



 **RECAP**
BUILD THE MOST OF TOMORROW



Who we are ?

RECAP was established in January 2014 offering full-line integrated solutions and specific tailor-made sector solutions. RECAP provides a variety of products and services for its clients. Products and services spans from running institutional Analysis and Assessment, to providing Professional Development, Complete Business Solutions, and training in accordance with international benchmarks and best practice.



Mission

To **raise the bar** of Real Estate Business related professional competencies offering a mixture of sound theoretical and practical knowledge in a real-world environments.
Deliver **cost effective** and **best fit Consulting in Real Estate Business Transformation**, Performance Improvement and Continuous Improvement Services.
To **unveil legitimate careers in Egypt** and to enable the youth to successfully pursue those careers in Real Estate Industry.

Vision

RECAP Vision To become the leading professional gateway to a life changing experience by providing a full fledged of Real Estate Training & competence development , business consultancy and marketing consultancy

Value

Commitment: We are dedicated to the success of our clients, partners and to one another.
Excellent Customer Experience: We must always provide the highest level of customer service. We do this by being courteous, prompt and finding the right solution.
Integrity: We represent consistent ethical and moral standards through our words, deeds and actions.
Quality: We provide customized innovative and strategic solutions to meet the needs of our clients.
Trust: We respect the needs of our clients. We are committed to consistently striving for the trust of clients by meeting our commitments and keeping our words.

Our aim is to steer all our clients to excellence through all our engagements, be it small incremental initiatives to balloon blast transformational initiatives.

Chairman
Tamer Mahfouz



RECAP Achievements

- ★ Conduct 450+ Corporate Training
- ★ 50+ Business / Marketing Strategies
- ★ 20+ Feasibility Studies
- ★ 20+ Tenant Mix and Leasing Strategies



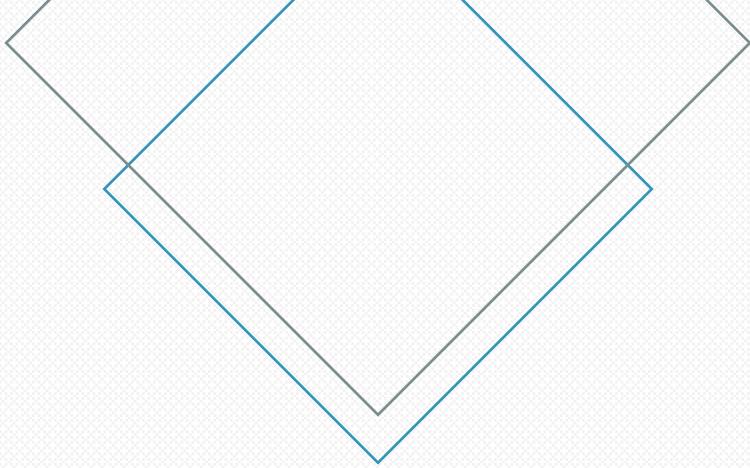


RECAP SERVICES



Real Estate Consultation

Real Estate Academy



Real Estate Consultation



Real Estate Consultation

Market Research

● RECAP offers its integrated and comprehensive Research and Development service lines based on market insights from RECAP's perspective, feedback on the supply and demand, as well as define the market gaps.

Feasibility Studies

● RECAP conducts in-depth feasibility studies that assess the viability and potential of real estate projects. This involves a thorough analysis of the financial market conditions, including economic trends and investment opportunities. Additionally, they evaluate the technical aspects of the project, such as construction feasibility, site analysis, and infrastructure requirements.

Financial Consultancy

● Financial Studies check the project viability in terms of financials and business model, Determine the project's viability and if any conditions need to be met before investment and Gain accurate information of potential projects based on a thorough review of specifications, licenses, permits, location, site visits, and economic analysis.

Leasing Strategy Development

● Effective leasing strategies are vital for occupancy and revenue generation. RECAP assists in developing leasing strategies that attract and retain high-quality tenants, maximize rental income, and ensure optimal space utilization.

Tenant Mix Strategy Development

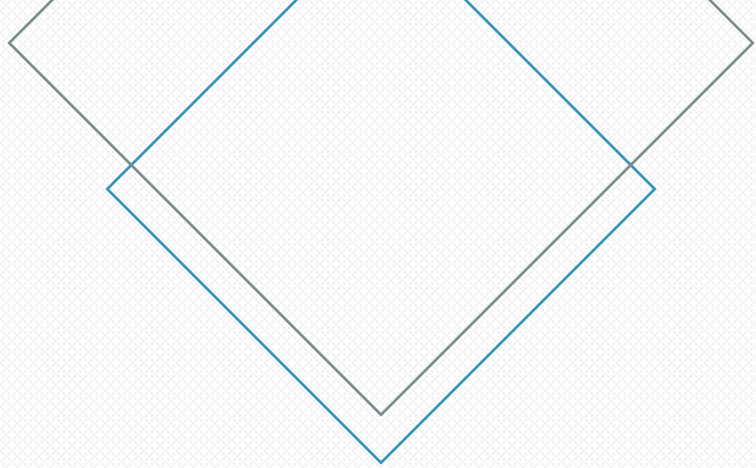
● RECAP's expertise extends to crafting tenant mix strategies that optimize the composition of tenants within a development. By considering factors such as target demographics, market trends, and complementary businesses, they help create a well-balanced and appealing tenant mix.

Real Estate Consultation

Landlord / Tenant Representation	● Strategic asset analysis, including tenant demand, financial position, market, and competition Comprehensive property positioning, including marketing plan, collateral development, and budget preparation and management.
Corporate Restructuring	● In times of change, RECAP assists real estate developer companies with corporate restructuring strategies. This involves evaluating the current organizational structure, identifying areas for improvement, and implementing changes to enhance efficiency and agility.
Real Estate Startup	● For aspiring real estate startups, RECAP offers tailored guidance and support. They assist in defining the startup's vision, mission, and strategic goals. This service includes market research, identifying target markets, and crafting a compelling value proposition to establish a strong foundation for the new venture.
Competitive Analysis	● Understanding the competitive landscape is essential for gaining a competitive edge. RECAP conducts thorough competitive analyses, identifying key competitors, market trends, and potential challenges. This insight informs strategic decisions and helps real estate developers stand out in the market.
Marketing Strategy	● A well-crafted marketing strategy is crucial for attracting potential buyers and investors. RECAP devises customized marketing strategies that leverage market trends and consumer behavior to effectively promote real estate projects. This includes branding, messaging, and channels to reach the target audience.

Real Estate Consultation

Business Planning	●	Developing a solid business plan is essential for the success of any real estate venture. RECAP assists clients in creating comprehensive business plans that outline the project's objectives, strategies, operational plans, and financial projections. These plans serve as roadmaps for efficient project execution.
Sales Strategy	●	To optimize sales and revenue, RECAP formulates comprehensive sales strategies aligned with the project's goals. They provide sales planning and forecasting services, enabling developers to anticipate market demand, set realistic sales targets, and allocate resources effectively.
Pricing Strategy	●	Setting the right pricing strategy is crucial for maximizing profitability and attracting buyers. RECAP assists in developing pricing strategies that consider market dynamics, value proposition, and financial goals, ensuring optimal pricing for the real estate project.
SOP and Governance	●	Standard Operating Procedures (SOPs) and effective governance structures are vital for smooth project operations. RECAP helps establish robust SOPs and governance frameworks to ensure efficient processes, compliance, and risk management.
Employee Assessment	●	RECAP offers employee assessment services to evaluate the skills, capabilities, and performance of the workforce. This data-driven approach enables real estate developer companies to make informed decisions about talent development and resource allocation.



Real Estate Academy



Real Estate Academy

Real Estate Sales Training



Sales Management Training

Investment & Financial Analysis



Real Estate Academy

Real Estate Commercial Director Suit Diploma



Commercial Building Management Training



Real Estate Strategic Management



Real Estate Academy

Real Estate Intellectual Capital



Real Estate Marketing Blueprint



Real Estate Digital Marketing



Other Real Estate Trainings

Real Estate Sales Strategy	Real Estate Marketing	Real Estate Marketing Strategy	Real Estate Operation	Real Estate Data Analysis	Real Estate Business Development	Real Estate Call Center
Real Estate Human Resource	Real Estate Law	Real Estate Research and Development R&D	Real Estate Finance	Real Estate Economics	Real Estate Pricing	Real Estate Commercial
Real Estate Leasing	Real Estate Tenancy Mix	Real Estate Property Management	Real Estate Asset Management	Real Estate Facility Management	Real Estate Valuation Management	Real Estate Sustainability & Green Building
Real Estate Risk Management	Real Estate Investment	Fundamentals of Analyzing Real Estate Investments	Real Estate Return Measurement	Impact of Debt on Real Estate Return	Real Estate Investment Strategies	Real Estate Financing & Mortgage
The Real Estate Financial Modeling Bootcamp	Real Estate Due Diligence	Real Estate Waterfall framework	Understanding Mortgages and Home Equity	Financial Leasing	Anti Money Laundry	Real Estate Development Fund

Recent Client Features

Al Ahly Sabbour	DMG – Mountain View	REDCON	MNHD	Dorra Group	Paragon Development	Nile Development	Menassat Development	RADIX development	EL EZZ Development	NTG Development
Dubai Development	Wadi Degla	Akam Development	United Development	Mazaya developments	Archplan Development	EGYGAB Development	Residence Development	ARABCO Development	Kandeel Development	Sorouh Development
JD - Jebal Development	Beta Egypt	Master Group	Laverde Development	Roaya Group	LEMAR Development	Ebny Development	El Shennawy Group	ARQA Developments	Nawassy Developments	Al Riyadh Misr Developments
Cornerstone Development	Top management Real Estate	Crew Real Estate	Center Point Development	Memar Degla Development	Uptown 6 October	RED - real estate domain	MLS Realty	Property Street	Eleven Real Estate	SKI Real Estate
Kreativ Real Estate	EGY Property	The Advisor	Backyard Real Estate	Florida real estate	Citadel Real Estate	Need Investment	Backyard Real Estate	Eight Development	Kayan Real Estate	La Sirena Development
IGI Real Estate	The Address	Artal Development	Real Mark	Al Naser Development	Capital Link Development	XLand Development	Century 22	El Batal Development	Murabhat Real Estate	ERA Real Estate
Sky Walk Development	GIG Real Estate	El Asema Development	Atruim Real Estate	Mabany Edris	Travco Property	Property Advisor	Verona Development	New Selection Real Estate	New Avenue Real Estate	The Mediator
Next Home	Better Home Development	Impact Investments	Summit Real Estate	Eastern Development	Royal Development	Living Yard	Landscape Real State	BYC Real Estate	PACT Development	Rejan Developments

Thank You



Get in Touch With Us

Send us a message or visit us
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