



AQARAATS
BUSINESS KIT
BAHRAIN 2021

AQARAATS PROPOSAL TO CARLTON REAL ESTATE

Dear Mr. Mahmood,

Thank you for meeting us in our office we are very pleased to propose a 3 year agreement to Carlton Real with special benefits including a free unlimited listings package for the first three months and discounted listing for the remainder of the first year with successive increases in the years following which have been detailed in the accompanying media kit which details website, mobile app, and back office functionality.

We are very pleased to welcome Carlton Real Estate to Aqaraats and are confident in our unique ability to create new and profitable customer traffic for your business focusing on the Bahraini and Arabic speaking market for sales of residential property.

Please review our proposal and let us know if you have any special requirements or if any clarification is needed or alternatively please confirm your agreement to our proposal and we will ask your team to provide us with an Excel sheet including pictures of your properties to upload onto Aqaraats so that we can begin creating your website.

Yours sincerely,



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

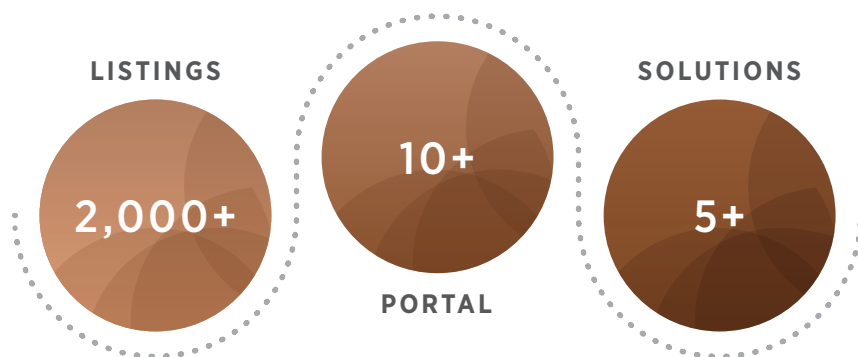


AQARAATS BAHRAIN

- 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





REAL ESTATE

MARKET INSIGHT &
SEARCH TRENDS

BAHRAIN RESIDENTIAL PROPERTY

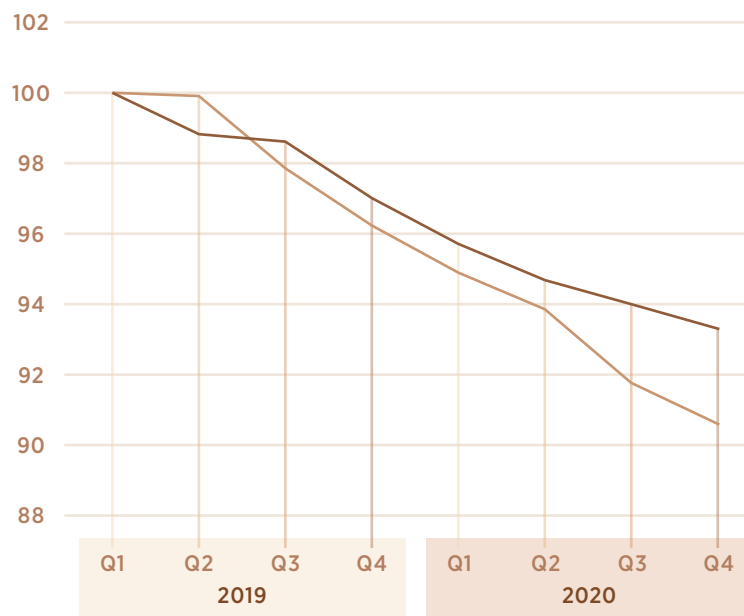
- OVERVIEW Q4 2020

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.

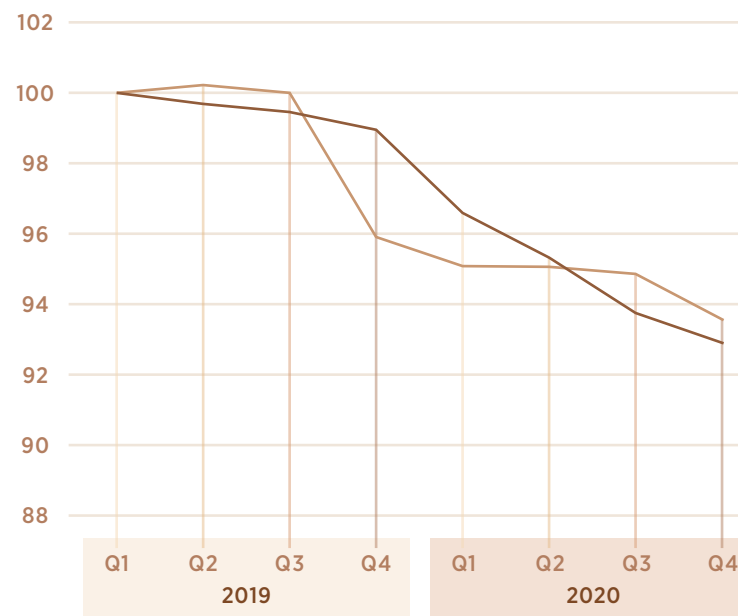
Rental values at the lower end and mid-market villa developments remained largely stable compared to Q3.

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

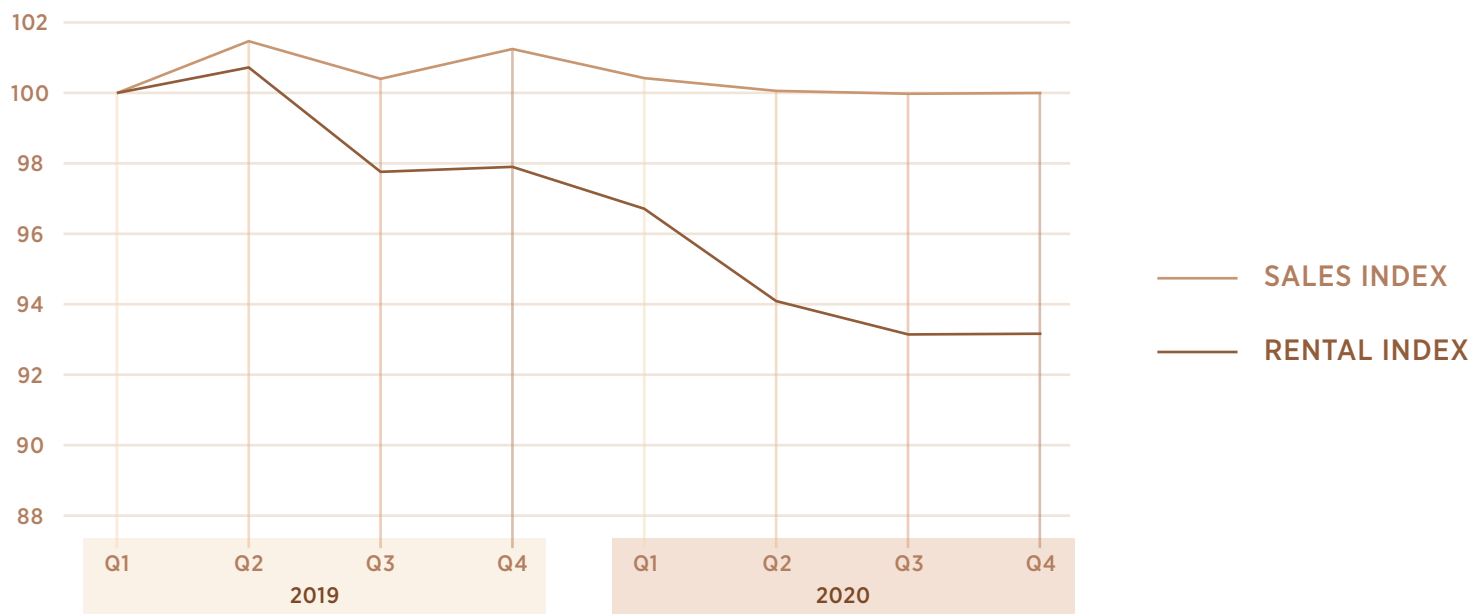
- OVERVIEW 2020

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

AQARAATS PACKAGES

	ULTRA
WEBSITE	
Online Portal	✓
Company Info	✓
Website Management	✓
Media Management	✓
MOBILE APP	
Aqaraats Listing	✓
Online Portal Listing	✓
Customer Portal	✓
BACK OFFICE	
CRM	✓
SMS CAMPAIGN COST (PER SMS)	8 FILS

- AQARAATS PACKAGES

	0-3 MONTHS	4-12 MONTHS	2 YEARS	3 YEARS
Standard Listings	Unlimited	Unlimited	Unlimited	Unlimited
Featured Listings	50	30	30	30
Premium Listings	10	8	8	8
Video	2	2	2	2
Category Top Highlight	2	1	1	1
Smart Ads	4	4	4	4
EDM	-	-	-	-
Social Media <i>(Aqaraats FB & IG)</i>	10	10	10	10
Influencers ^(A)	4	4	4	4
Emails ^(B)	4	4	4	4
APP Push Messages ^(B)	8	8	8	8
MONTHLY FEES	NIL	300	600	600

(A) Number of Banner Ads

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



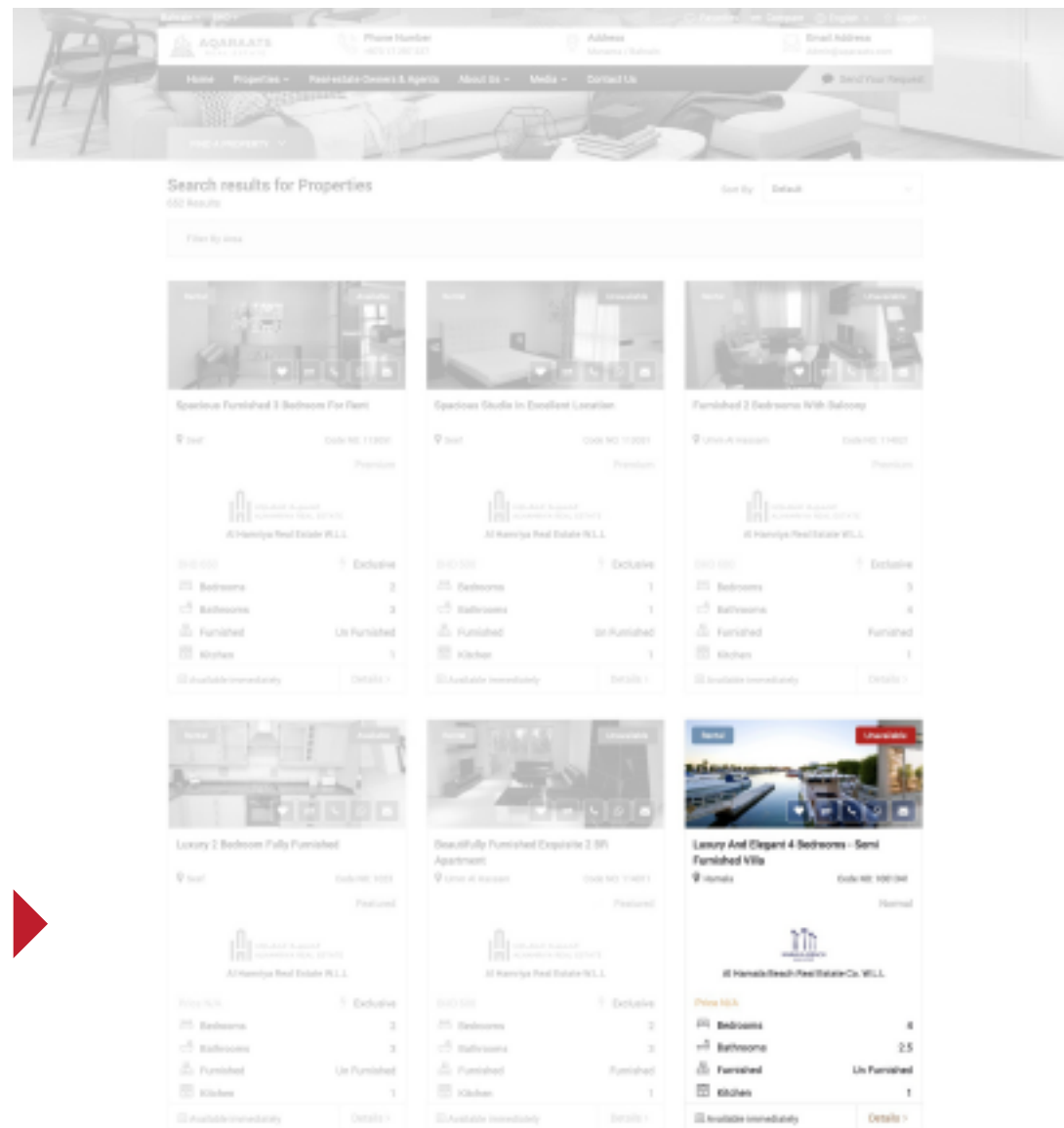
ADVERTISEMENT

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



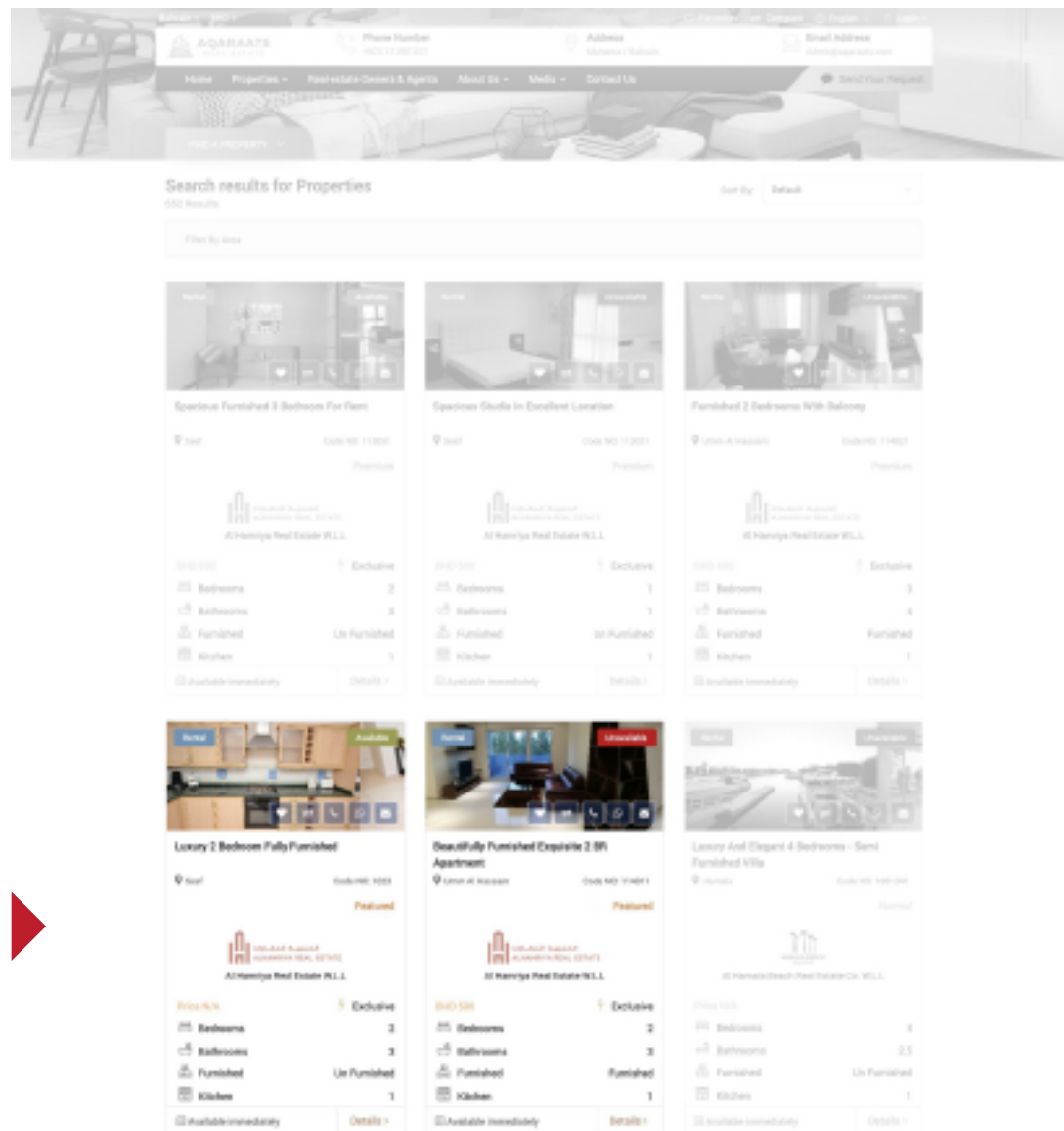
LISTINGS	PRICE (BHD)
+20 Standard Listings	15
+40 Standard Listings	45
+50 Standard Listings	55

*** 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!



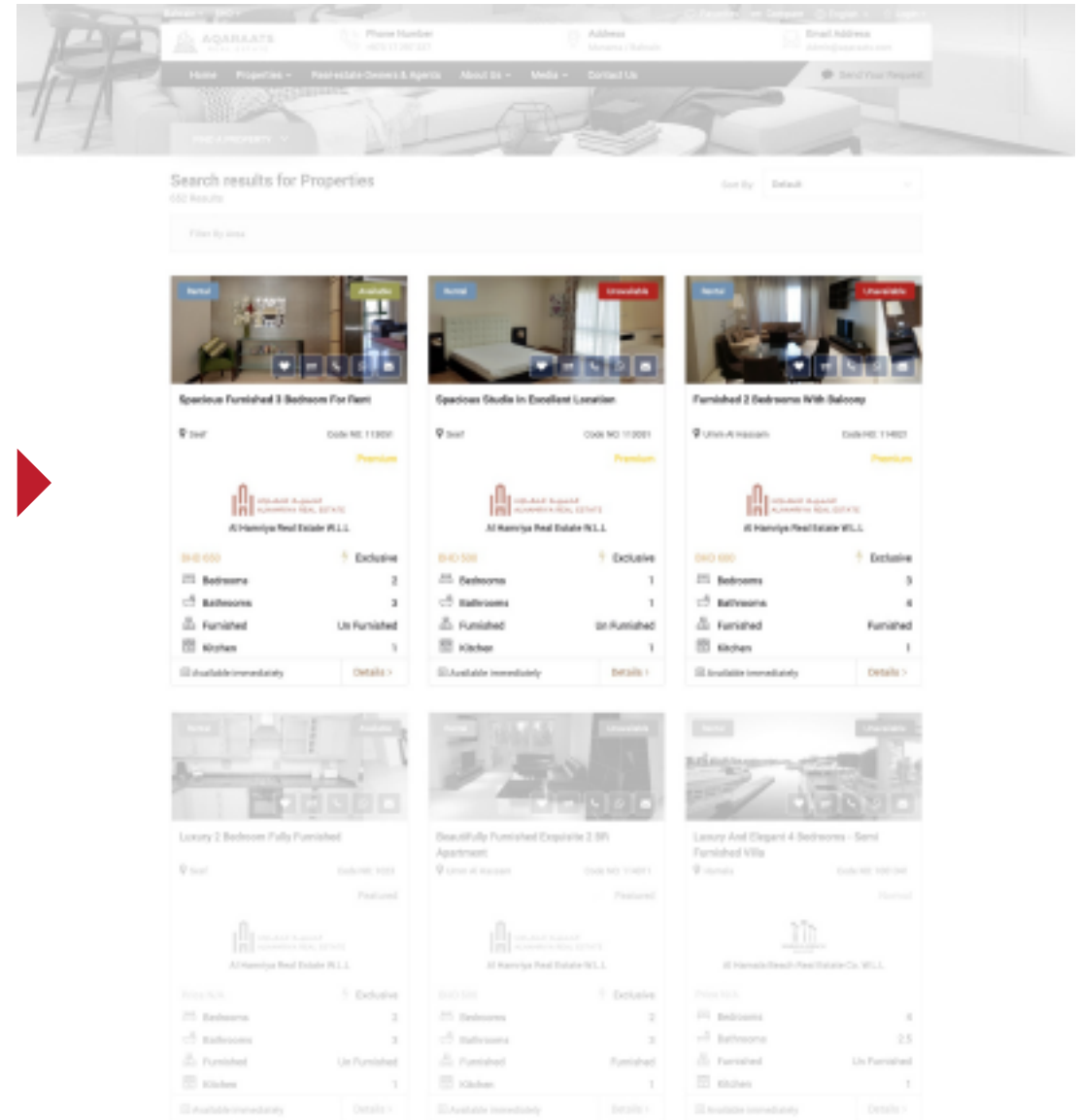
LISTINGS	PRICE (BHD)
+5 Featured Listings	25
+15 Featured Listings	70
+20 Featured Listings	90

* 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.



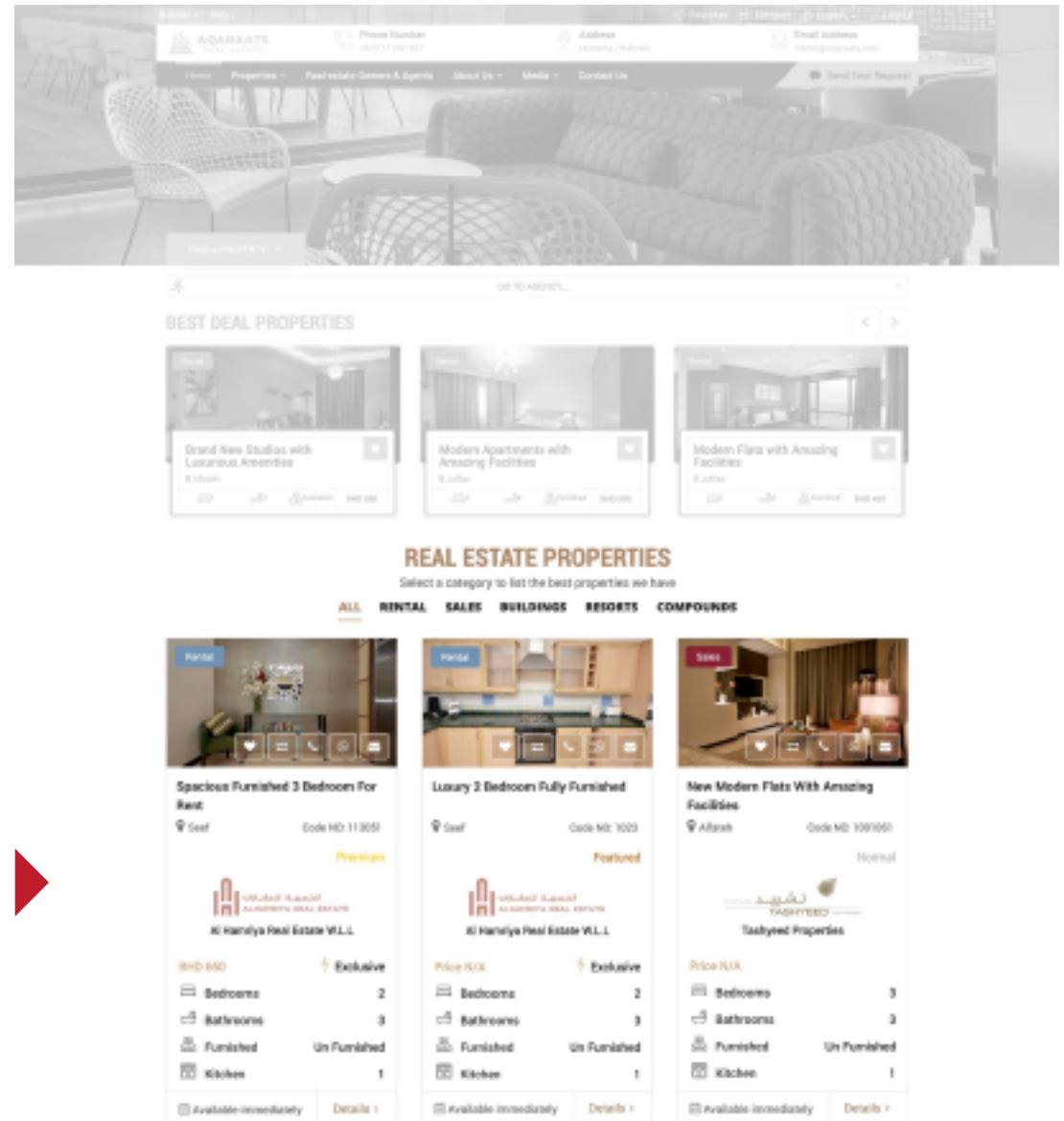
LISTINGS	PRICE (BHD)
+2 Premium Listings	40
+4 Premium Listings	150
+6 Premium Listings	220

*** 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.



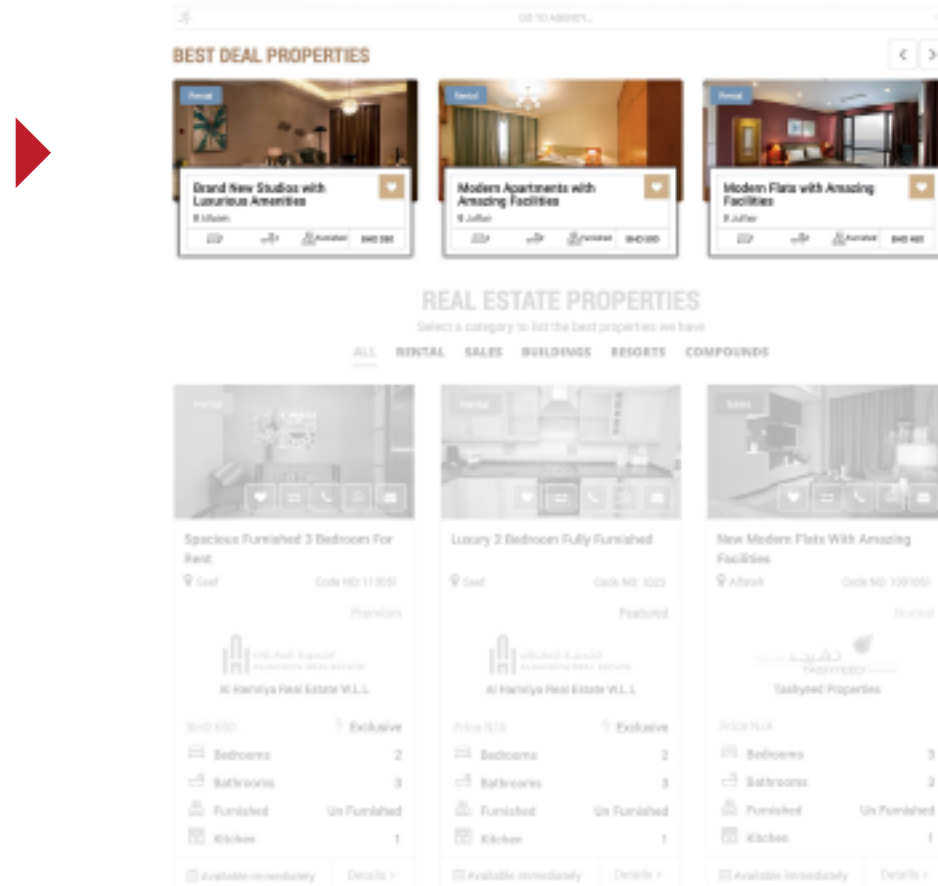
LISTINGS	PRICE (BHD)
Per Category	100
* PRICE PER MONTH	

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



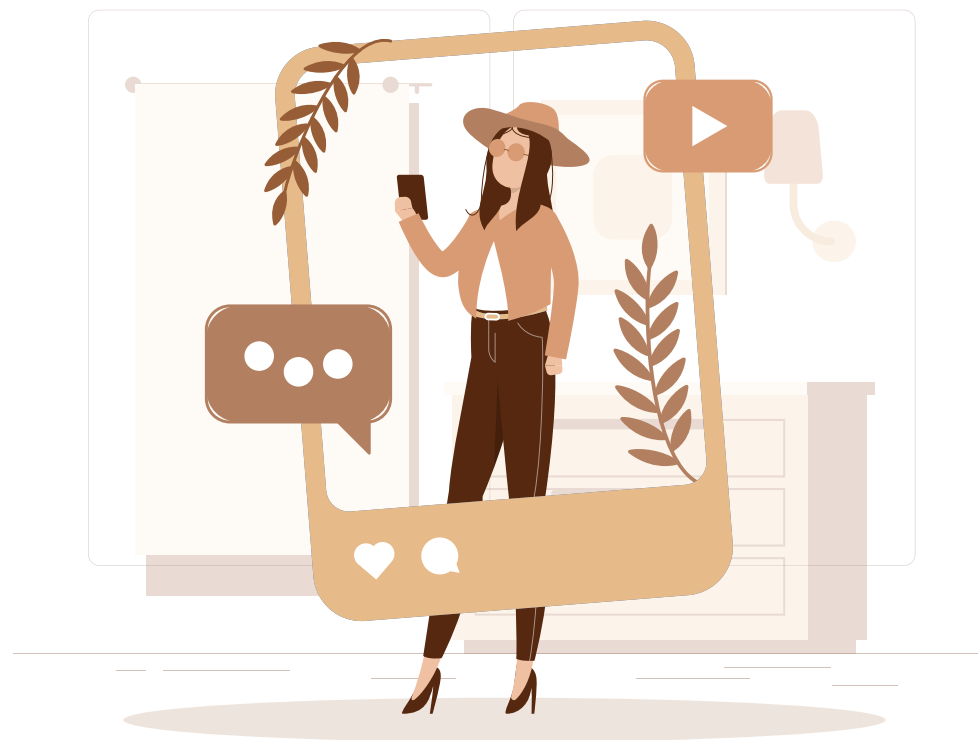
INFLUENCERS

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

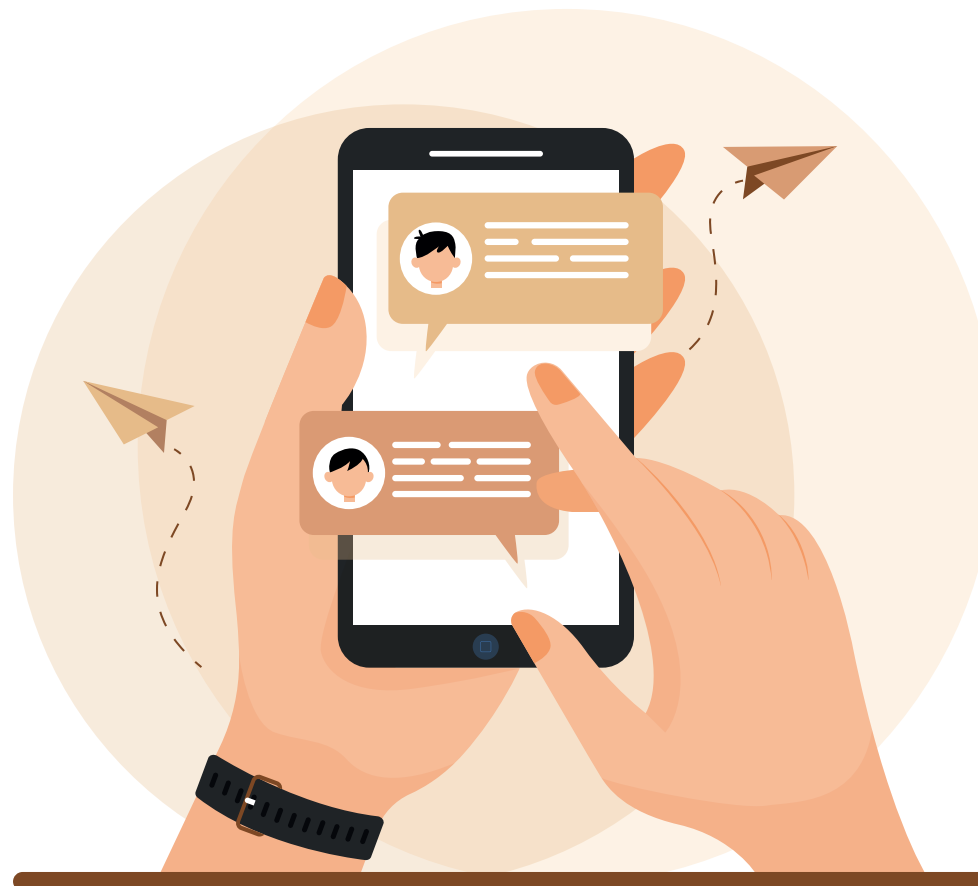
SMS

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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