AQARAATS REAL ESTATE 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:

• 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

• 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

LISTING

AQARAATS

SOLUTION

A range of ERP packages to manage your business

• Procurement, Financial Management and Fixed Assets available as add-ons.

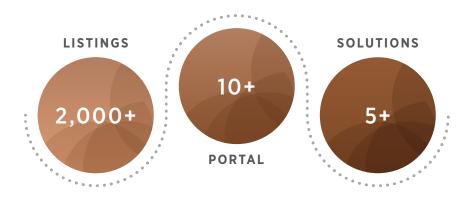
Your solution comes complete with your own Online portal and attractive listing package



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







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

Q4

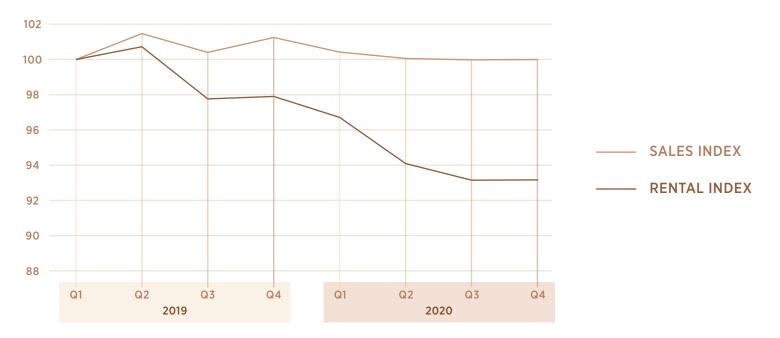


BAHRAIN COMMERCIAL PROPERTY - OVERVIEW 2020

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

PACKAGES

THE REAL PROPERTY.

DETAILS & PRICING IN DEPTH AQARAATS

LISTING PACKAGES

AQARAATS REAL ESTATE

- BEST VALUE PACKAGES

LISTINGS	BASIC	STANDARD	SUPER	ULTRA
Standard Listings	25	50	75	100
Featured Listings	12	12	12	12
FEATURES:				Y
Lead Generation from Aqaraats	\checkmark	\checkmark	\checkmark	\checkmark
Visit & Hit Statistics from Aqaraats for Your Organization	\checkmark	\checkmark	\checkmark	\checkmark
Visit & Hit Statistics from Aqaraats for Your Properties	\checkmark	\checkmark	\checkmark	\checkmark
Satitics for Social Media Shares for Your Properties	\checkmark	\checkmark	\checkmark	\checkmark
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 (Aqaraats FB & Instagram)	3	5	8	10
FEATURES:				
Lead Generation from Aqaraats	\checkmark	\checkmark	\checkmark	\checkmark
Visit & Hit Statistics from Aqaraats for Your Organization	\checkmark	\checkmark	\checkmark	~
Satitics for Social Media Shares for Your Properties	\checkmark	\checkmark	\checkmark	~
LISTINGS	BHD 150	BHD 200	BHD 250	BHD 300

OPTIONAL SERVICES

YOUR OWN WEBSITE:	
Upload All of Your Properties (No limit)	\checkmark
Your Own Domain	\checkmark
Website Design Templates	\checkmark
Leads Management	\checkmark
Schedule Client Visits	\checkmark
Follow Up Lead till Closure	\checkmark
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	\checkmark
Real Estate Website	\checkmark
Tenant Portal	\checkmark
CRM	\checkmark
General Ledger	\checkmark
Fixed Assets	\checkmark
Procurement	\checkmark
HRMS	\checkmark
Time Attendance	\checkmark
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 AQARAATS



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 MONT	н

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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
-	70
+15 Featured Listings	
+20 Featured Listings	90
* PRICE PER MONT	н

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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 MONT	н

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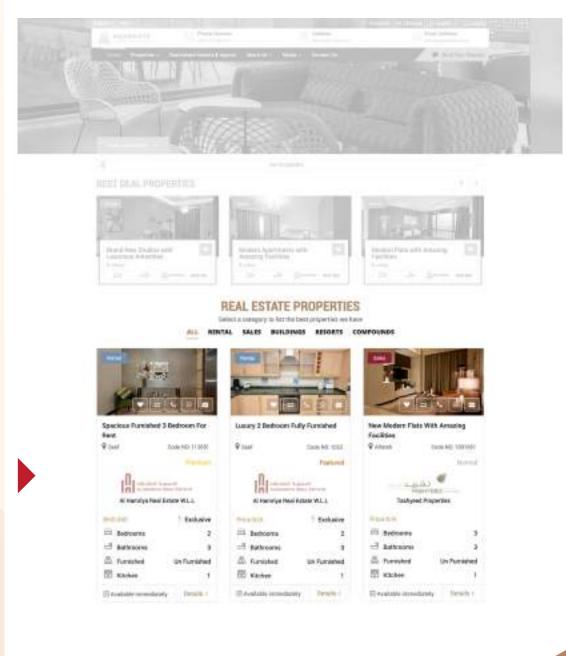


TOP HIGHLIGHTS

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 MONT	н





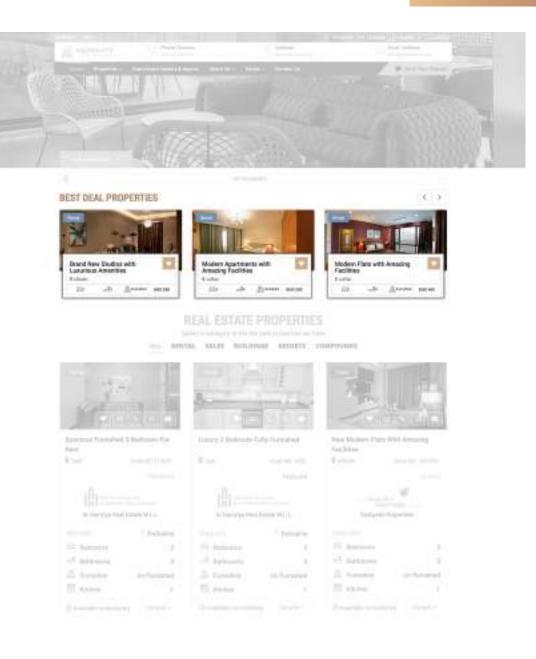
SMART ADS

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



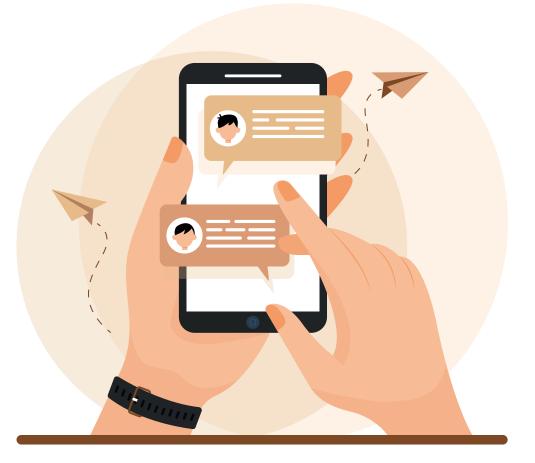
LISTINGS	PRICE (BHD)
5 Email Campaigns	20
10 Email Campaigns	40
* PRICE PER MONTH	



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 (Upto 5,000 users)	20
2 SMS Campaign for (Upto 5,000 users)	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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