



AQARAATS
BUSINESS KIT
BAHRAIN 2021

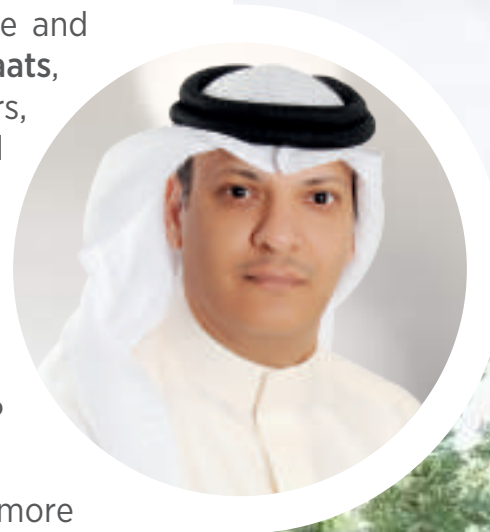
WELCOME

With over two decades of experience in serving the Bahraini real estate and wider business community, **Al-Amthal Group** is proud to bring you **Aqaraats**, a revolutionary concept in real estate benefiting real estate brokers, landlords, and developers that addresses the needs of commercial and retail customers.

Much more than a traditional real estate marketplace for you to list your properties for rent or for sale, **Aqaraats** also provides each real estate business with its own e-shop and powerful CRM, complete with payment gateway and dashboard where your customers can view your own properties amongst others or on their own at your e-shop on top of an ERP to suit all sizes of business from SMEs to Enterprise level.

Aqaraats is a vertically integrated real estate management solution and more than simply a virtual shop window recreating your entire business in the virtual space. **Aqaraats** starts where other real estate marketplaces end.

I am delighted to offer you extra exposure on **Aqaraats** with the help of a whole range of products and features designed to generate profitable revenue streams from increased customer traffic to your business.



Hani Awachi
CEO



OUR SERVICE PROMISE

“**Aqaraats** will launch cost effective marketing campaigns across all channels including social media to generate increased turnover and win new satisfied customers for your business and more: real estate companies who have opted for their own website and e-shop can launch their own campaigns accessing the same channels.”

Whatever your business requires **Aqaraats** has a solution to suit your needs and is comprised of three main elements:

LISTING

- A range of listing packages which allow you to showcase your properties on the Aqaraats marketplace
- Your listing package will detail the number, frequency, duration, and type of listings whether standard, featured, or supreme

AQARAATS

- A range of trading packages incorporating your own website and online portal, payment gateway, CRM, dashboard, and MIS
- Marketing and social media campaign management
- Your Aqaraats (Real Estate System) package comes with an attractive Aqaraats marketplace listing package
- Contracting & Billing solution

SOLUTION

- A range of ERP packages to manage your business
- Procurement, Financial Management and Fixed Assets available as add-ons.
- Your solution comes complete with your own Online portal and attractive listing package

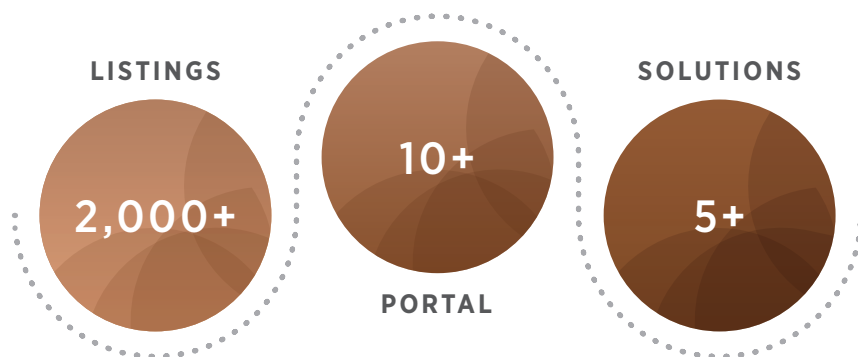


AQARAATS BAHRAIN

- MONTHLY STATISTICS

“Over a matter of a few months **Aqaraats** has signed up over ten well-known local and international real estate and property businesses catering to both the residential and commercial sectors and the rental and sales market including large real estate agents and property investment companies, with its tailored and unique set of real estate management solutions.”

REAL ESTATE & PROPERTY BUSINESSES



A background image of a person in a suit pointing upwards, overlaid with a white line graph that has house icons at its peaks. The graph shows an overall upward trend. A horizontal line is drawn across the middle of the page, with the graph's line continuing through it.

REAL ESTATE

MARKET INSIGHT &
SEARCH TRENDS

BAHRAIN RESIDENTIAL PROPERTY

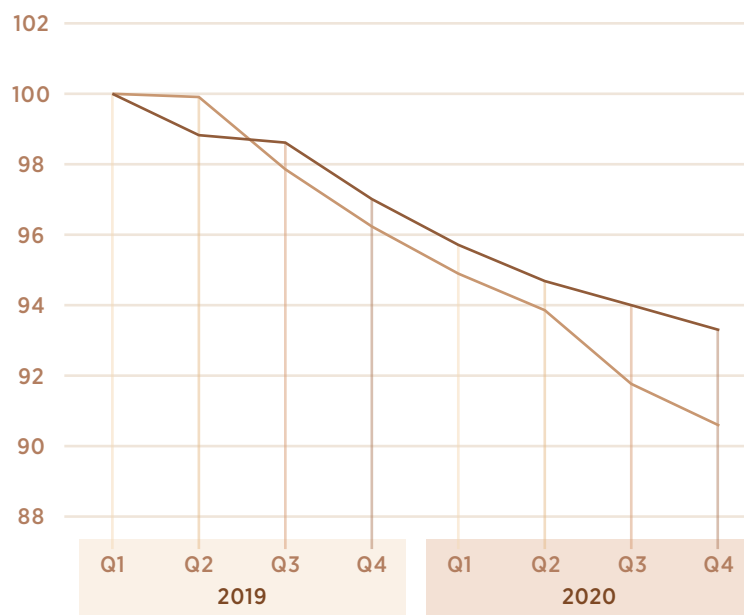
- OVERVIEW Q4 2020

Values across low-end apartments remained stable compared to the previous quarter, while other apartment market segments saw small corrections with values declining across high-end apartments by 7% in Q4 2020 compared to the previous year and high-end villa projects declined by 3.2% compared to the previous year.

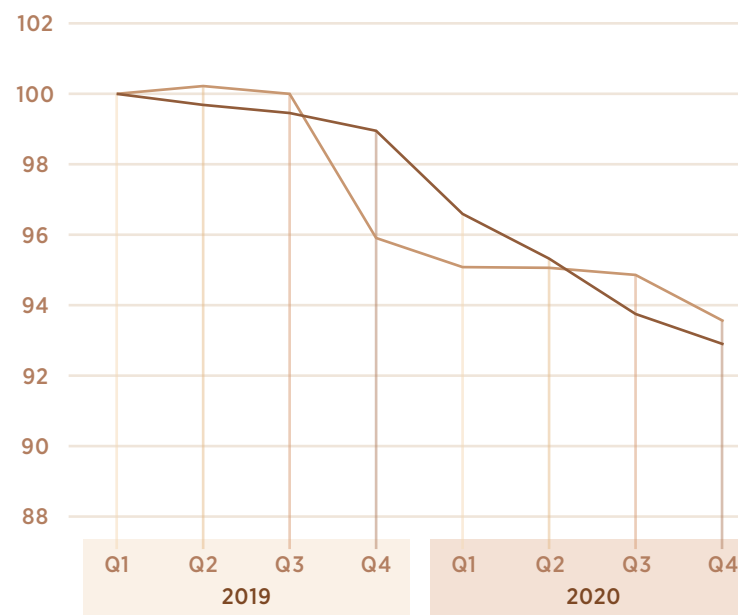
Rental values at the lower end and mid-market villa developments remained largely stable compared to Q3.

Landlords in an increasingly competitive market are seeking to improve their online presence and their ecommerce capabilities and to opening up new sales channels.

RESIDENTIAL RENTAL INDICES



RESIDENTIAL SALE INDICES



— APARTMENT

— VILLA

BAHRAIN COMMERCIAL PROPERTY

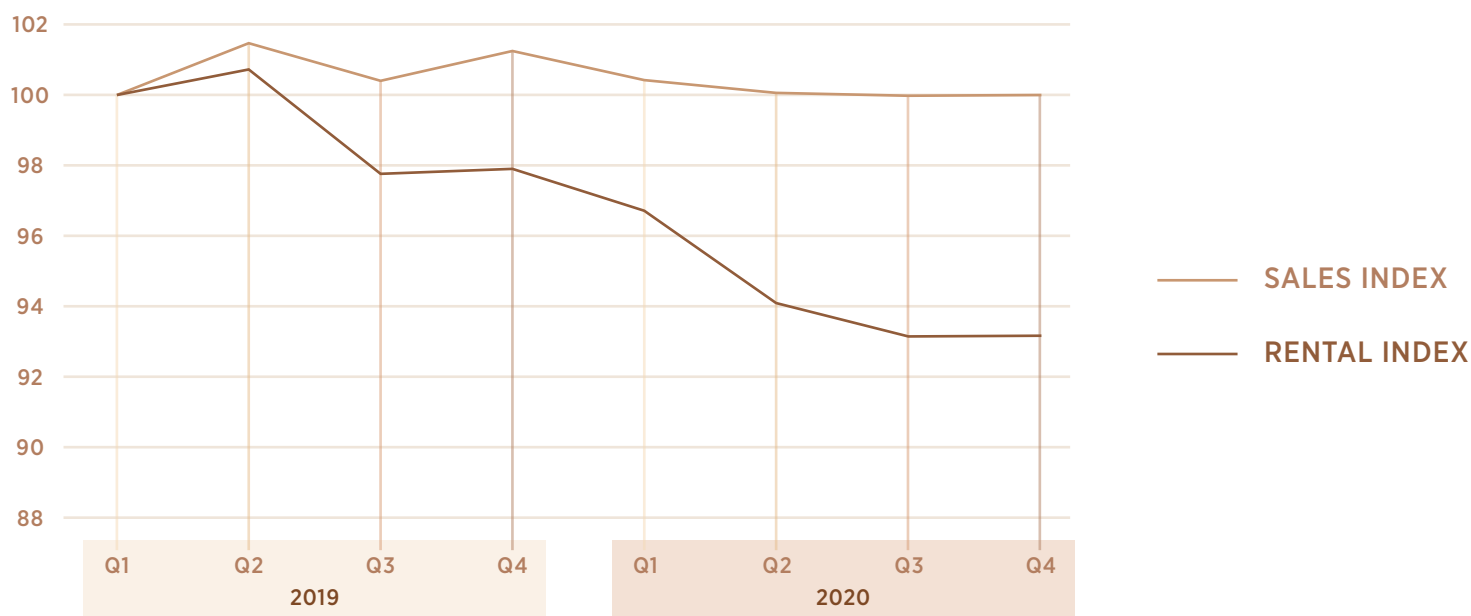
- OVERVIEW 2020

Stability returned to capital values which remained stable in Q4 2020 after declining in the previous quarter. High end office space has seen stable prices over the previous half year and at the lower end of the market prices also remained stable compared to the previous quarter. The trend in employees returning to the workplace picked up in Q4 and saw a firming up of rental values after consecutive decline in the previous quarters of 2020.

The government sponsored vaccination drive is expected to see a firming up of the market as the Bahrain workforce begins its return to the workplace.

As with the residential real estate agencies and property companies in an increasingly competitive market are looking to improve their online presence and ecommerce capabilities and opening up new sales channels.

OFFICE RENTAL AND SALE INDICES



Source: Savills Property Market Update 2020 Q4.



PACKAGES

DETAILS & PRICING
IN DEPTH

LISTING PACKAGES

- BEST VALUE PACKAGES

| LISTINGS | BASIC | STANDARD | SUPER | ULTRA |
|--|---------------|---------------|----------------|----------------|
| Standard Listings | 25 | 50 | 75 | 100 |
| Featured Listings | 12 | 12 | 12 | 12 |
| FEATURES: | | | | |
| Lead Generation from Aqaraats | ✓ | ✓ | ✓ | ✓ |
| Visit & Hit Statistics from Aqaraats for Your Organization | ✓ | ✓ | ✓ | ✓ |
| Visit & Hit Statistics from Aqaraats for Your Properties | ✓ | ✓ | ✓ | ✓ |
| Satitics for Social Media Shares for Your Properties | ✓ | ✓ | ✓ | ✓ |
| MONTHLY FEES | BHD 65 | BHD 85 | BHD 110 | BHD 135 |

- SUPREME PACKAGES

| LISTINGS | BASIC | STANDARD | SUPER | ULTRA |
|--|----------------|----------------|----------------|----------------|
| Standard Listings | 180 | 250 | 325 | 500 |
| Featured Listings | 10 | 15 | 25 | 30 |
| Premium Listings | 2 | 4 | 6 | 8 |
| Top Highlights | - | - | 1 | 1 |
| Social Media <i>(Aqaraats FB & Instagram)</i> | 3 | 5 | 8 | 10 |
| FEATURES: | | | | |
| Lead Generation from Aqaraats | ✓ | ✓ | ✓ | ✓ |
| Visit & Hit Statistics from Aqaraats for Your Organization | ✓ | ✓ | ✓ | ✓ |
| Satitics for Social Media Shares for Your Properties | ✓ | ✓ | ✓ | ✓ |
| LISTINGS | BHD 150 | BHD 200 | BHD 250 | BHD 300 |

OPTIONAL SERVICES

| YOUR OWN WEBSITE: | |
|---|----------------|
| Upload All of Your Properties <i>(No limit)</i> | ✓ |
| Your Own Domain | ✓ |
| Website Design Templates | ✓ |
| Leads Management | ✓ |
| Schedule Client Visits | ✓ |
| Follow Up Lead till Closure | ✓ |
| MONTHLY FEES | BHD 200 |

Special packages are available for customers with more than 500 listings. Your account officer will help you select the right package.

SOLUTION PACKAGE

- AQARAATS SOLUTION PACKAGE

| AQARAATS SOLUTION PACKAGE | |
|--|---------------------------|
| Building Licenses | 25 |
| Concurrent Licenses | 20 |
| Payment Gateway for Debit Card at | 2% |
| Payment Gateway for Credit Card at | 3% |
| MODULES & FUNCTIONALITIES | |
| Real Estate Management | ✓ |
| Real Estate Website | ✓ |
| Tenant Portal | ✓ |
| CRM | ✓ |
| General Ledger | ✓ |
| Fixed Assets | ✓ |
| Procurement | ✓ |
| HRMS | ✓ |
| Time Attendance | ✓ |
| PAYABLE LICENSE & IMPLEMENTATION FEES (One Off) | BHD 15,000 |
| Annual Cloud Hosting Charges | BHD 4,800 |
| Annual Maintenance Charges | 20% of Total Licence Fees |

- OPTIONAL SERVICES

| | |
|--|---------|
| Additional Building License (One Off) (Each) | BHD 400 |
| Aqaraats Package | BHD 300 |

- AQARAATS PACKAGE

| | ULTRA |
|--|----------------|
| Standard Listings | 500 |
| Featured Listings | 30 |
| Premium Listings | 8 |
| Upload Your Own Video | 2 |
| Top Highlights | 1 |
| Social Media (Aqaraats FB & Instagram) | 10 |
| MONTHLY FEES | BHD 300 |

** For Any Additional Listings Please Refer
To The Advertisement Section*



ADVERTISEMENT

SHOWCASE YOUR BUSINESS
& MAXIMISE EXPOSURE

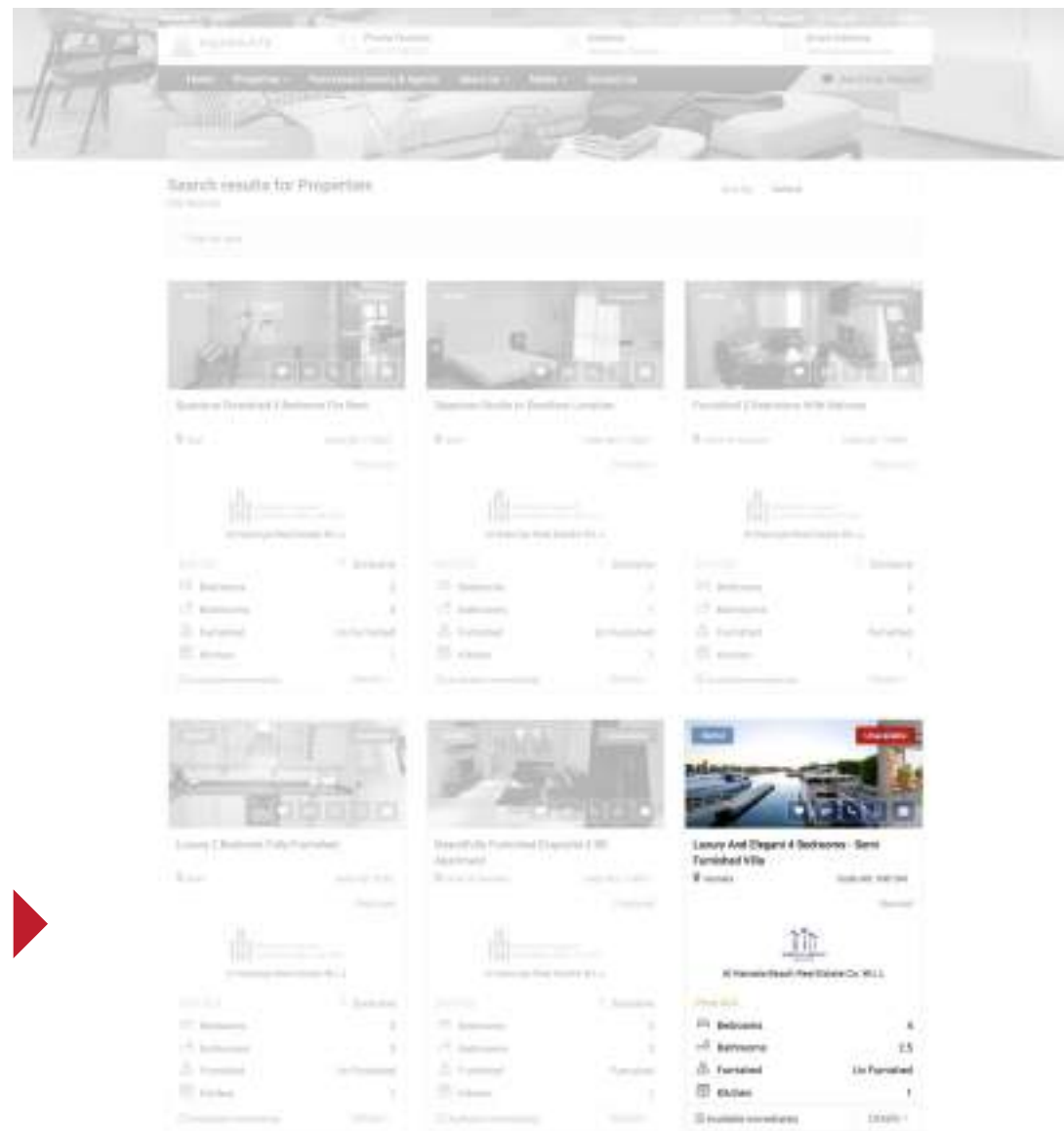
STANDARD LISTINGS

Increase the number of listings you have as per your selected package for a specific period. To give your properties more exposure, your logo will be displayed next to all your property listings on all packages.

- Add your properties for specific period
- Pay as you go
- Choose as per your requirement from multiple packages

| LISTINGS | PRICE (BHD) |
|-----------------------|-------------|
| +20 Standard Listings | 15 |
| +40 Standard Listings | 45 |
| +50 Standard Listings | 55 |

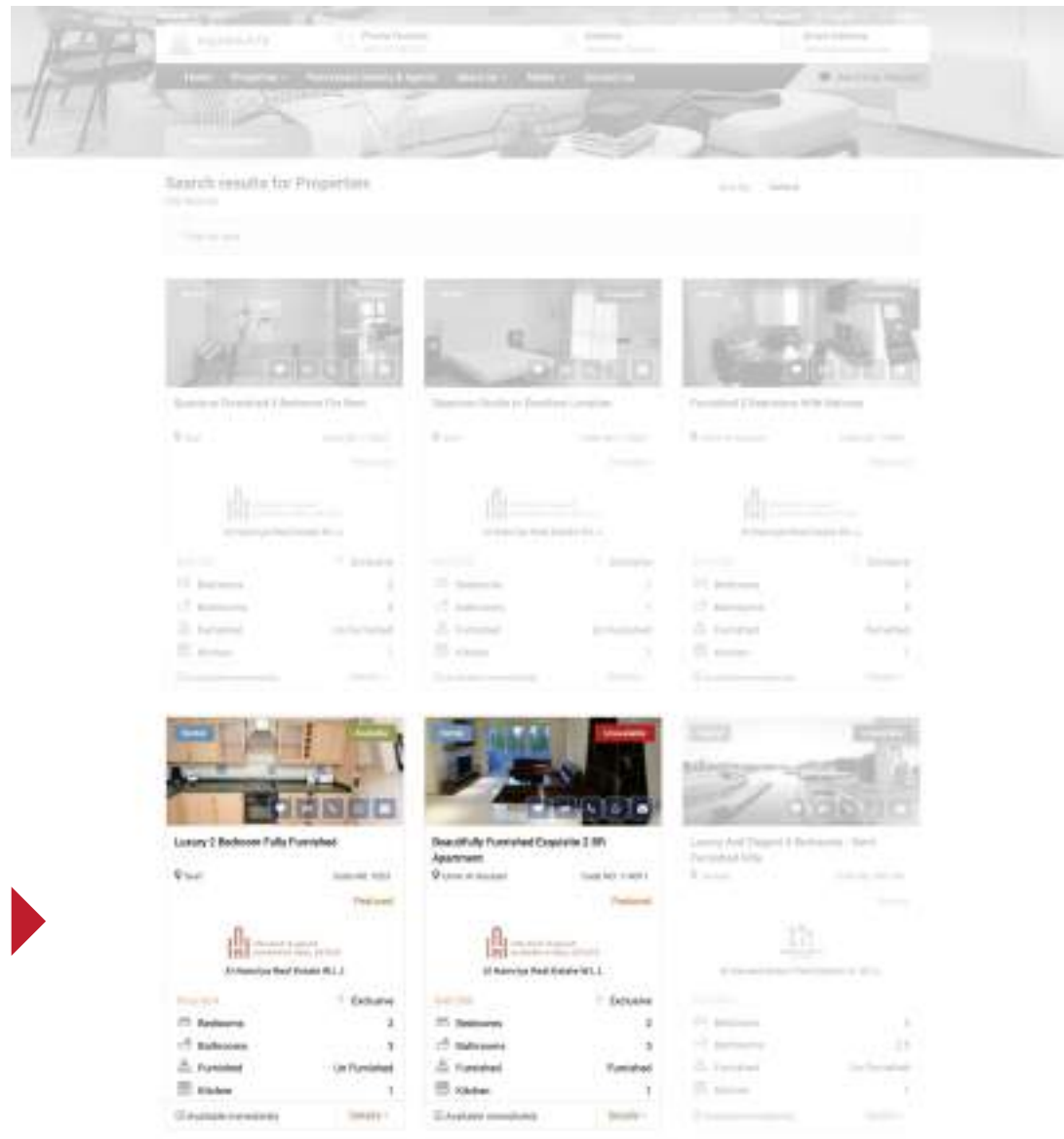
*** PRICE PER MONTH**



FEATURED LISTINGS

With Featured Listings, your listing will get a boost and would appear higher in search results above standard listings.

On average, Featured Listings receive 5 times more leads than standard listings!



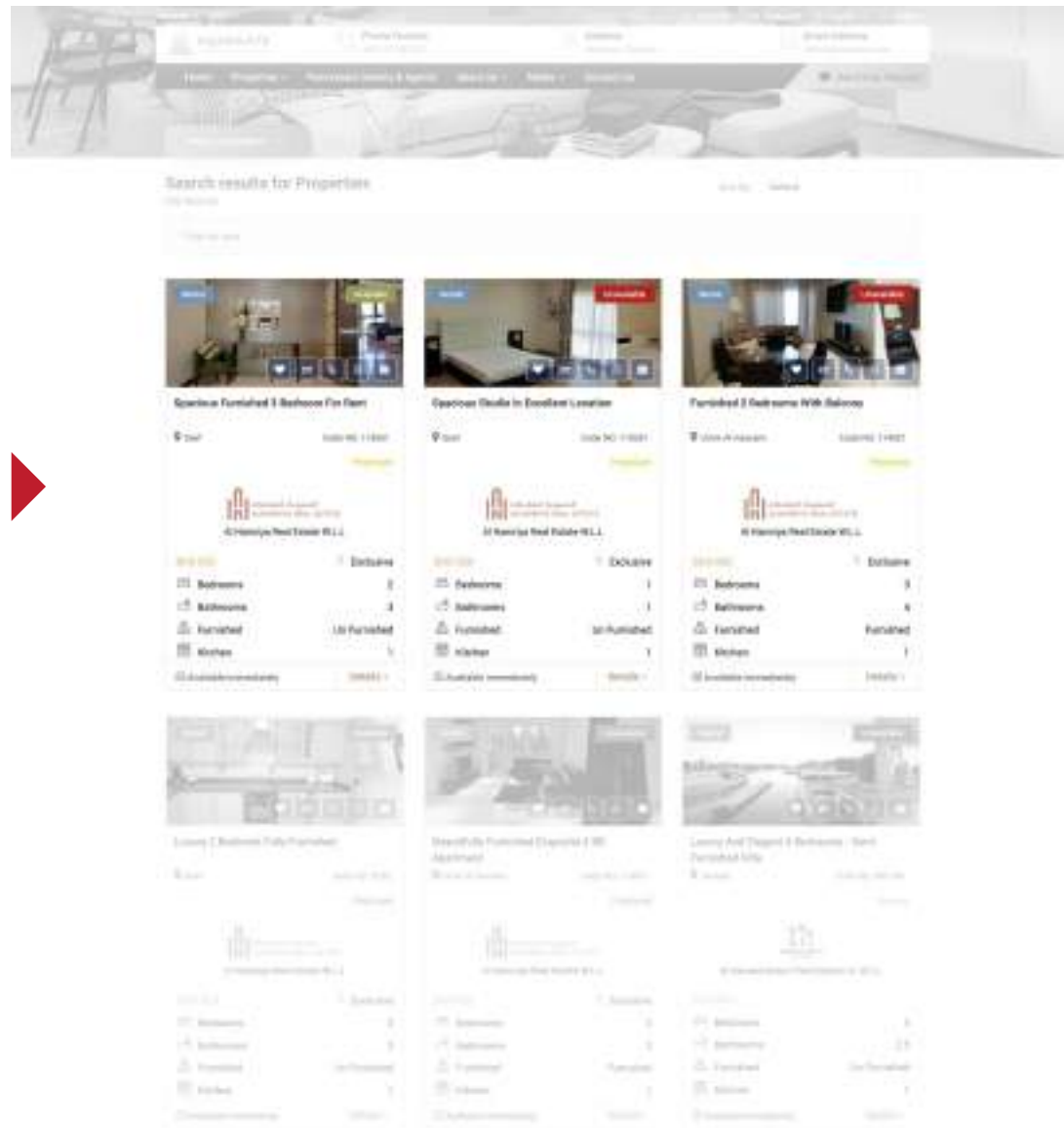
| LISTINGS | PRICE (BHD) |
|-----------------------|-------------|
| +5 Featured Listings | 25 |
| +15 Featured Listings | 70 |
| +20 Featured Listings | 90 |

* PRICE PER MONTH

PREMIUM LISTINGS

Maximize your market exposure by upgrading your listing to Premium to get more views. On average, Premium Listings receive 10 times more leads than standard listings!

Premium listings appear at the very top of search results, above Featured and Standard listings.



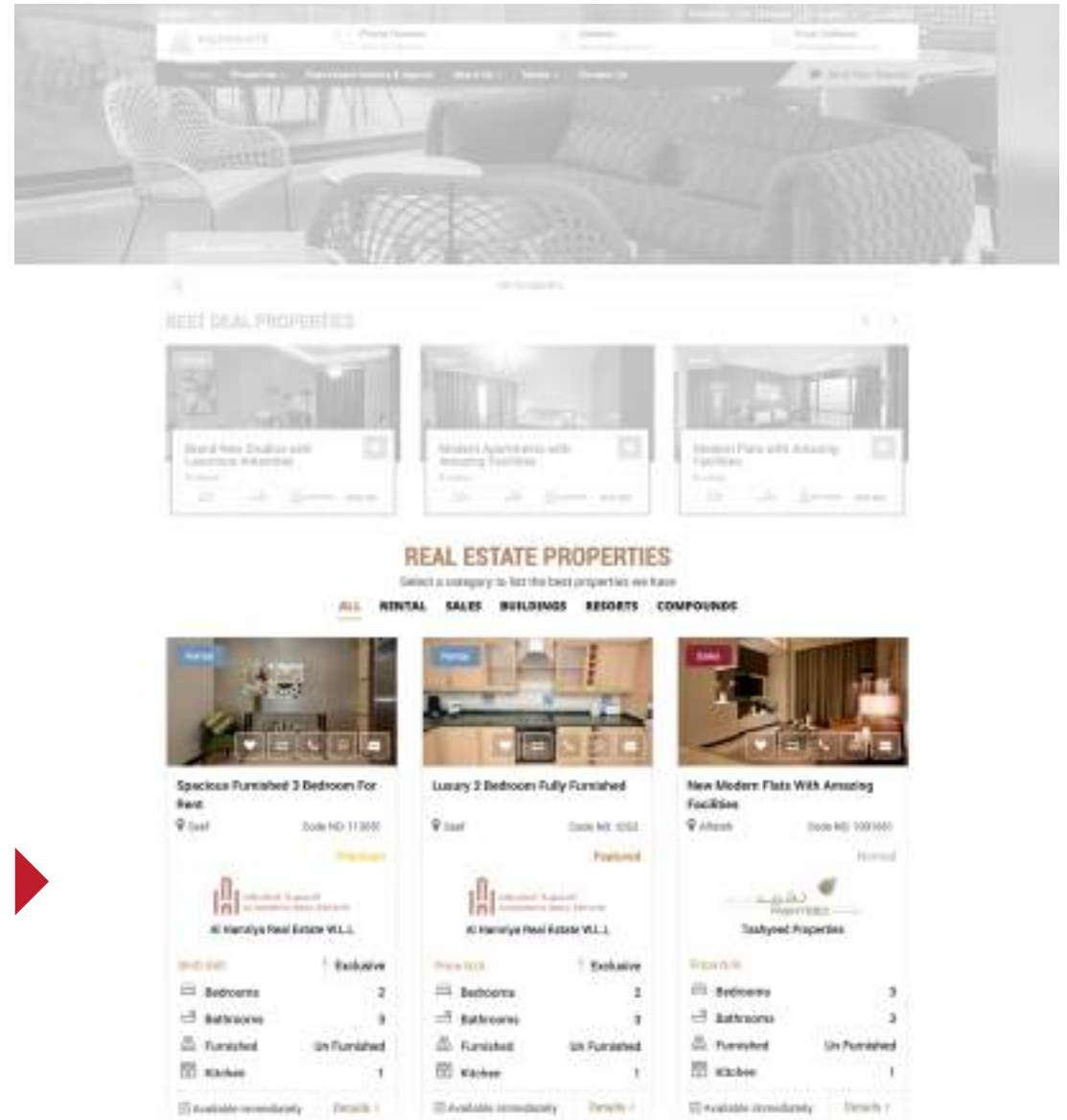
| LISTINGS | PRICE (BHD) |
|---------------------|-------------|
| +2 Premium Listings | 40 |
| +4 Premium Listings | 150 |
| +6 Premium Listings | 220 |

*** PRICE PER MONTH**

TOP HIGHLIGHTS

Get the right focus on your properties with our Category Top Highlights upgrade. Your property will be highlighted on top of the listings with a bigger banner and multiple images.

Trends show that highlighted properties get unique advantage over standard listings.



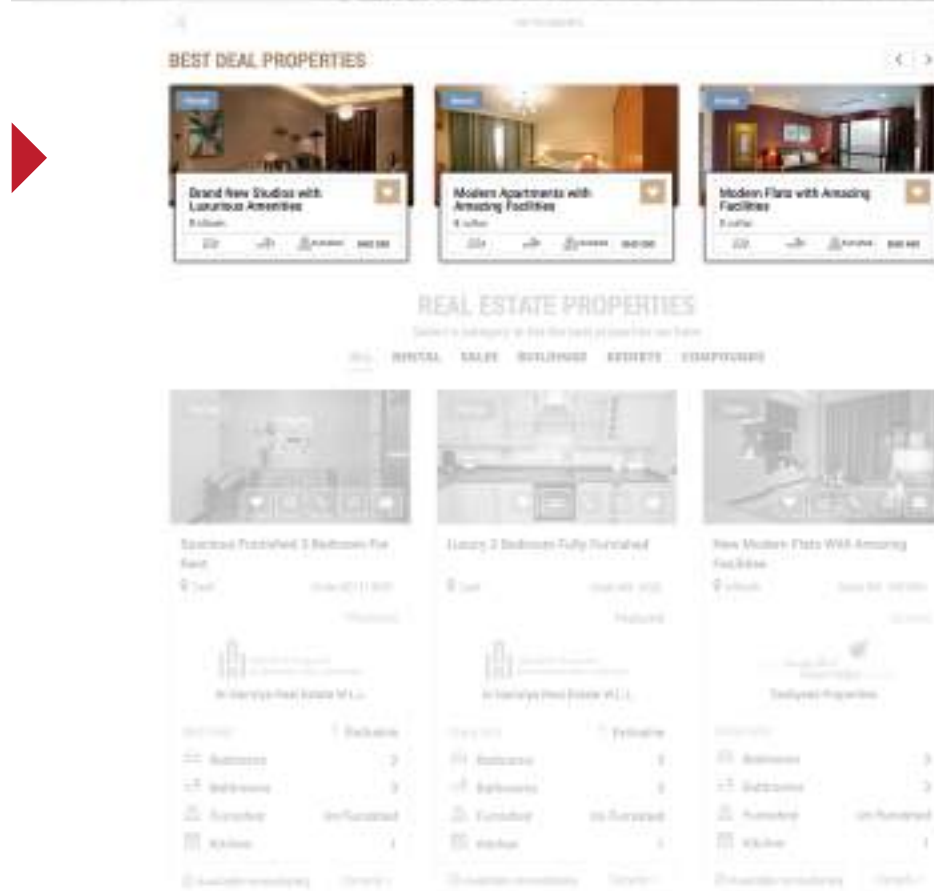
| LISTINGS | PRICE (BHD) |
|-------------------|-------------|
| Per Category | 100 |
| * PRICE PER MONTH | |

SMART ADS

Designed to put your properties at the home page of **Aqaraats.com**. With Smart Ads, your listings appear on rotation by default on the Home Page.

Where do Smart Ads appear?

On desktop, Smart Ads have large images, attracting more views and really helping your properties and brand stand out. On mobile, Smart Ads appear at the top – they’re the first ads a user sees!



| LISTINGS | PRICE (BHD) |
|--------------|-------------|
| +2 Smart Ads | 50 |
| +4 Smart Ads | 90 |
| +6 Smart Ads | 140 |

*** PRICE PER MONTH**

SOCIAL MEDIA

Showcasing your properties on Facebook and Instagram pages of **Aqaraats** prominently increases your customer reach and can influence trends.

- Select your own content
- Design your own artwork or let our experts do it
- Pay as you go

| LISTINGS | PRICE (BHD) |
|----------------------------------|-------------|
| 2 Posts on Aqaraats FB & IG Page | 20 |
| 3 Posts on Aqaraats FB & IG Page | 25 |
| 4 Posts on Aqaraats FB & IG Page | 35 |
| 5 Posts on Aqaraats FB & IG Page | 45 |
| 6 Posts on Aqaraats FB & IG Page | 50 |

*** PRICE PER MONTH**



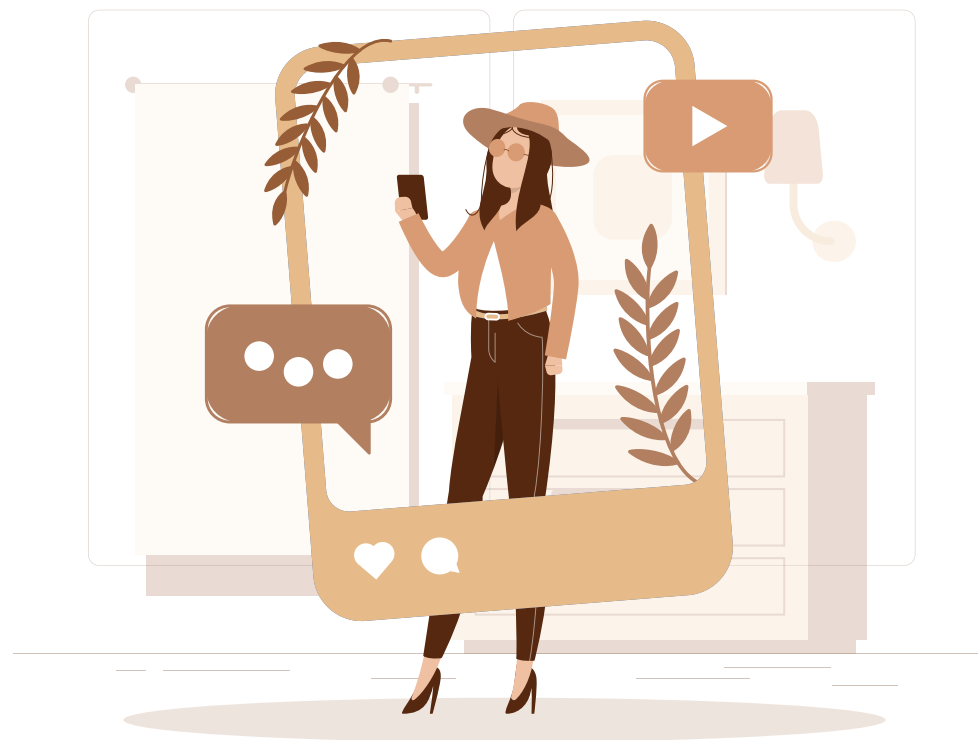
INFLUENCERS

Showcasing your properties with prominent local influencers and social commentators prominently increases your customer reach and can influence trends. **Aqaraats** provides unique packages in collaboration with eminent influencers in Bahrain.

- Select your own content
- Design your own artwork or let our experts do it
- Pay as you go

| LISTINGS | PRICE (BHD) |
|-----------------------------------|-------------|
| 2 Posts on 1 Influencer's IG Page | 30 |
| 3 Posts on 1 Influencer's IG Page | 40 |
| 4 Posts on 1 Influencer's IG Page | 55 |
| 5 Posts on 1 Influencer's IG Page | 70 |
| 6 Posts on 1 Influencer's IG Page | 80 |

* PRICE PER MONTH



EMAILS

Email campaigns to our database of customers and merchants will allow you to reach thousands of customers and is effective in building brand recognition and excitement. You may choose from various packages available.

- Select your own content
- Design your own artwork or let our experts do it
- Pay as you go



| LISTINGS | PRICE (BHD) |
|--------------------|-------------|
| 5 Email Campaigns | 20 |
| 10 Email Campaigns | 40 |

* PRICE PER MONTH

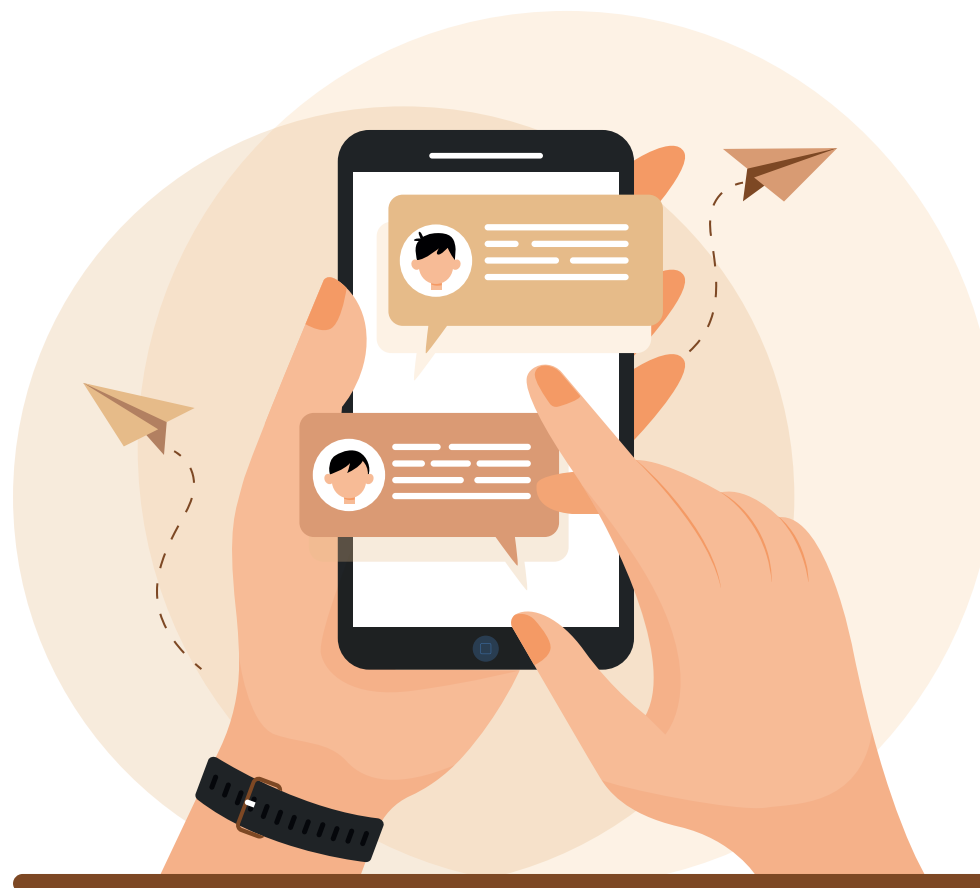
SMS

SMS campaigns to our database of customers and merchants will allow you to reach thousands of customers and is effective in building brand recognition and excitement. You may choose from various packages available.

- Select your own content
- Design your own artwork or let our experts do it
- Pay as you go

| SMS CAMPAIGN | PRICE (BHD) |
|--|-------------|
| 1 SMS Campaign for <i>(Upto 5,000 users)</i> | 20 |
| 2 SMS Campaign for <i>(Upto 5,000 users)</i> | 35 |

*** PRICE PER MONTH**



PUSH MESSAGES

App Push Messages on the **Aqaraats** app will allow you to reach thousands of customers and is effective in building brand recognition and excitement and generating new business. You may choose from various packages available.

- Select your own content
- Design your own artwork or let our experts do it
- Pay as you go

| PUSH MESSAGES | PRICE (BHD) |
|---------------------------------|-------------|
| 2 Push Messages on Mallats App | 10 |
| 4 Push Messages on Mallats App | 15 |
| 6 Push Messages on Mallats App | 25 |
| 8 Push Messages on Mallats App | 35 |
| 10 Push Messages on Mallats App | 45 |

* PRICE PER MONTH





AQARAATS REAL ESTATE

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