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insights

Integrity
Competence
Professionalism

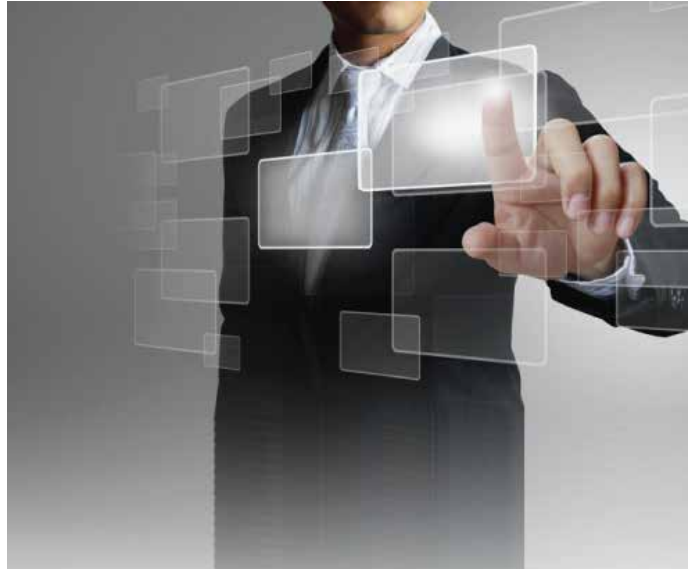
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Who We Are

INSIGHTS is a Real Estate & Financial Advisory firm having multi-disciplinary skills to address a range of services that our clients require in dealing with composite matters in the areas of Feasibility Studies, Highest & Best Use Studies, Financial Advisory, Risk Advisory, Accounting Advisory, IFRS Implementation, and VAT.



We work with our clients to provide advice and assistance in developing and implementing the most suitable business strategies sufficing their particular needs.



At Insights, we bring much needed capabilities and deep local expertise to address your needs, your stakeholders expectations and to cater your regulatory obligations.



We serve our clients at every level of their organization, whether as a trusted advisor to top management or as a hands-on coach for front line employees.



Our exclusive performance methodologies and analytical tools enable our clients to run their business more effectively and efficiently.

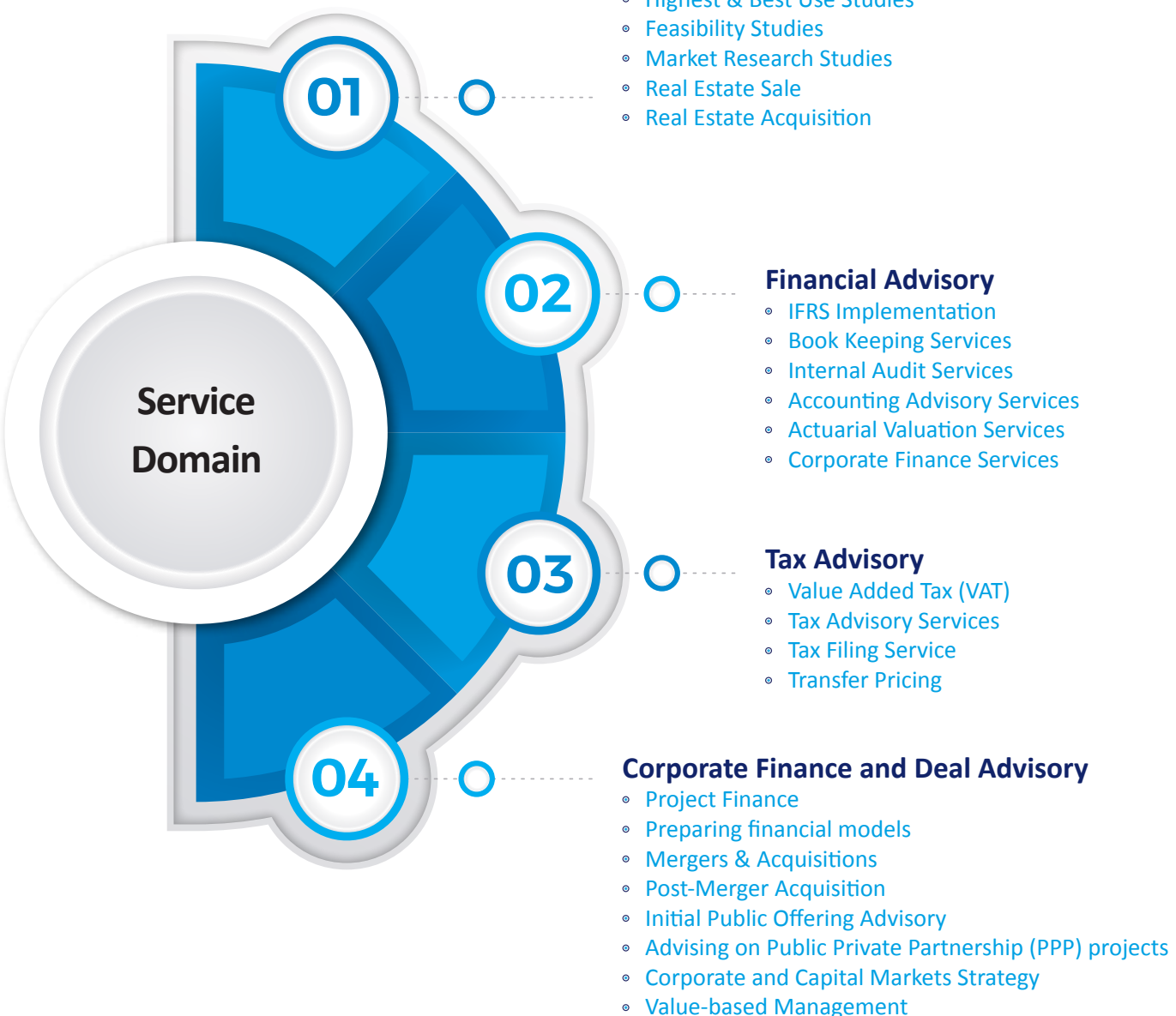


Our Service Domain

We adopt a customized, responsive and personal approach towards clients and offer a range of services to assist our clients in getting through complex corporate matters.

We own a professional and dedicated team with the expertise in Real Estate Advisory, Financial Advisory, Tax Advisory, Corporate Finance and Deal Advisory and Other Specialized Business, who can act as an independent forum for our clients. We are exclusively positioned to drive every aspect of business advisory services. We are here to assist our clientele from improving operational effectiveness to expanding into new markets.

Below is a summary of our Service Domain:



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Real Estate Advisory Services

Expert Advice and Specialized
Real Estate Advisory Services
for Investors & Developers



KSA Real Estate Market

KSA real estate market has been through several years of change and adjustment, and now looks set for growth — but there are significant challenges in both commercial and residential real estate in the Kingdom.

KSA's real estate market slowed down in 2016, mainly due to subdued economic growth following declining oil prices. This trend continued in 2017 as sale prices and transaction volumes came under pressure due to the lack of market liquidity. 2018 was a slower year for real estate market also as the price keeps going down because of lower number of interested buyers in the market.

Government took some serious initiatives in past to regulate the real estate market in KSA, including implementation of white land tax, and mortgage law for home financing market.

The long-term prospects of Saudi Arabia's real estate sector remain optimistic due to the various government initiatives aimed at stimulating the market.

On macro level, **INSIGHTS** expect 2019-20 to be a transitional year for the Saudi real estate market, marked by the government's highest expansionary fiscal budget to date. Greater collaboration between the public and private sectors, exemplified by the establishment of public-private partnership (PPP) models will vitalize the real estate market.

- Market is undersupplied
- Actual demand is in affordable housing segment
- Home ownership is much lower when compared with other developed countries



- Office market is oversupplied in Riyadh while balanced in Jeddah and Dammam/Alkhobar
- Rentals are going down in Riyadh & Dammam/Alkhobar while stable in Jeddah
- Vacancy Rate in higher in Riyadh as compared to other regions

- Market is slightly oversupplied in Riyadh while balanced in Jeddah & Dammam/Alkhobar
- Rentals are generally stable all over KSA
- Occupancy rate is pretty decent in most of the major markets.

- Hospitality sector is not performing well because of slower economy
- Upcoming supply will make the market oversupplied
- Branded Furnished Apartments are performing better than hotels



Feasibility Study

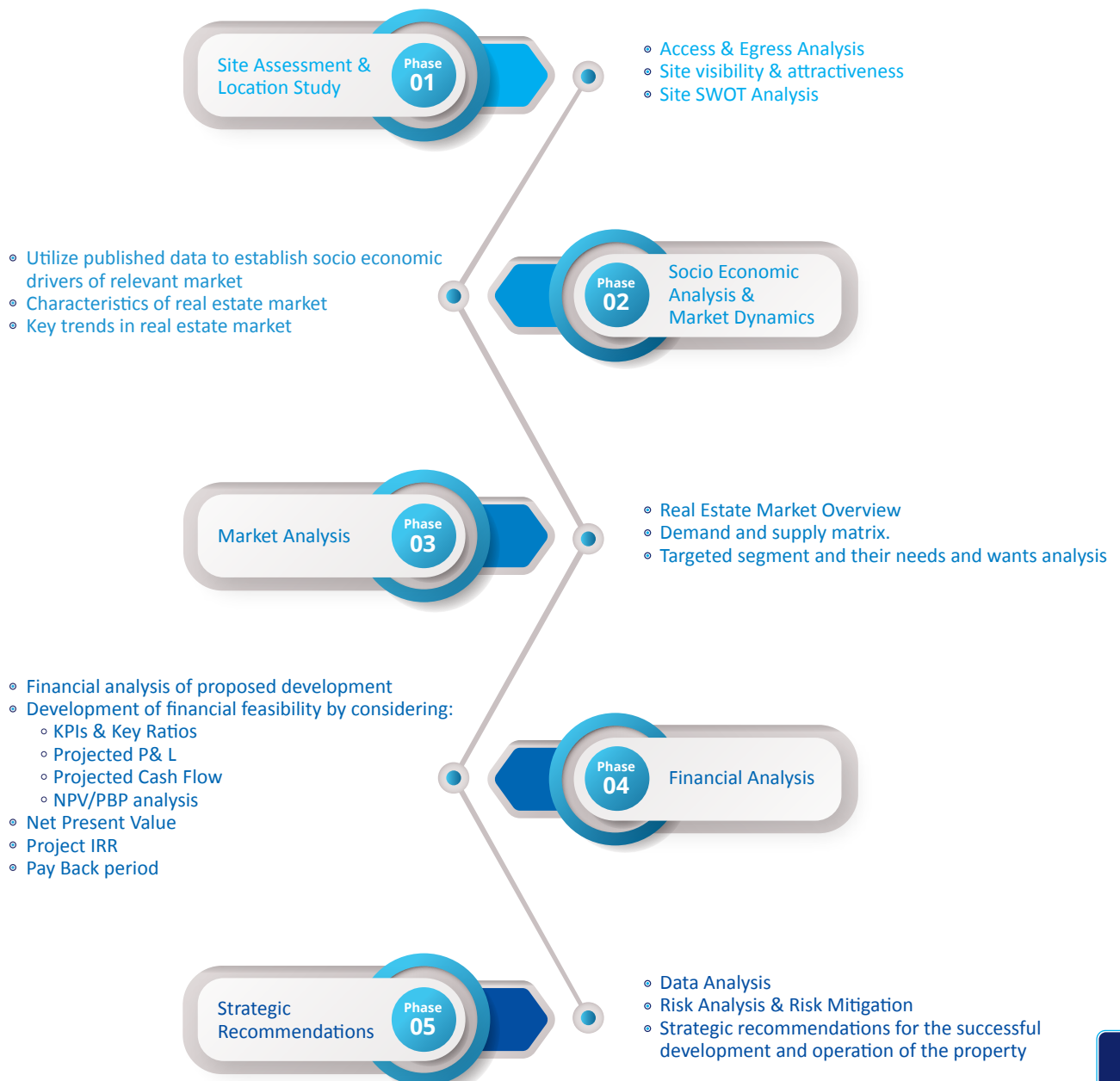
Feasibility study is the best way to determine whether a new venture will be viable with investors and developers in the marketplace. Feasibility study is an analysis of how successfully a project can be completed, accounting for all factors that affect it: economic, technical, financial and legal factors.

With an integrated team of strategy consultants, financial advisors and market analysts, INSIGHTS is uniquely positioned to drive every aspect of

feasibility study creation and subsequent business plan development.

Our Feasibility Analyses provide vital support in selecting the most financially viable option. Working with Clients to minimize risk whilst meeting their investment objectives, we utilize a combination of research and financial modeling in order to identify the most effective development options.

INSIGHTS Feasibilities mainly comprised of 5 phases:



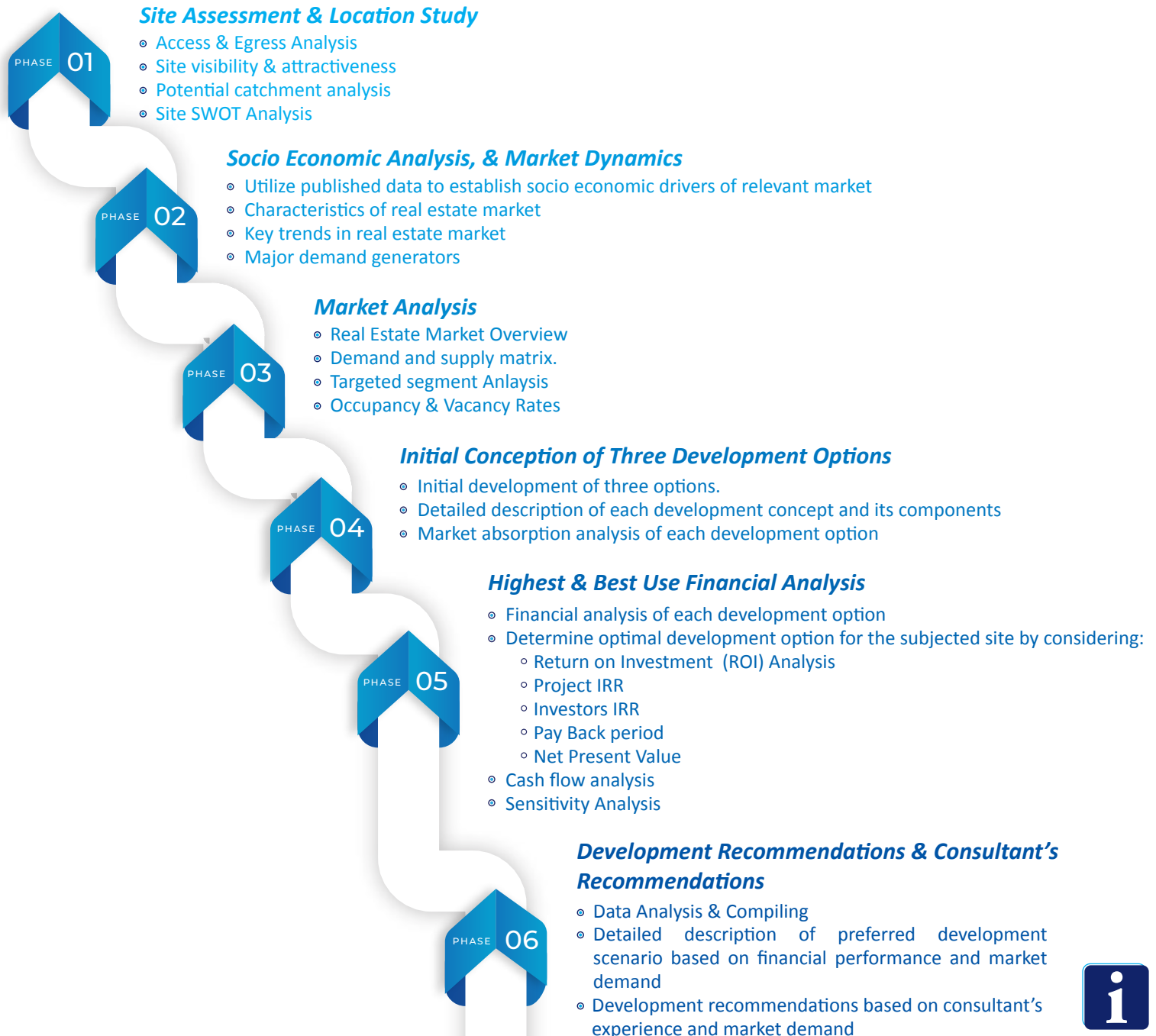
Highest & Best Use Study

Highest & Best Use Study is the rationally probable and legal use of property, that is physically possible, appropriately supported, financially feasible, and that results in the highest value.

Our Highest and Best Use Analysis provide clear, research backed development options covering development massing, property uses, market positioning and optimal strategy.

Supporting the work of master planners and architects, our Highest and Best Use Analysis assists developers in converting open land to the master planned developments of tomorrow. At INSIGHTS, We clearly comprehend that the value of a property and its use are directly related so its highest and best use is that which results in the best present value and brings in the highest net return over a given period or for the probable future.

INSIGHTS Highest & Best Use Studies mainly comprised of 6 phases:



Market Research Studies

Timely and informed research & analysis is a prerequisite to successful decision making. At INSIGHTS, our wide market coverage, and inventive analysis are backed by the market knowledge and experience . We provide the timeliest, highest-quality information and analysis to help our clients to optimize their real estate decisions.



INSIGHTS highly professional research team covers all regional markets to provide cutting-edge market information and analysis to support our clients in their investment and development decisions. We have the unique ability to provide analysis across markets and property types.

Real Estate Acquisition

INSIGHTS expert will partner with you to determine best investment strategy for you, whether market conditions dictate that you should buy, sell, hold or refinance.

On the real estate acquisition side, we represent buyers at all stages of the process, from advice on selection and location to opportunity sourcing and due diligence.

You'll take advantage of our local market knowledge and contacts in real estate capital markets around the GCC, as well as our deep experience in commercial real estate strategy, leasing and management.

We blend research-based market data with a strong track record of excellence to build powerful investment and recovery strategies, expedite sales and acquisitions and actively manage assets to unlock greater performance and returns.



Real Estate Sale

At **INSIGHTS** our real estate sales specialists have a thorough understanding of capital markets and our expert valuers can quickly pinpoint an asset's value, market it successfully and deliver best results. We generate value and save you time by pairing you with the right people and the right opportunities anywhere in the GCC and world.

We will link you with the people you need to know—landlords, developers as well as local and institutional investors.

Our team of experts survey the property, define UPS of the property, segment the potential investors by keeping in mind those defined UPS and pitch the property to those potential investors. Our ultimate goal is to secure the best deal for our clients with utmost value.



Our Clientele

TASNEE التصنيع

البنك الأهلي
Alawal bank

PHILIPS
Lighting

بي تي السعودية
BT Al Saudia

FOUR
POINTS
BY SHERATON

العقارية
AL AKARIA

Tech
Mahindra

Redflex

Alshaya

ernefittings
the safe connector

مستشفى النور
Nourasat Hospital

PHILIPS
SLC
الترية السعودية
Saudi Lighting

KIFAH
شركة الخفاج القابضة
Al-Kifayah Holding Company

الطيّار
Al Tayyar
More Than a Travel Agency

الاهلي كابيتال
NCB Capital

الوطنية الأولى
FNRCO

innovation
INTEGRATED BUSINESS SOLUTIONS SA

AlBusaili
Electrical Mechanical Works Co.
LTD in Riyadh Mechanical Services

AGH

MOROOD
مروود

TREND
MICRO

SIPOREX®
سيبوركس

نارددين
nardeen

الشركة الوطنية لصناعة البطاريات
National Batteries Company

IBDAA

SWICORE

EOA
Engineering Consulting
شركة الهندسة والاستشارات

HRCB

KHALDIA TOWERS CO.
شركة أبراج الخالدية

Our Clientele (continued)



Contact Us

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Thank You !

