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28

We operate at 28 offices (and counting) across the Middle East and Asia



1,200,000

bhomes.com receives over 1.2 million page views per month

18,600

Our magazine provides the latest property listings and enjoys a circulation of over 18,600 copies per month across the UAE



200

We have over 200 consultants in the UAE, and many more internationally



1000's

Our Property Management division looks after 1000s of units in the UAE and around the world



360°

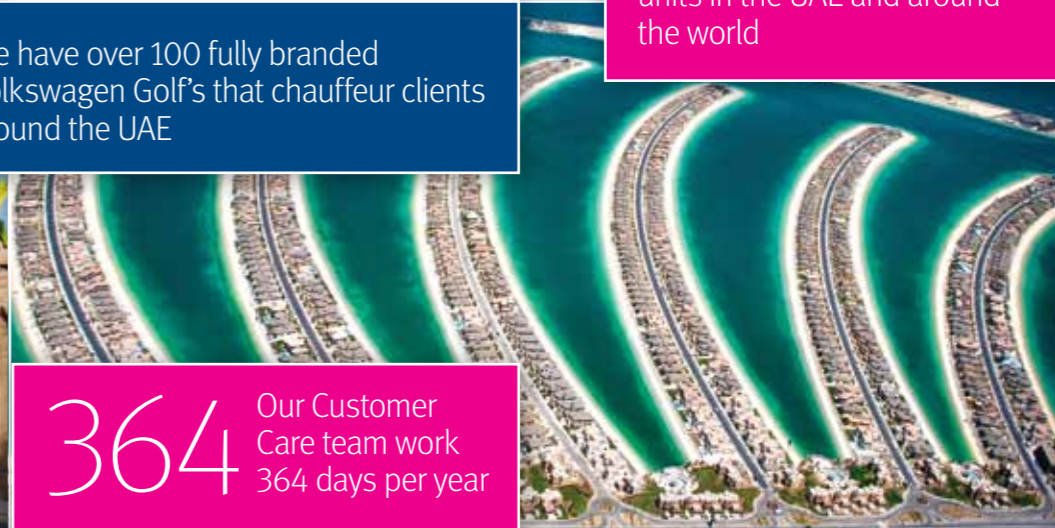
Our photography team takes professional property photographs and produces floor plans and 360° tours. If you're a seller, you can take full advantage to achieve a faster sale

100

We have over 100 fully branded Volkswagen Golf's that chauffeur clients around the UAE

7

Our offices are open 7 days per week and property viewings are carried out during evenings and weekends



364

Our Customer Care team work 364 days per year



“I’ve always believed that if you just work for money, you’ll never last in this business. Real estate is all about people so always put the customer first and sooner or later, success will find you.”

- Linda Mahoney, Chairman

In 1986 when I started this business, I had no idea I was laying the foundations for a property company that would, in time, expand outside of the UAE, throughout the region, and into the international market.

Looking back, Better Homes has witnessed periods of great change, some good, some bad, all however, have been challenging; my intention along the way has been to retain the honesty and integrity at the heart of our business practices that were present when we first opened our doors.

Real estate is all about the human connection whether we’re dealing with the formality of a commercial client or the approachability of a residential customer; what we stand for as a Team is to value and respect the diversity of our customers and our staff, from wherever we’re operating in the World.

A handwritten signature in black ink, appearing to read 'Linda'.

Our Brand

The World is getting smaller, and technologically smarter.

By infusing intelligence and innovation into the way people search for property, find a buyer, tenant or locate an expert, we create a unique property experience for all our customers. As a business, we're transparent, accessible and resilient. As a brand, we stand for quality, innovation, personality and a sense of competitive challenge.

By offering easier ways to discover lucrative real estate opportunities, we've become one of the Middle East's most recognised and respected brands for property, operating successful businesses ranging from residential and commercial property to property management, short-term rentals and more. And with every transaction, we strive to bring an exceptional experience to our customers.



“As a Better Homes customer we want you to have the best possible experience. Our intention is to continuously expand and streamline all aspects of our organisation which will allow us to deliver a consistent, honest and efficient property service.”

- Ryan Mahoney, CEO

Key Milestones

1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012

The Property Management Division is opened



Linda Mahoney starts Better Homes leasing residential property from her living room

The Commercial Division is created offering commercial property for lease



Brand identity is updated



Creation of the corporate website, bhomes.com

betterhomes

Brand identity is updated and finalised



Launch of the boutique-offices throughout Dubai



Better Homes opened its 1st office outside of the UAE in Saudi Arabia in 2008; a series of additional regional and international offices soon followed in Jordan, Oman, Qatar, Bahrain, India, the UK and Pakistan

The International Franchises, Retail Kiosks and network of offices continue to expand within the UAE, regionally and internationally



Retail Kiosks are created at the Arabian Ranches, The Meadows and DIFC in Dubai



Vehicle fleet rebranded in the Piet Mondrian style



WE'RE NOT THE ONLY AGENTS IN TOWN... WE ARE THE BEST!

BETTER HOMES

PHONE 447714/446465 AND ASK FOR LINDA, SUE OR JUNE

75,000 Dhs. Bungalow style, 3 B/R with C.A.C, nice floor plan and established garden, located near American School.

140,000 Dhs. Brand New Executive Villa, Double Storey with 5 B/R with marble foyer, fabulous for entertaining

115,000 Dhs. Double Storey Villa, only 3 B/R but large living space and extra TV room. Pool shared by two villas, beautiful garden!

85,000 Dhs. Spanish Style Villa with 3 B/R plus TV room, separate living and dining, private, available April.

95,000 Dhs. Double Storey Villa, slider style, very spacious with 4 B/R fitted wardrobes in

75,000 Dhs. Single Storey Villa, with 4 B/R, C.A.C, bright and sunny house with private garden and double servants quarters, located Central Jumeirah.

85,000 Dhs. Single Storey Villa with superb floor plan, beautiful kitchen, separate living and dining rooms, wardrobes in all bedrooms, extra storage area.

95,000 Dhs. Double Storey 4 B/R Villa near Safa Park, marble entrance, extra TV room, large kitchen, Small Pool and paved and planted garden area.

95,000 Dhs. Double Storey Villa with 4 B/R plus large TV room. Beautiful finish, lovely bathrooms with quality

First property ad runs in Gulf News

Freehold property is introduced in Dubai; the Sales division is launched



The Short-term Rentals Division opens under Better Homes Property Management



The Better Homes magazine is launched for the Dubai market



First vehicle fleet is launched



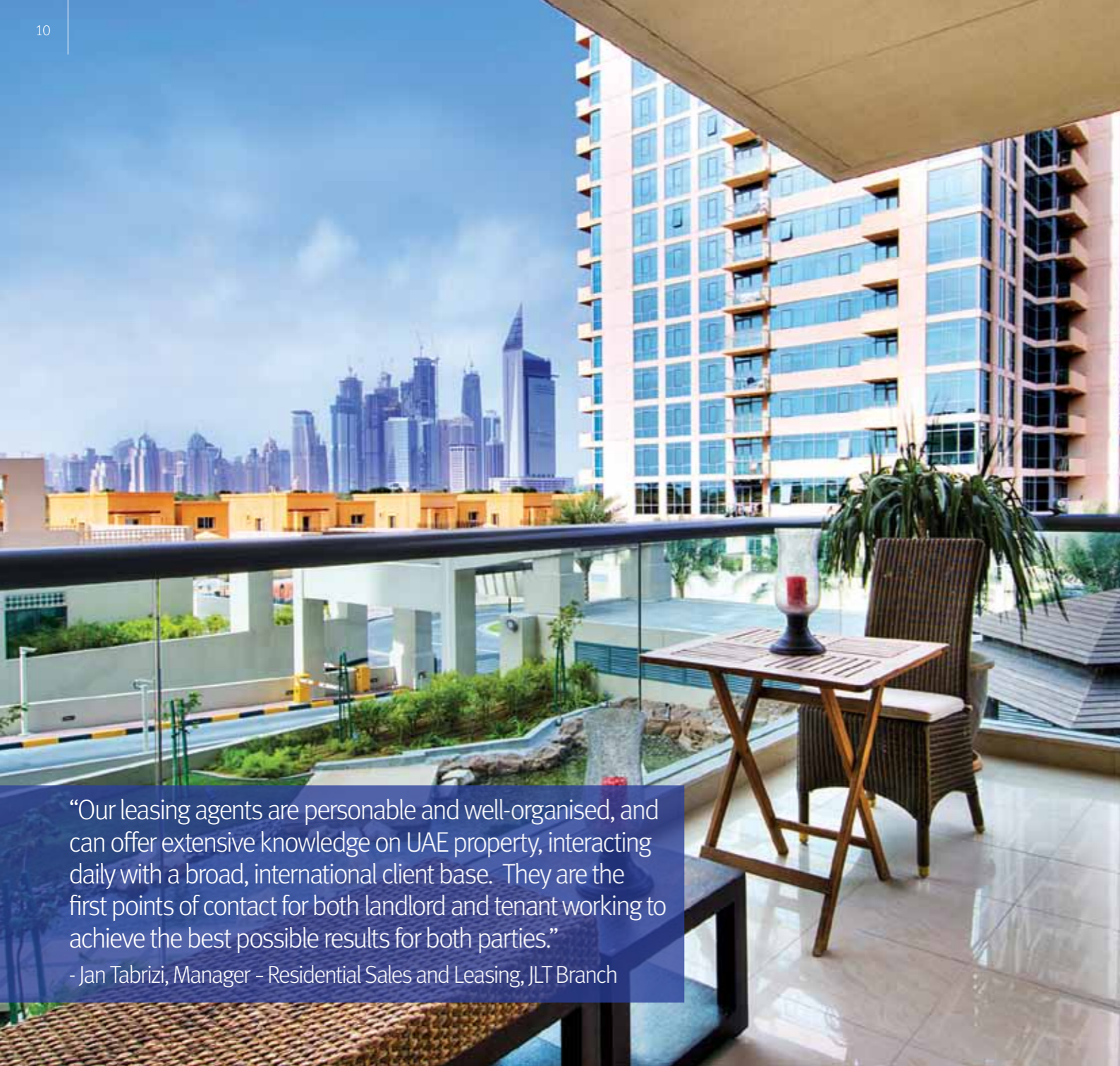
Upgrade and relaunch of corporate website

better commercial

Better Commercial is formally branded as the commercial arm of Better Homes



The Better Homes magazine is launched in Abu Dhabi



“Our leasing agents are personable and well-organised, and can offer extensive knowledge on UAE property, interacting daily with a broad, international client base. They are the first points of contact for both landlord and tenant working to achieve the best possible results for both parties.”

- Jan Tabrizi, Manager - Residential Sales and Leasing, JLT Branch

Residential Leasing

Renting or leasing your home

Residential Leasing is the company's oldest division, and the one Better Homes began its journey with in 1986 with three leasing agents. Today the division is supported by an extensive team of consultants speaking over ten different languages and representing all residential communities and developments across the UAE.

Consultants will help ensure properties for lease are priced strategically and promoted at their best through our comprehensive range of marketing tools. Alternately, customers who are looking for an apartment or villa to rent will have access to the UAE's largest selection of properties to suit all budget ranges.

Buying or selling your home

We started the Residential Sales Division in 2002 when freehold property was first introduced to the Dubai property market. We've since developed this dynamic division enabling us to offer our customers 1000s of villas and apartments for sale across the UAE in combination with the tools and resources needed to make the right property decision whether for a buyer or a seller.

The Residential Sales Division is complimented by our Marketing Department who ensure the property to buy or for sale is presented at its best; while our Customer Care Team will connect customers to the right certified and specialised consultant who will guide them through every step of the sales process.



“We go the extra mile to make buyers feel comfortable by asking the right questions so we understand exactly what they’re looking for in a home. We’re consistently guiding owners in preparing their homes for sale, in order to achieve the best possible price in this competitive market.”

- Chris Gardner, Manager - Residential Sales and Leasing, Green Community Branch



“Our commercial consultants understand today’s competitive corporate climate and the UAE’s strategic location as a commercial business hub, making them adept at helping their clients identify rewarding investment opportunities and drive value to their bottom line.”

- Porush Jhunjunwala, Head of Better Commercial

Better Commercial

Our commercial property service



In 1993, Better Homes added the leasing of commercial property to its core residential service offering. By 2008 the division had expanded to include the commercial sales service supported by an extensive team of consultants offering prime office, retail, industrial property, and commercial advisory services.

The division was formally launched as Better Commercial in 2008 as a full-service commercial property division with one of the region’s largest geographic footprints across today’s real estate market, combining a team of commercial real estate innovators with the extensive support of the Better Homes network.

Property Management

Managing your property

Better Homes has been providing landlords all over the UAE with dedicated property management for over 18 years.

Today we manage some of the region's most exclusive commercial and residential projects with a capable Property Management Team, ensuring properties under our care deliver maximum yields for the landlord with minimum hassle to the tenant.

We understand that the optimum financial performance of a property asset requires continual proactive management so we have developed our business model to constantly seek an improvement to the property's income and marketability.



“Managing your property goes far beyond rent collection. It’s about adding significant value to your asset by reducing opportunity cost in all areas, maintaining a property’s appeal over the long term, ensuring legal compliance, forming an amicable relationship with your tenants and effectively managing crisis.”
- Kosta Giannopoulos, Head of Property Management



“We pride ourselves on the competitively priced and quality of short-term units on offer, which are the result of our consultants’ unrelenting drive and unbiased efforts to obtain the best deal for both tenant and landlord.”

- Maria Layug, Senior Leasing Consultant, Short-term Rentals

Short-term Rentals

Renting short-term

In 2004 when we realised there was a market for short-term accommodation, we created the Short-term Rentals Division to offer furnished and serviced villas and apartments in the most popular areas of town.

Our competitively-priced, short-term units are fully managed by our Property Management Division, and may be rented from one month up to one year. These units are popular with tourists, residents and corporate travelers who we reach through our website, popular community portals, email marketing and offline exposure via local and regional publications.

Marketing your property

One of our largest and most vital support divisions is our Marketing Department which was formally created in 1997 to handle our external advertising, and the presentation of our property listings through a combination of tools such as print media, our corporate website and magazine, html campaigns and media exposure.

In order to ensure properties are presented at their very best within days of listing with us, our team of in-house photographers conduct HDR property shoots enabling us to present online properties for sale and lease that include 360 degree tours, image galleries and detailed digital brochures.

We maintain the UAE's largest client database of over 100,000 clients, in order to ensure our property listings reach potential buyers worldwide through an extensive office network, online presence and offline support.



“Sellers benefit from using our PIP service, enabling them to showcase their homes in the best possible light and accentuating the property’s strongest features. Likewise, a buyer gains a realistic sense into a home of interest, allowing them to accurately shortlist properties that meet their requirements.”

- James Gauduchon, Head of Corporate Marketing



“Right after our first meeting, it was evident we were working with a company that gave us the confidence to grow our business goals.”

- Sam Youssef, Managing Director, Better Homes Qatar

Franchising

Franchising with us

We opened our first office outside of the UAE in 2006 with the launch of Better Homes Saudi. This formalised the franchise arm of our business which soon followed with the opening of offices in Jordan, Kuwait, Qatar, Oman, Bahrain, India and the UK. Offering franchise opportunities in worldwide locations allowed us to invite qualified and established agencies to extend the Better Homes brand into the regional and global property market.

Our franchise partners benefit from industry-leading technology, business-focused results, media and marketing channels in conjunction with our well-established, in-house operational systems. The Better Homes franchise provides our partners with a solid platform to start their business and maximise their potential.

Stay in touch



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