

ADURE

# Company Profile

Abu Dhabi United Real Estate

*Beyond Property ... Creating Value !*

01

WHO WE ARE

# About ADURE

ADURE is a fully integrated real estate and property management company delivering comprehensive asset management solutions across UAE. Through professional property management, facilities management, leasing, and tenant services, we create sustainable value for property owners while delivering exceptional experiences for tenants and communities.

Backed by over two decades of market expertise, our team possesses an in-depth understanding of real estate landscape, regulatory framework, and evolving market demands. Our range of services includes property & facility management, leasing, tenant relations, maintenance, financial , legal and operational management.

At ADURE, we believe successful property management extends beyond maintaining buildings, it is about creating sustainable value, fostering lasting relationships, and delivering environments where people and businesses can thrive. At ADURE Our philosophy is simple: ***Beyond Property ... Creating Value !***

**2002**
ESTABLISHED

**200+**
PROFESSIONALS

**3,000+**
UNITS MANAGED

**98%**
OCCUPANCY RATE

**1–2 Weeks**
AVERAGE VACANCY

**Abu Dhabi · Dubai · Al Ain**
3 CITIES OF OPERATIONS

02

OUR DIRECTION

# Vision, Mission & Values

## OUR VISION

To be the most trusted property management partner in the UAE Setting the benchmark for occupancy, transparency and long-term asset value.

## OUR MISSION

To deliver specialist, technology-driven property management that protects every owner's investment and earns every tenant's loyalty.

### Customer Centric

Our clients drive every decision; we listen, anticipate and go beyond expectations to earn their trust and loyalty.

### Integrity

We act with honesty and transparency at every level, earning the trust of clients, partners and communities.

### Excellence

We settle for nothing less than the highest quality in our properties, our service and our conduct.

### Partnership

We serve owners, tenants and communities with equal care and commitment.

### Innovation

We embrace new ideas and technologies to raise the standard of what we deliver.

### Sustainability

We manage assets with long-term environmental, social and economic responsibility in mind.

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OUR PEOPLE

# Meet The Management Team

Our strength lies in our people. A team of experienced professionals is committed to delivering exceptional service at every level.



**Rashed Aldhaheri**
Group Chief Executive Officer



**Eyad Eid**
Group Chief Finance Officer



**Ali Tawalbeh**
Group Finance Manager



**Ahmed Qasim**
Facility Management & Operations Manager



**Amira Mamdouh**
Leasing Manager

# 04

OUR CLIENTS

## Government & Semi-Government



# 04

OUR CLIENTS

## Private Sector & Corporates

SAMSUNG

Khalidiya Palace Rayhaan by Rotana Abu Dhabi

Université Paris Sorbonne Abou Dhabi

OXY

American Community School of Abu Dhabi Since 1972

Rockwell Automation

CITISCAPE™

British Council

The British School Al Khubairat Abu Dhabi

Turner & Townsend

ADMA-OPCO

بروج Borouge

Royal Business Center

جامعة زايد Zayed University

Brighton College Abu Dhabi

Embassy of Japan

Unicorp

Punj Lloyd

تبريد tabreed

كليات التقنية العليا Higher Colleges of Technology

مستشفيات الغربية Al Gharbia Hospitals

Lifeline Medicare Hospitals Pvt. Ltd

Gulf Piping Company

الشركة العربية للطاقة Arabian Power Company

# 05 Industries We Serve

- Residential Communities
- Commercial Buildings
- Office Towers
- Retail Shops
- Hotels
- Government Buildings
- Mixed-Use Developments

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WHY ADURE

# Competitive Advantages & Value-Added Services

- Experienced & Certified Staff
- Government & Private Network
- ERP & Digital Facility Management
- Tenant Application
- Monthly Owner Reports
- Risk Assessment & Compliance Review
- 24/7 Customer Service & Emergency Response
- Dedicated Legal Team
- Financial Control
- Investment & Asset Performance Report
- Customer Satisfaction & Excellence
- ESG & Sustainability Solutions

07

Onboarding

# 30-Day Transition Plan

A structured handover that brings your portfolio under full management without disruption.

01

WEEK 1

## Review

Property, documents review and full handover audit.

02

WEEK 2

## Inspect

Asset inspection and tenant communication.

03

WEEK 3

## Takeover

Operational takeover and reporting setup.

04

WEEK 4+

## Manage

Full management, reporting and performance monitoring.



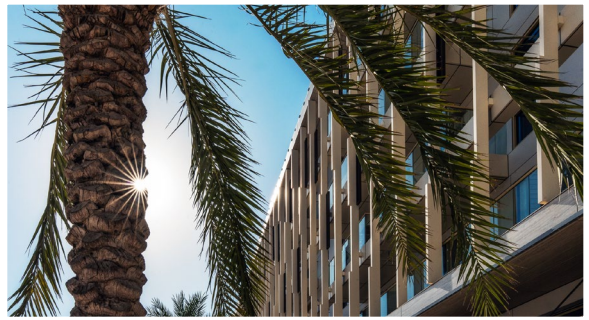
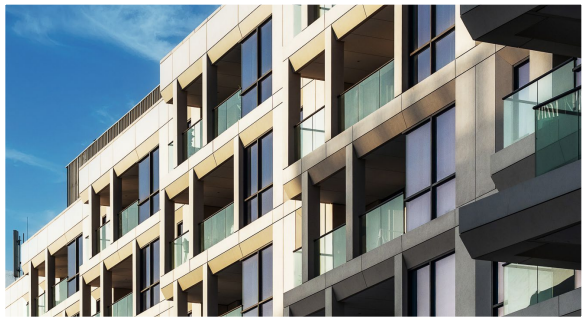
# 08 Properties Under Our Management

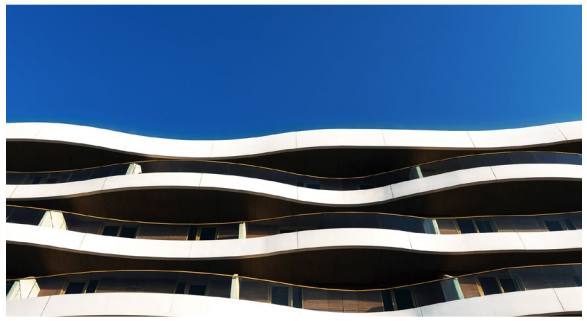
## Our Portfolio

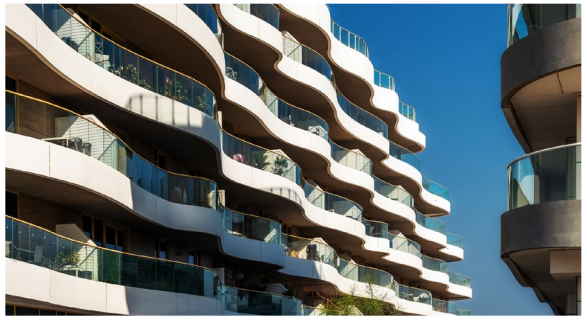
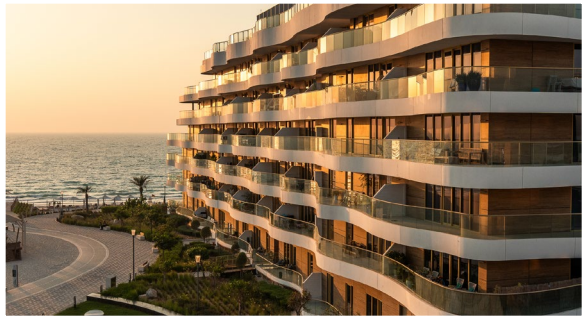
- 3,000+ Units Managed
- Abu Dhabi · Dubai · Al Ain
- Residential · Commercial · Mixed-Use

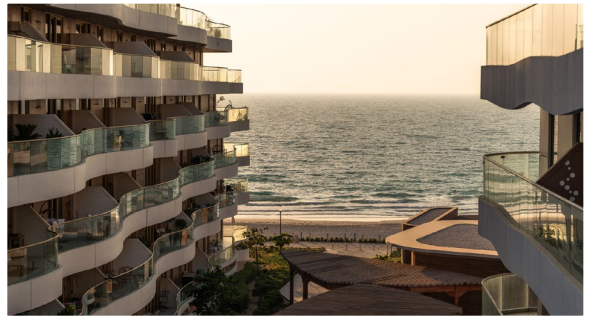
# 08 Our Portfolio







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WHAT WE DO

# Scope of Work

## Leasing & Operation

- Registration and Contract Management
- Tenant Screening
- Tawtheeq Contract Management
- Move In / Move Out Management
- Client Waiting List

## Facility Management

- Maintenance Management
- Managing Common Areas
- Customer Service & Complaint Handling
- Vendor Management
- Routine Inspections

## Finance & Legal

- Rent Collection
- Budgeting & Financial Reporting
- Legal Management
- Revenue Optimization Strategies
- ERP-Driven Reporting

# LEASING AND OPERATION



- Leasing Management
- Leasing Administration & Renewals
- Rental Assessment & Market Research
- Regulatory Compliance

# 01 Leasing Management



OBJECTIVE

**Fill units with the right tenants and retain them longer.**

- Occupancy Maximization Strategies
- Tenant Sourcing & Screening
- Viewings & Leasing Negotiation
- Move-In / Move-Out Management
- Tenant Retention Programs

# 02 Lease Administration & Renewals



OBJECTIVE

**Administer every lease across its full lifecycle and drive timely renewals.**

- **Lease Expiry Monitoring**
- **Renewal Term Negotiation**
- **Tenant Communication & Modification Requests**
- **Documentation & Contract Records**

# 03 Rental Assessment & Market Research



OBJECTIVE

**Price and position assets based on market assessment to maximize returns.**

- **Market-Based Rental Assessment**
- **Periodic Market Research**
- **Supply, Demand & Trend Analysis**
- **Strategic ROI Recommendations**

# 04 Regulatory Compliance

OBJECTIVE

**Monitor, assess and rapidly adopt regulatory changes to safeguard owners' assets.**

- **Monitoring Updates on Laws & Directives**
- **Regulatory Impact Assessment & Response Plan**
- **Government Authority Coordination**
- **Tenancy Registration Compliance**

# FACILITY MANAGEMENT



- Integrated FM
- HSE & Compliance
- Hard FM
- Engineering & Project Services
- Soft FM
- Energy & Sustainability
- Maintenance & Asset Management
- Digital FM

# 01 Integrated Facility Management



OBJECTIVE

**Deliver a single, accountable solution for all integrated facility services.**

- Single Point of Contact (SPOC)
- 24/7 Helpdesk & Customer Support
- CAFM System, Digital Work Orders & Asset Management
- KPI, SLA and Compliance Reporting
- Budget Planning & Cost Control
- Vendor & Contract Management

# 02 Hard Facility Management

## Mechanical

- HVAC Systems
- Chillers & District Cooling
- FCU, AHU & FAHU
- Ventilation & Exhaust Systems
- Pumps & Booster Systems

## Electrical

- LV Electrical Distribution
- Lighting Systems
- UPS Systems
- Diesel Generators
- Earthing & Lightning Protection

## Plumbing

- Water Supply Systems
- Drainage Systems
- Sewage Systems
- Water Tanks
- Water Heaters

## Fire & Life Safety

- Fire Alarm Systems
- Fire Fighting Systems
- Emergency Lighting
- Fire Pumps
- Smoke Control Systems

## ELV & Building Systems

- Building Management System (BMS)
- CCTV & Access Control
- Public Address System
- Structured Cabling
- Intercom Systems

## Vertical Transportation

- Elevators
- Escalators
- Dumbwaiters

## Civil & Building Fabric

- Roofing & Waterproofing
- Masonry & Concrete Repairs
- Painting & Finishes
- Carpentry & Joinery
- Doors, Windows & Glazing

# 03 Soft Facility Management



OBJECTIVE

**Maintain a safe, clean and welcoming environment.**

- House Keeping, General & Deep Cleaning
- Pest Control
- Waste Management & Recycling
- Irrigation Systems & Landscaping
- Reception & Concierge
- Security Services

# 04 Maintenance & Asset Management



OBJECTIVE

**Maximize asset reliability and minimize downtime.**

- Lifecycle & Replacing Planning
- Planned Preventive Maintenance (PPM)
- Emergency Maintenance (24/7)
- Corrective, Predictive & Reactive Maintenance
- Annual Maintenance Contracts (AMC)
- Root Cause Analysis and Defect Rectification
- Asset Inventory & Spare Parts Management

# 05 Health, Safety, Environment & Compliance

OBJECTIVE

**Operate safely while meeting statutory requirements.**

- **Risk Assessments & Emergency Response Planning**
- **Fire Drills**
- **Municipality & Civil Defense Compliance**
- **Statutory Inspections**
- **Permit-to-Work System**

# 06 Engineering & Project Services



OBJECTIVE

**Improve facilities through upgrades and capital projects.**

- Refurbishment Projects
- Fit-Out Works
- MEP Upgrades
- Asset Replacement (CAPEX) & Design Review
- Testing & Commissioning
- Energy Efficiency Retrofits

# 07 Energy & Sustainability

OBJECTIVE

**Reduce operating costs while improving environmental performance.**

- Energy Optimization
- Water & Indoor Air Quality Testing
- Thermal Imaging
- Green Building Support
- Legionella Control Programs
- ESG & Sustainability Programs

# 08 Digital Facility Management

OBJECTIVE

**Enhance operational efficiency through technology.**

- CAFM Platform
- QR Code Asset Tracking
- KPI Dashboards & SLA Monitoring
- Digital Inspections
- Mobile Workforce Management

# FINANCIAL SERVICES



- Financial Management Strategy
- Strategic Planning - Budgeting & Forecasting
- Periodic Financial Reports
- Financial Operations

# Our Financial Approach



## Governance

Ensuring and protecting the rights of the property owner at every step.



## Transparency

Building an atmosphere of trust and understanding between the company and the owner.



## Efficiency

Achieving the owner's objectives through faster and smarter financial process.

# 01 Financial Management Strategy

## Reducing Property Vacancy Periods

Our proactive property management approach is designed to minimize vacancy periods and maximize occupancy ensuring properties are occupied in the shortest possible time.

Every vacant day represents a missed opportunity for returns, making speed and efficiency fundamental to maximizing asset performance.

## Fintech-Enabled Collection

Our robust financial management policies are supported by advanced digital systems (Fintech) that streamline billing, collections, and payment processes. By leveraging modern technologies, we enhance operational efficiency, accelerate cash flow, and provide a seamless financial experience for our clients.

# 02 Strategic Planning — Budgeting & Forecasting



OBJECTIVE

**A clear vision of the future is crucial. We provide property owners with comprehensive view of expected returns through budgets, cash flow forecasts, and financial projections, for upcoming periods.**

- **Budget Preparation & Cash Flow Statement**
- **Occupancy Rate Analysis**
- **Direct Expenses & CapEx Planning**
- **Future Returns Overview**

# 03 Periodic Financial Reports

## OBJECTIVE

**We provide property owners with clear, comprehensive, and timely performance reports, tailored to their preferred schedule, ensuring complete transparency and informed decision-making.**

## REPORTING FREQUENCY

- **Annual**
- **Monthly**
- **As Needed**

## REPORTS INCLUDE

### Occupancy Rates

Current occupancy performance across the portfolio.

### Price Comparison

Rental prices benchmarked against previous periods.

### Estimated Budget

Budget position and projected financial outlook.

# 04 Financial Operations



OBJECTIVE

**We execute all financial and accounting operations in full compliance with internal financial policies and IFRS.**

- **Dedicated Bank Accounts for the owner's properties**
- **Assessing Tenants' Financial Ability to rent**
- **Multi-Channel Collection — cheque, cash, card & bank transfer**
- **Legal Coordination to recover payments from defaulters**
- **Disbursement of Direct Expenses to sustain operations**




# Thank You

Abu Dhabi United Real Estate

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GET IN TOUCH

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