



AQARAATS
BUSINESS KIT
BAHRAIN 2021

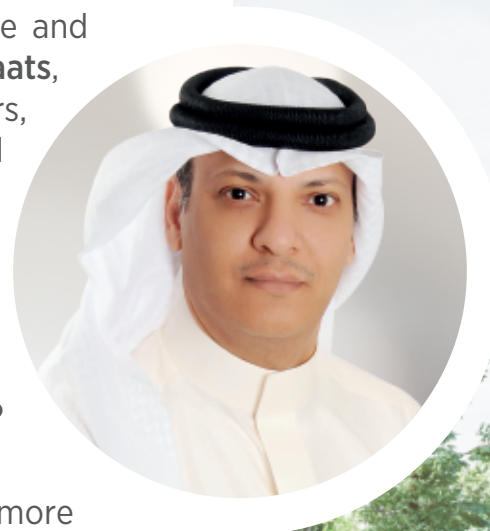
WELCOME

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

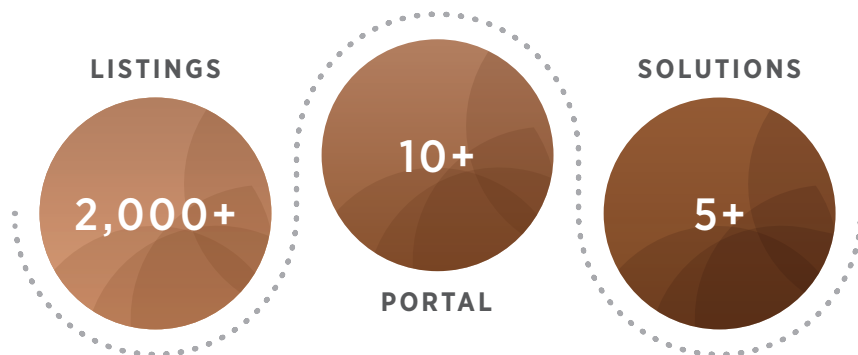


AQARAATS BAHRAIN

- 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 two house icons. The graph shows an overall upward trend. The text "REAL ESTATE" is centered below the graph.

REAL ESTATE

MARKET INSIGHT &
SEARCH TRENDS

BAHRAIN RESIDENTIAL PROPERTY

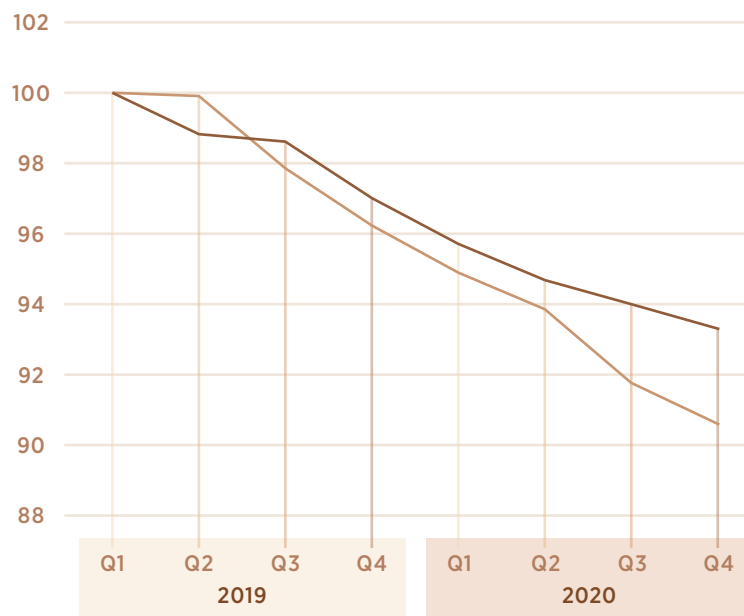
- OVERVIEW Q4 2020

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.

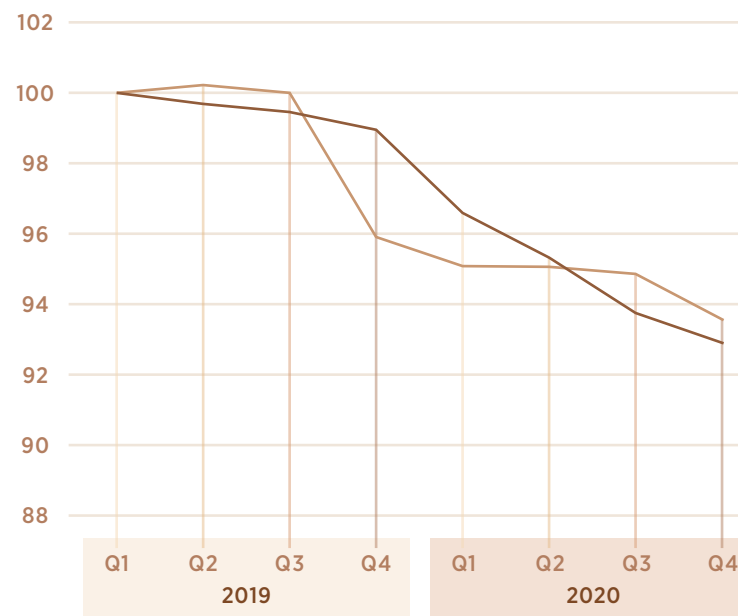
Rental values at the lower end and mid-market villa developments remained largely stable compared to Q3.

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

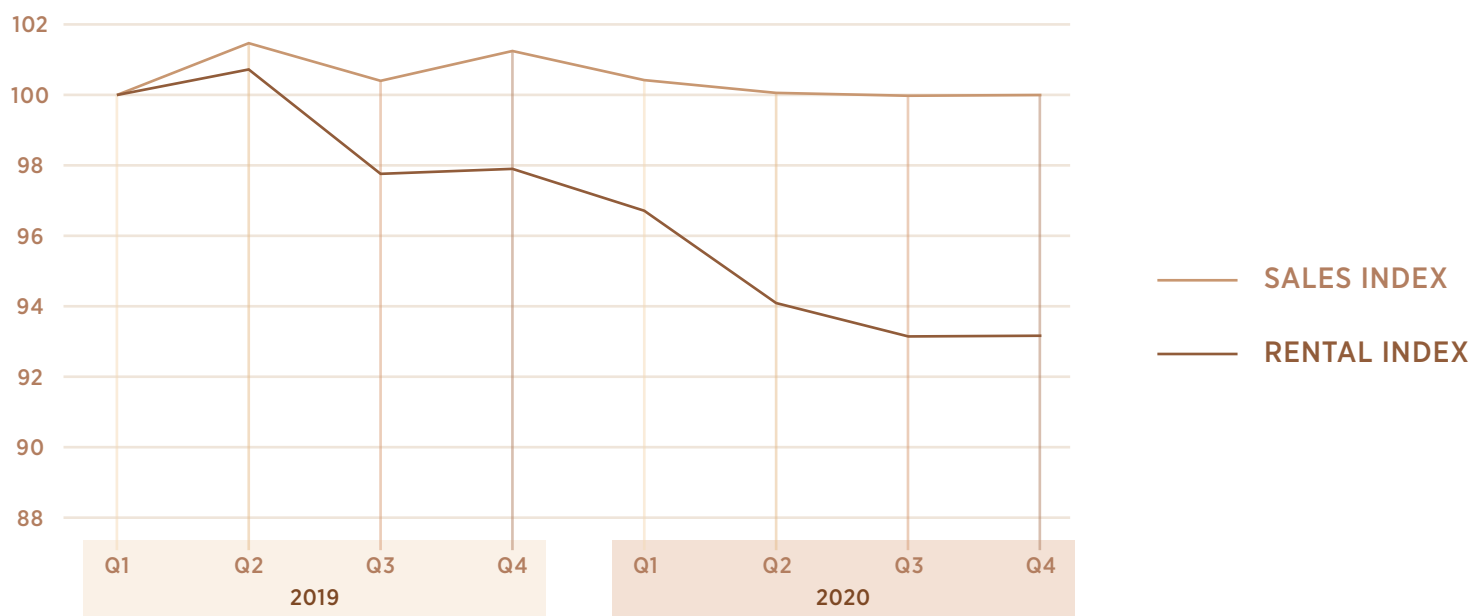
- OVERVIEW 2020

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 IN DEPTH

LISTING PACKAGES

- BEST VALUE PACKAGES

	BASIC	STANDARD	SUPER	ULTRA
Standard Listings	50	70	90	100
Featured Listings	10	10	10	10
Premium Listings	-	-	-	-
Video	-	-	-	-
Category Top Highlight	-	-	-	-
Call Tracking	-	-	-	-
Smart Ads	-	-	-	-
EDM	-	-	-	-
Social Media <i>(Aqaraats FB & IG)</i>	-	-	1	2
Influencers ^(A)	-	-	-	-
Emails ^(B)	-	-	1	2
SMS Campaign <i>(Upto 5,000 users)</i>	-	-	-	1
APP Push Messages ^(B)	-	-	1	2

(A) Number of Banner Ads

(B) Number of campaigns to registered aqaraats.com users

- SUPREME PACKAGES

	BASIC	STANDARD	SUPER	ULTRA
Standard Listings	150	200	300	400
Featured Listings	10	15	25	30
Premium Listings	2	4	6	8
Video	-	-	1	2
Category Top Highlight	-	-	1	1
Call Tracking	-	-	-	-
Smart Ads	1	2	3	4
EDM	-	-	-	-
Social Media <i>(Aqaraats FB & IG)</i>	3	5	8	10
Influencers ^(A)	1	2	3	4
Emails ^(B)	1	2	3	4
SMS Campaign <i>(Upto 5,000 users)</i>	1	2	2	3
APP Push Messages ^(B)	2	4	6	8

AQARAATS PACKAGES

	BASIC	SUPER	ULTRA
WEBSITE			
Online Portal	✓	✓	✓
Company Info	✗	✓	✓
Website Management	✗	✓	✓
Payment Gateway	✓	✓	✓
Media Management	✗	✗	✓
MOBILE APP			
Aqaraats Listing	✓	✓	✓
Online Portal Listing	✗	✗	✓
Tenant Portal	✓	✓	✓
Bill Payments	✓	✓	✓
BACK OFFICE			
Contracts Management	✓	✓	✓
Billing Management	✓	✓	✓
Utilities Management	✗	✗	✓
Tenant Management	✓	✓	✓
VAT Management	✗	✓	✓
Financial Reports	✗	✓	✓
LISTING PACKAGES	SILVER	GOLD	DIAMOND

- AQARAATS PACKAGES

	SILVER	GOLD	DIAMOND
Standard Listings	200	300	400
Featured Listings	15	25	30
Premium Listings	4	6	8
Video	-	1	2
Category Top Highlight	-	1	1
Call Tracking	-	-	-
Smart Ads	2	3	4
EDM	-	-	-
Social Media <i>(Aqaraats FB & IG)</i>	5	8	10
Influencers ^(A)	2	3	4
Emails ^(B)	2	3	4
SMS Campaign <i>(Upto 5,000 users)</i>	2	2	3
APP Push Messages ^(B)	4	6	8

(A) Number of Banner Ads

(B) Number of campaigns to registered aqaraats.com users

SOLUTION PACKAGES

	BASIC	SUPER	ULTRA
WEBSITE			
Online Portal	✓	✓	✓
Company Info	✗	✓	✓
Website Management	✗	✓	✓
Payment Gateway	✓	✓	✓
Media Management	✗	✗	✓
MOBILE APP			
Aqaraats Listing	✓	✓	✓
Online Portal Listing	✗	✗	✓
Tenant Portal	✓	✓	✓
Bill Payments	✓	✓	✓
BACK OFFICE			
Real Estate <i>(Contracts, Billing, Settlements)</i>	✓	✓	✓
Tenant Management	✓	✓	✓
Financial Management	✓	✓	✓
Fixed Assets Management	✗	✗	✓
Procurement & Expenses	✗	✗	✓
Financial Reports	✗	✓	✓
LISTING PACKAGES	SILVER	GOLD	DIAMOND

- AQARAATS PACKAGES

	SILVER	GOLD	DIAMOND
Standard Listings	200	300	400
Featured Listings	15	25	30
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Category Top Highlight	-	1	1
Call Tracking	-	-	-
Smart Ads	2	3	4
EDM	-	-	-
Social Media <i>(Aqaraats FB & IG)</i>	5	8	10
Influencers ^(A)	2	3	4
Emails ^(B)	2	3	4
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(A) Number of Banner Ads

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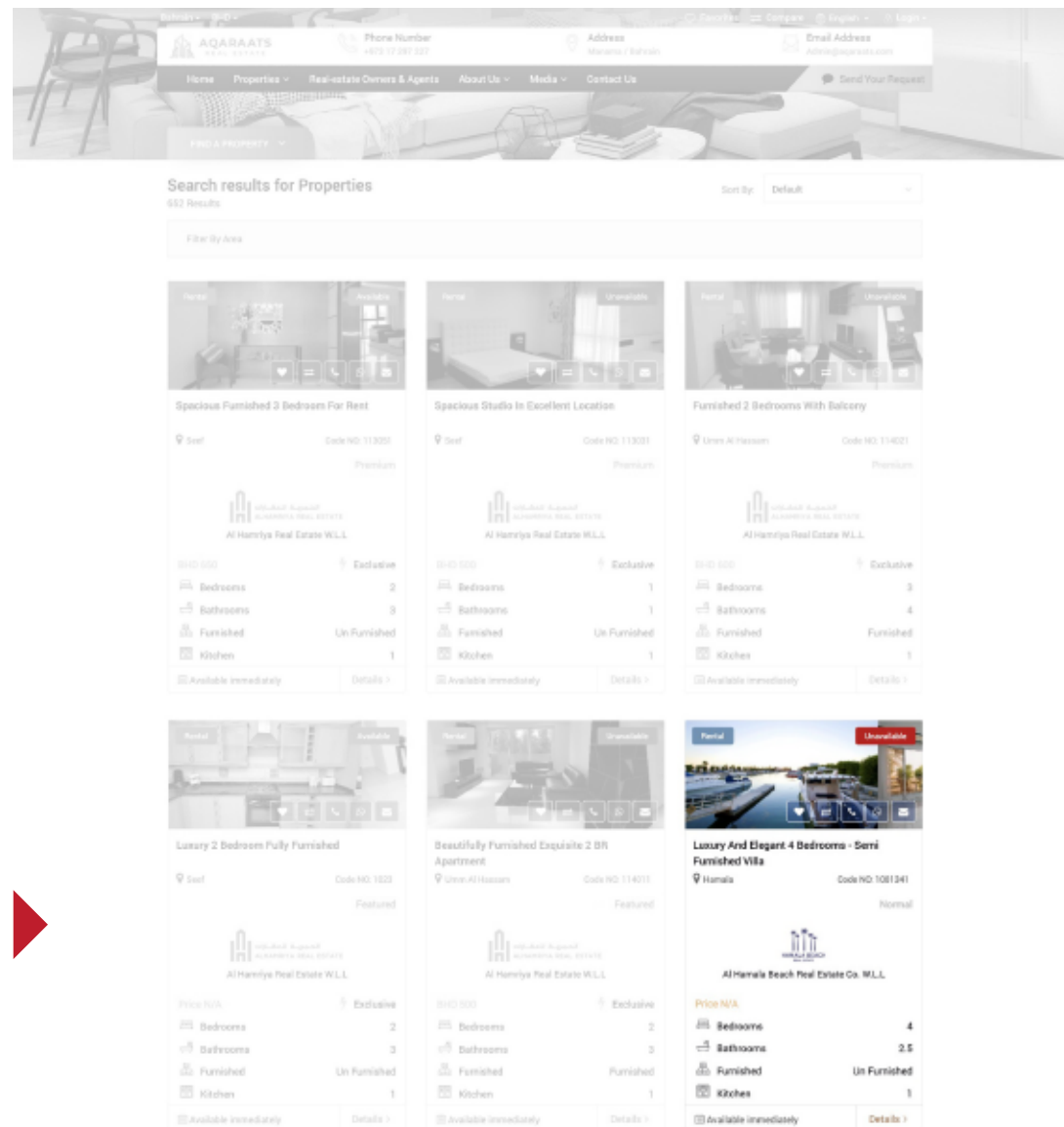
ADVERTISEMENT

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.

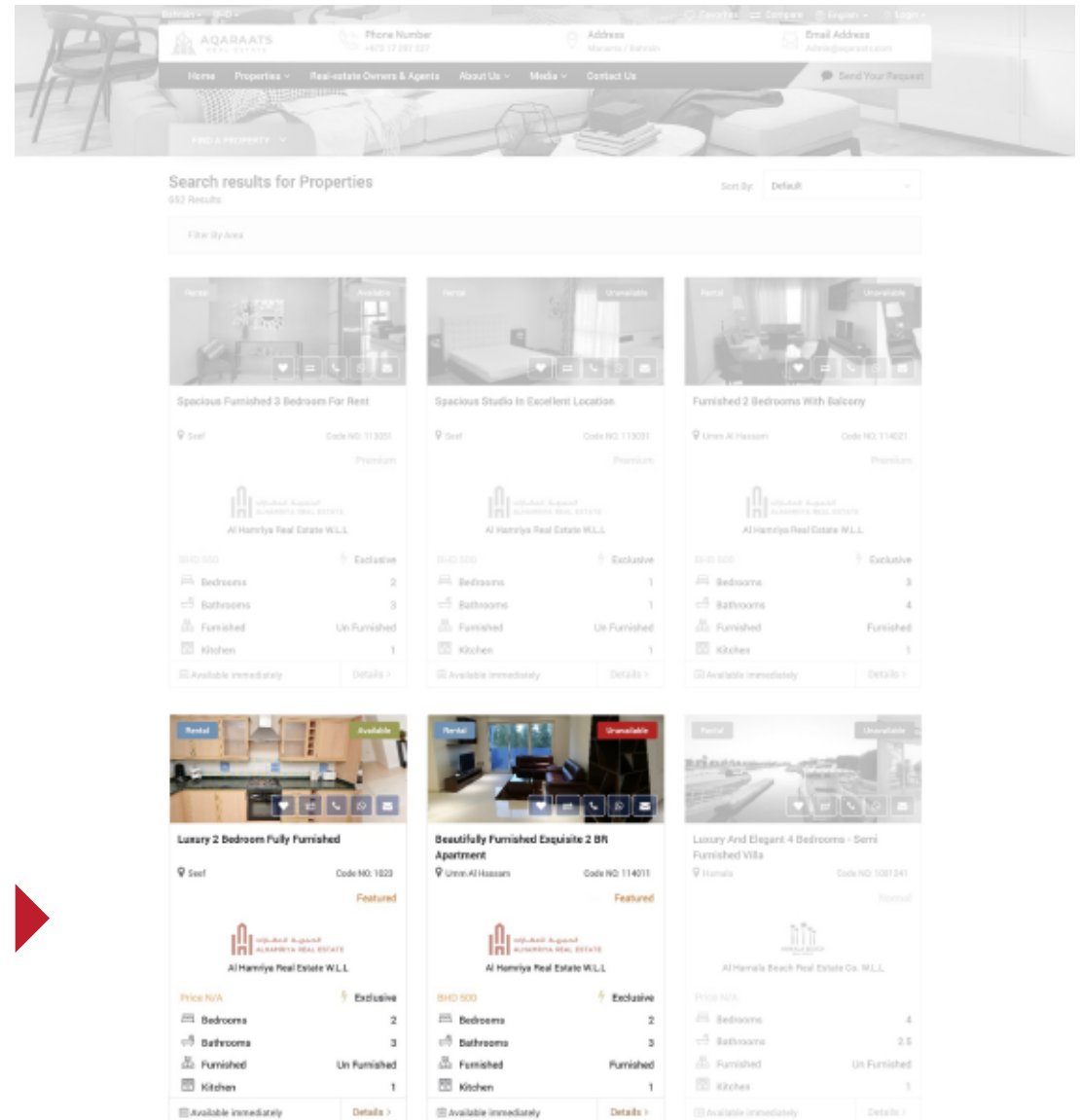
- Add your properties for specific period
- Pay as you go
- Choose as per your requirement from multiple packages



FEATURED LISTINGS

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

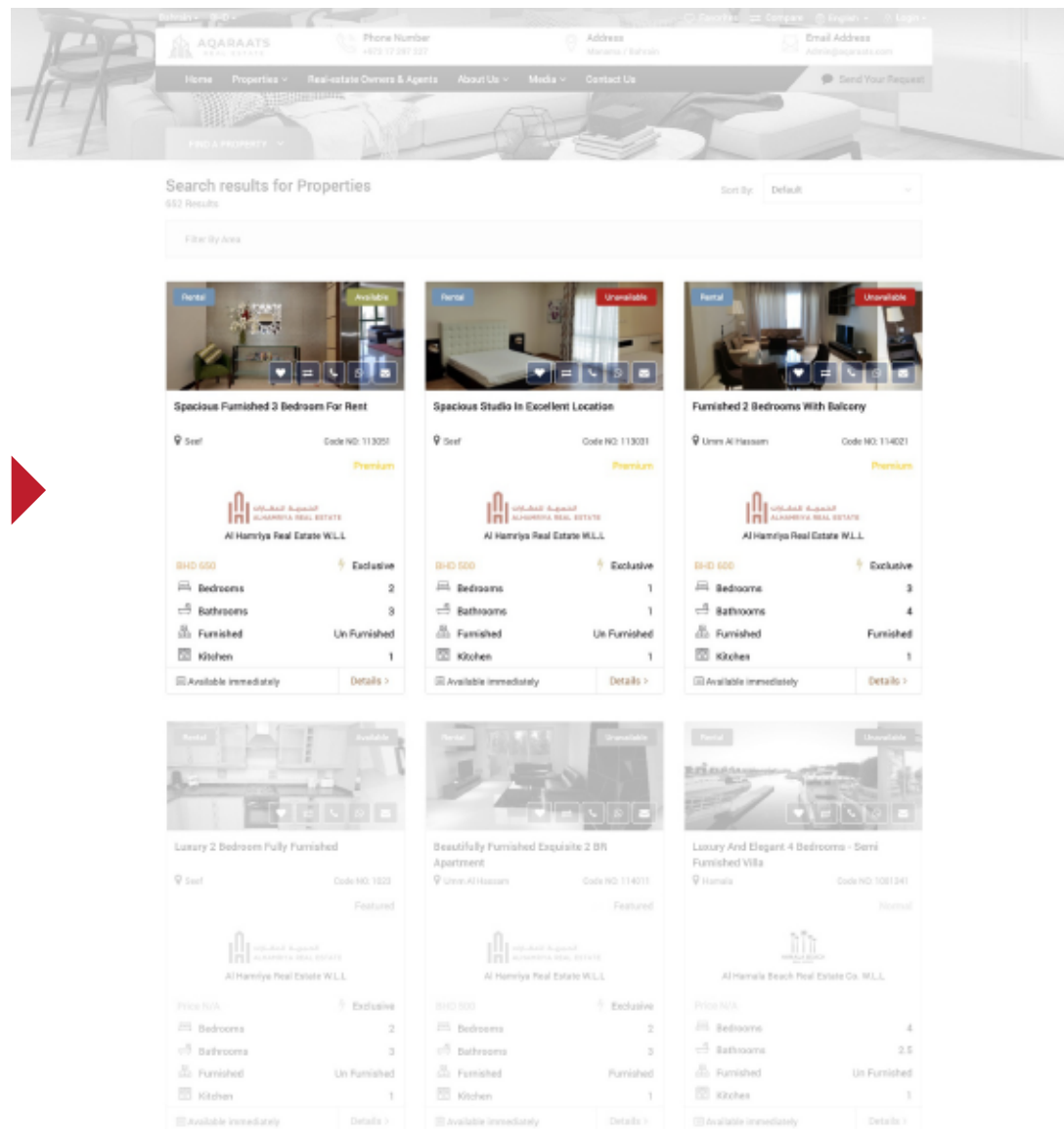
On average, Featured Listings receive 5 times more leads than standard listings!



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!

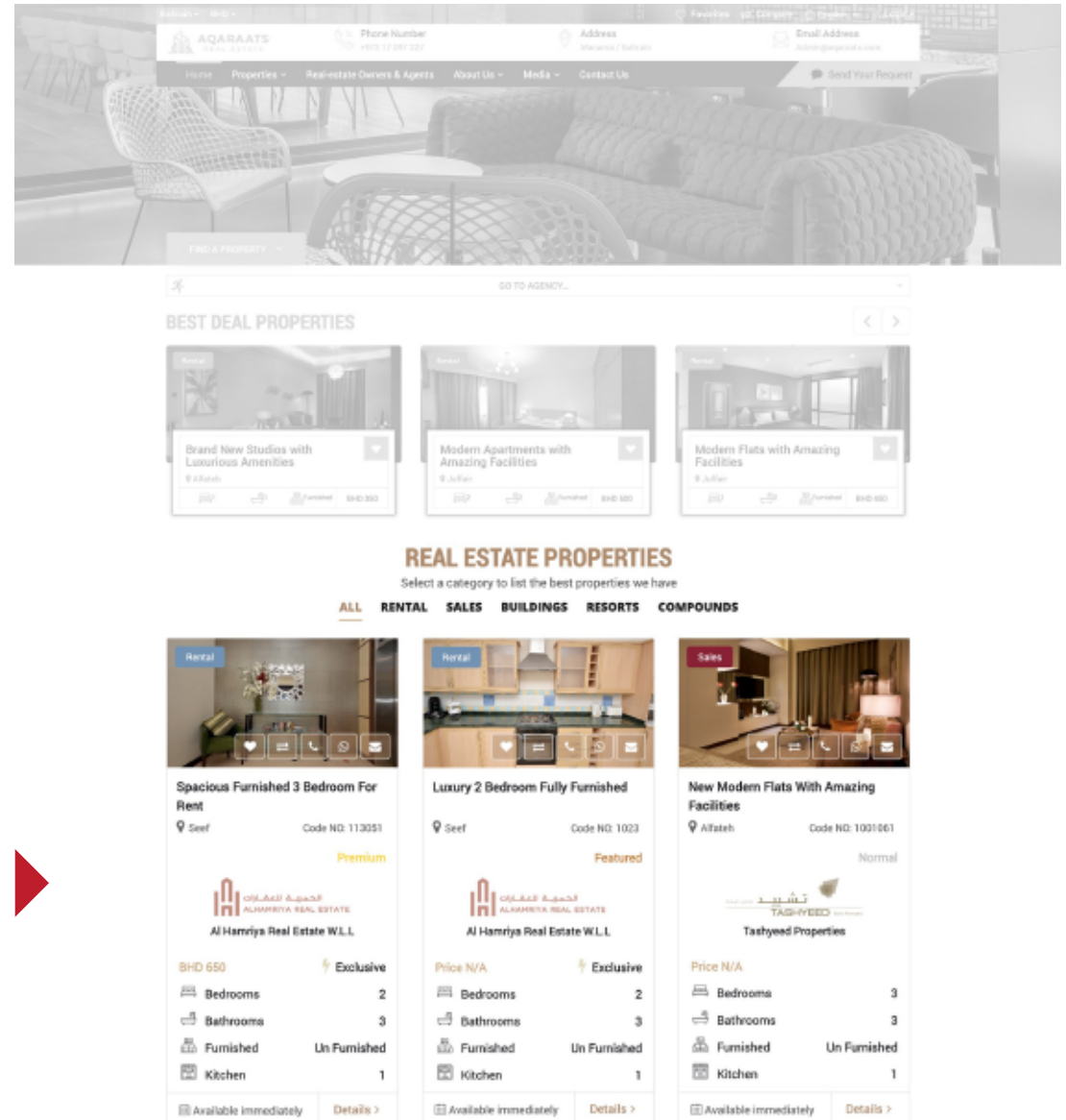
Premium listings appear at the very top of search results, above Featured and Standard listings!



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.

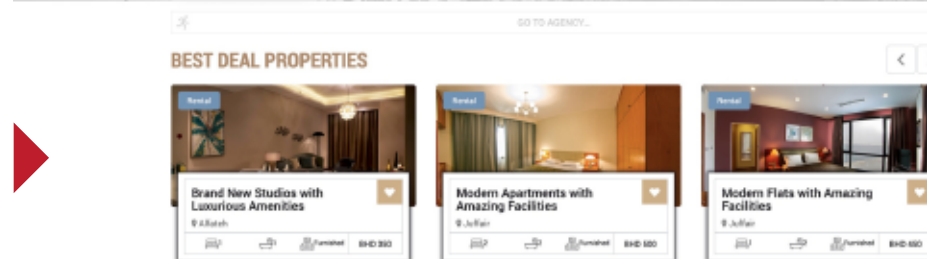
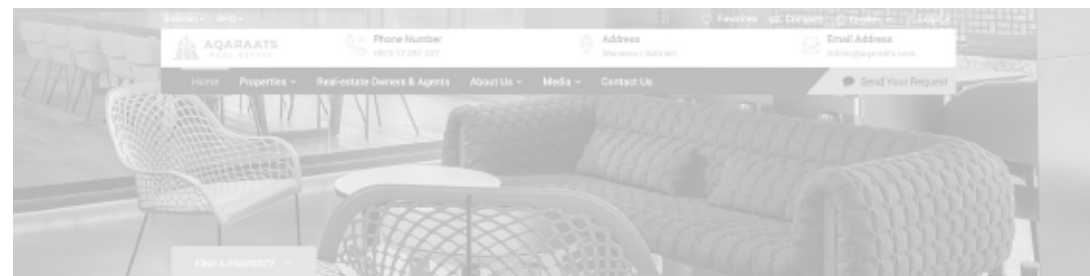


SMART ADS

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!



REAL ESTATE PROPERTIES

Select a category to list the best properties we have

ALL RENTAL SALES BUILDINGS RESORTS COMPOUNDS

ALL	RENTAL	SALES	BUILDINGS	RESORTS	COMPOUNDS
 <p>Spacious Furnished 3 Bedroom For Rent Seef Code NO: 113051 Premium Al Hamriya Real Estate W.L.L. BHD 650 Exclusive Bedrooms: 2 Bathrooms: 3 Furnished: Un Furnished Kitchen: 1 Available immediately Details ></p>	 <p>Luxury 2 Bedroom Fully Furnished Seef Code NO: 1003 Featured Al Hamriya Real Estate W.L.L. Price N/A Exclusive Bedrooms: 2 Bathrooms: 3 Furnished: Un Furnished Kitchen: 1 Available immediately Details ></p>	 <p>New Modern Flats With Amazing Facilities Alfateh Code NO: 1001001 Normal Tashveed Properties Price N/A Bedrooms: 3 Bathrooms: 3 Furnished: Un Furnished Kitchen: 1 Available immediately Details ></p>			

SOCIAL MEDIA

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

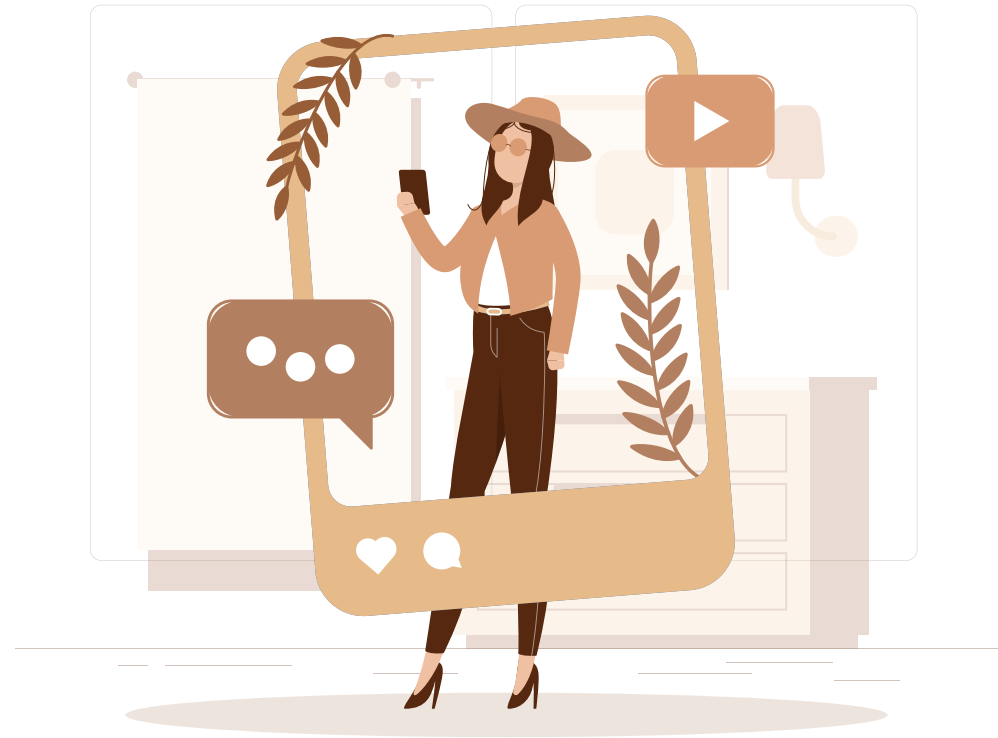
- Select your own content
- Design your own artwork or let our experts do it
- Pay as you go



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



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



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



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





AQARAATS REAL ESTATE

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