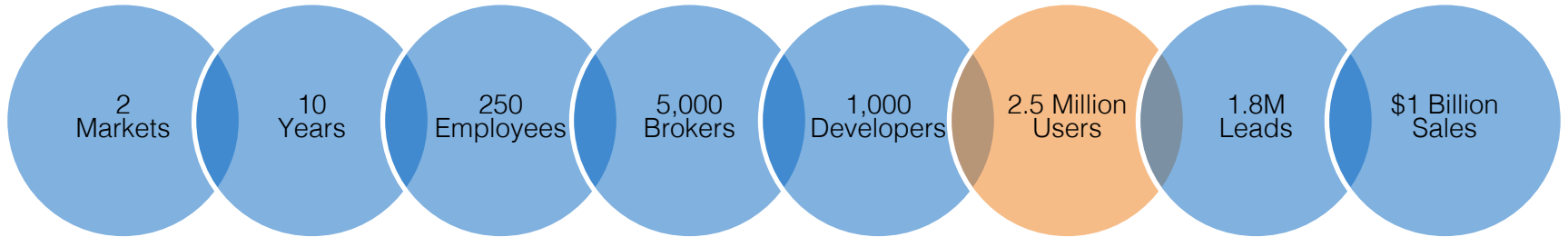
# Agenda

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



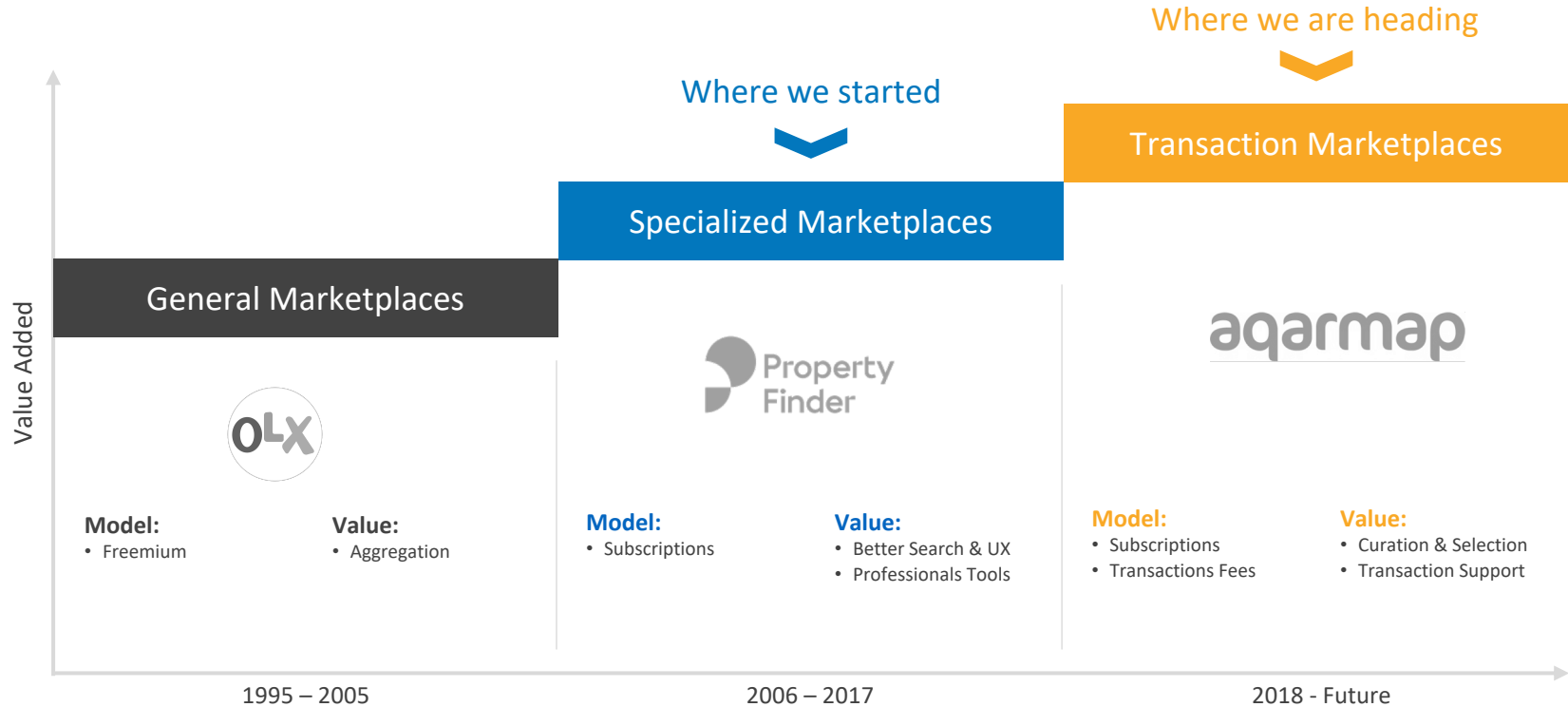


## About Aqarmap





# Industry Evolution





# Industry Evolution

## Traditional Classifieds



## New Models





## 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



Secondary focused models

## Emerging Markets



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

<u>Emerging Markets</u>	Examples	Margins	Scalability	Financial Risk	Cannibal Risk
Portal as a Broker	Proptiger	High	High	Low	High
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## Concerns

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



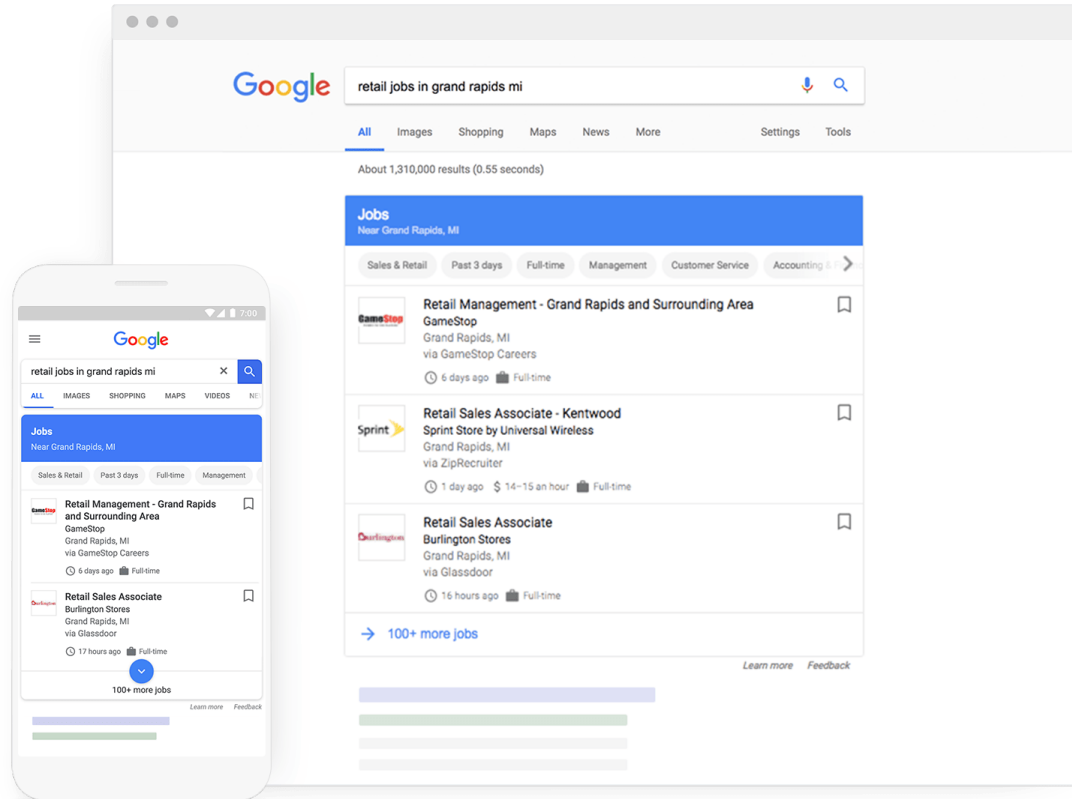


What about competing with our clients?





# What about competing with our clients?





What about competing with our clients?

amazonbasics





# What about competing with our clients?

## Mail

Apple



Mail

Competing apps on the App Store



Gmail



Microsoft Outlook



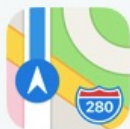
Spark



Yahoo Mail

## Maps

Apple



Maps

Competing apps on the App Store



Citymapper



Google Maps



MAPS.ME

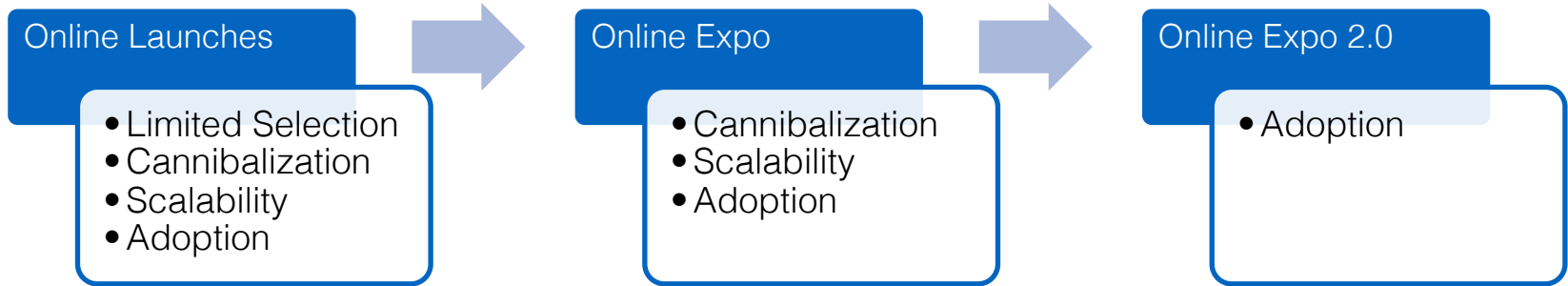


Waze





## Aqarmap model





# Online Launches

**aqarmap**.com

25 Total Buyers Online

Home

عربي

ADDRESS.NET

## 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

Developer

How to Book?



# Online Launches

## The Address East

ADDRESS EAST

New Cairo  
**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

ADDRESS/107

New Cairo

A351



A351 - 2,400,000 EGP

130m 2 Bedrooms - 1 Bathroom - Wide Garden View

Project

Location

Payment Terms

Developer

How to Book?

Project

50% of units sold.

Last booking: 2 minutes ago

Book your Unit:

Salem Ahmad

1092228181

salem.ahmad@gmail.com

Booking terms:

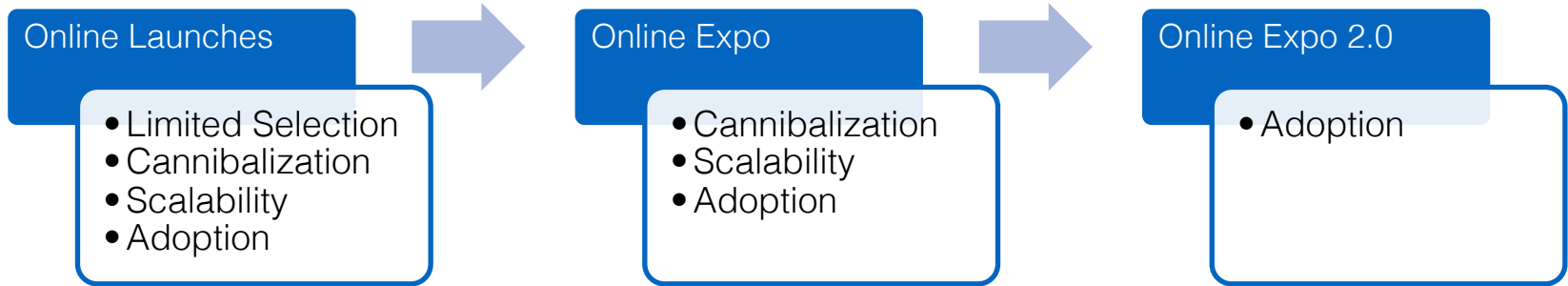
- ☒ Booking fee is 5000 EGP and is fully refundable
- ☒ Admin fee is 500 EGP and is not refundable
- ☒ Official Reservation must be signed with developer within 5 business days
- ☒ Buyer accepts all [terms & conditions](#)

Total amount: 5,500 EGP

Pay



## Aqarmap model



## Aqarmap Online Expo

### Platinum Sponsors



Privado - New Cairo  
2,850,000 EGP

Discount: Soon

55 Buyers online



Mountain View - Ras Alhikmah  
1,900,000 EGP

Discount: Soon

103 Buyers online



Zed - El Sheikh Zayed  
3,402,000 EGP

Discount: Soon

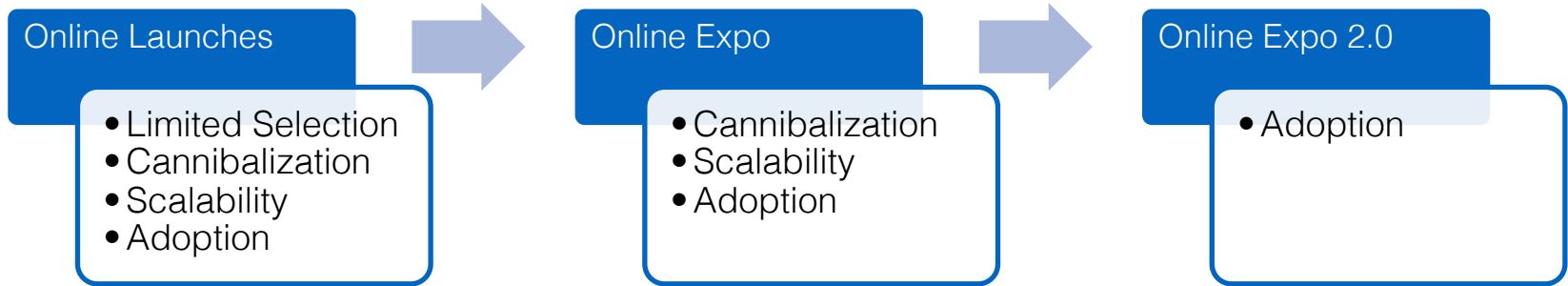
61 Buyers online

### Gold Sponsors





## Aqarmap model





## How it works?



Developers



Aqarmap



Consumers



Affiliates



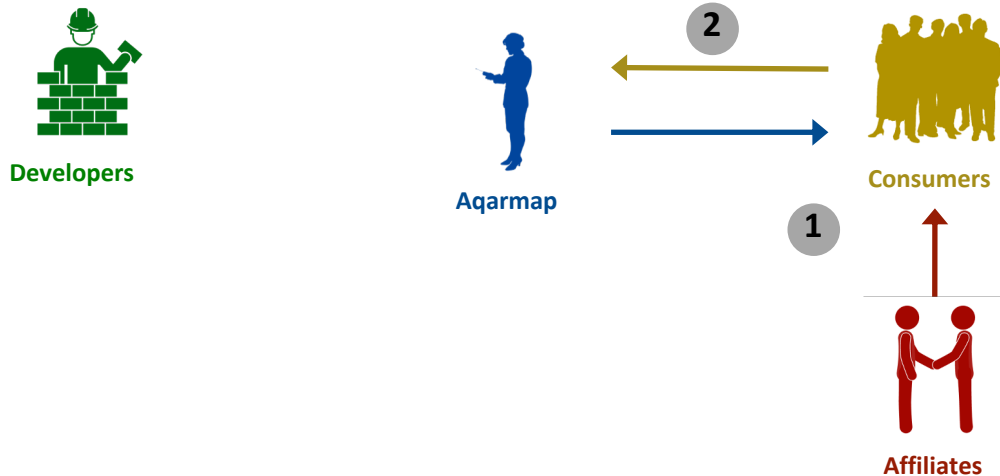


## How it works?



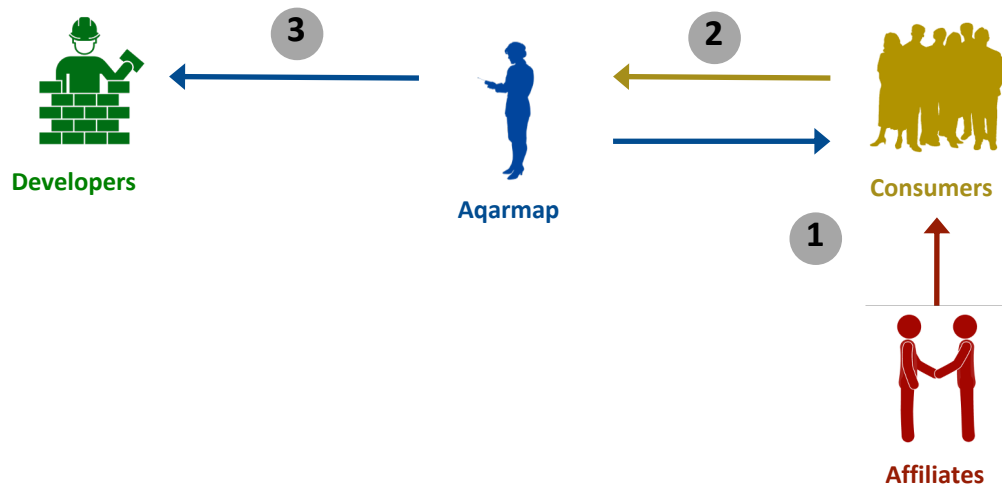


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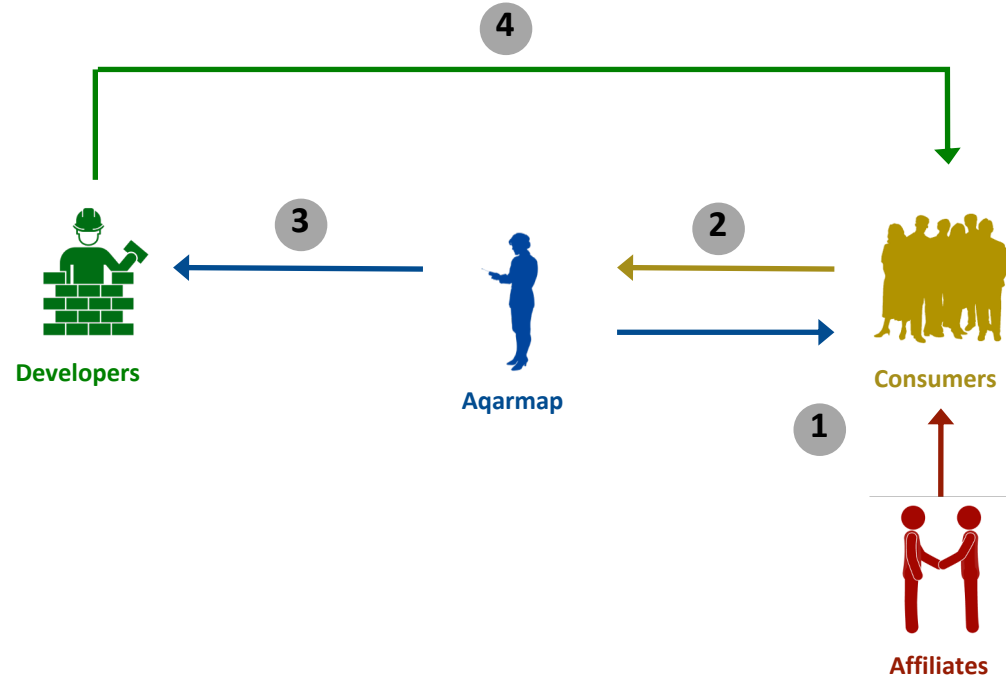


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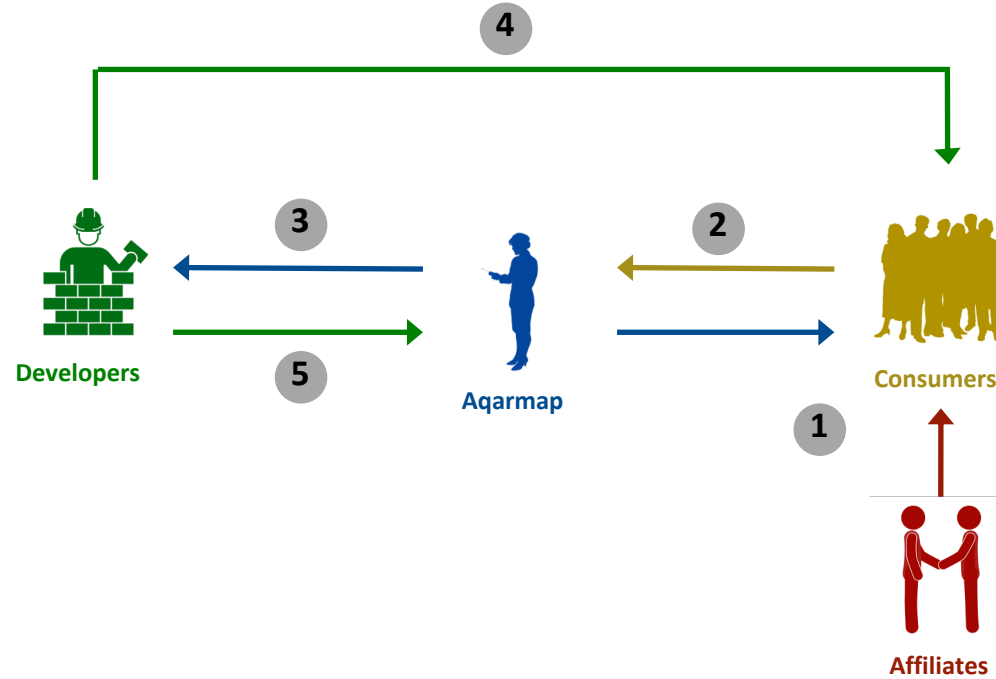


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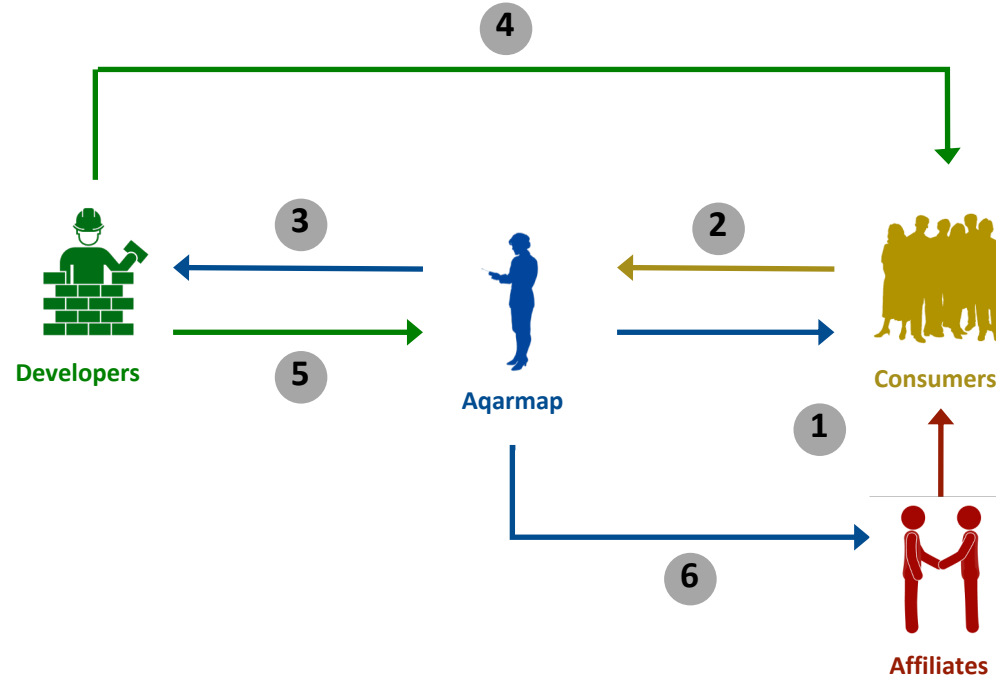


## How it works?





## How it works?





# Black Friday Results

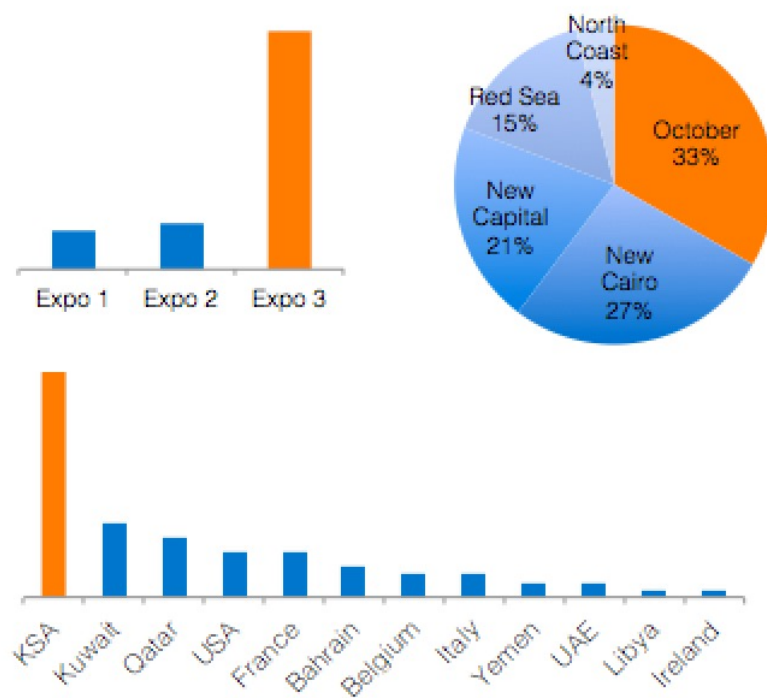


Registered Buyers: 14,900  
Expat Buyers: 51%  
Egypt Buyers: 49%  
% of Projects Booked: 100%

## First 5 minutes only:

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

1<sup>st</sup> Booking: 0m & 44 seconds  
2<sup>nd</sup> Booking: 0m & 56 seconds  
3<sup>rd</sup> 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

**aqarmap** Know more..

