

KEMEDAR PROPTECH SYSTEM

The best is yet to come

Revolutionary Marketplace for Properties



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Why Real estate technology

Massive Opportunity in Proptech

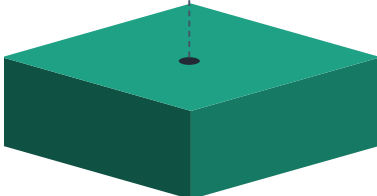


Real estate touches everything we do. It's the economics of the physical space — it literally shapes our lives by defining the environment in which we live and do business. Tech has done a lot in the last few decades to revolutionize flows of information (Google), communication (Facebook, Apple), goods (Amazon), Capital (PayPal, Venmo), and transport (Lyft, Uber). But real estate is larger than all of those categories combined, and the transformation that real estate tech could bring to our lives is larger, and more profound, than you might think.

Opportunities in numbers

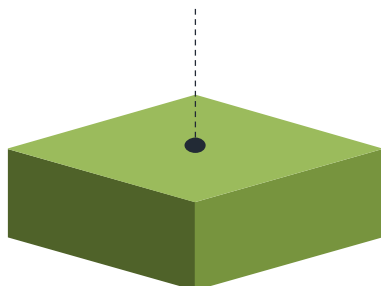
\$228 trillion

Real estate valued Globally 2017. a figure which exceeds the global value of equities and securitized debt by fully \$79 trillion



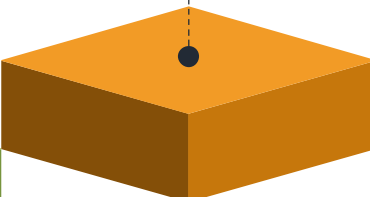
\$31.8 trillion

Residential real estate in USA 2017



\$15 trillion

US Commercial Real estate assets 2017

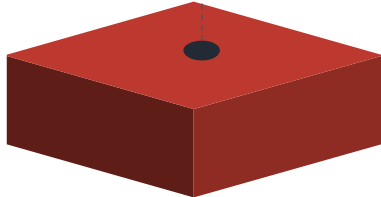


\$1.77 trillion

US Home sales in 2017

\$485 billion

US Rental market annual in 2017



Source : nfx

US market roughly is 14% from global market



2009

Institutional investment in real estate enabled innovation



2017

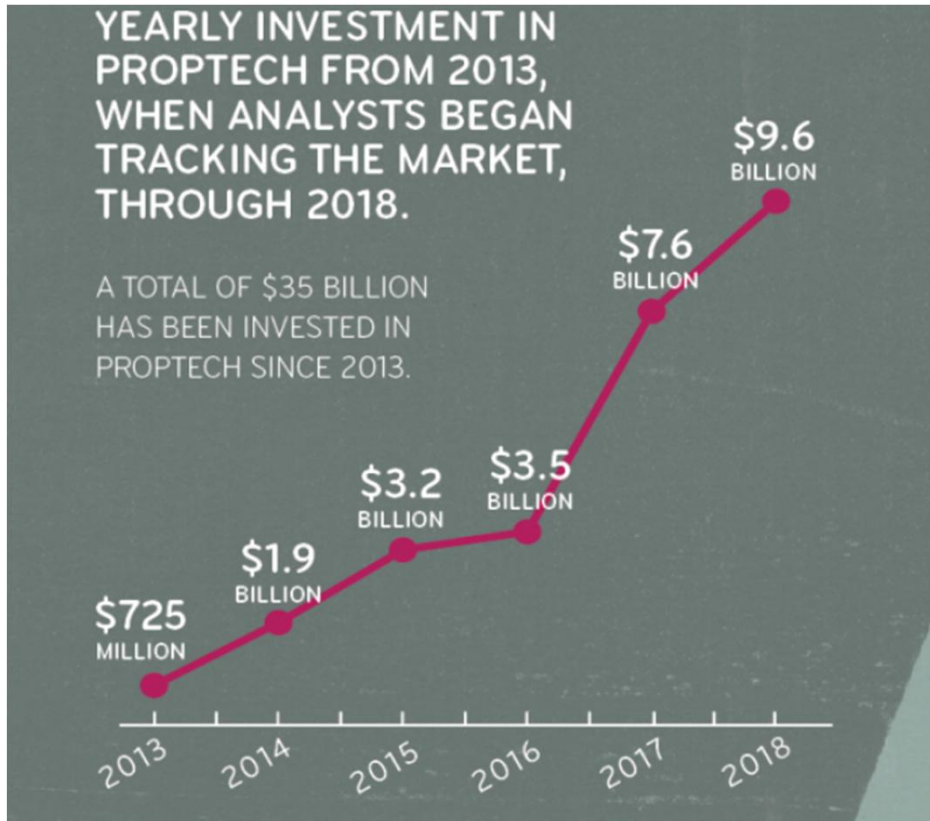
Examples of funds poured in similar Proptech

Globally, investment proptech hit **\$32B in 2021**, a 28% increase from 2020 and a 3.23% increase from 2019, according to the Center for Real Estate Technology & Innovation's 2021 Real Estate Tech Venture Funding Report <https://static1.squarespace.com/static/5f28b4c22bb03130610cf298/t/61bc03c78bbc01761e1595c8/1639711714536/2021+PropTech+VC+Report.pdf>

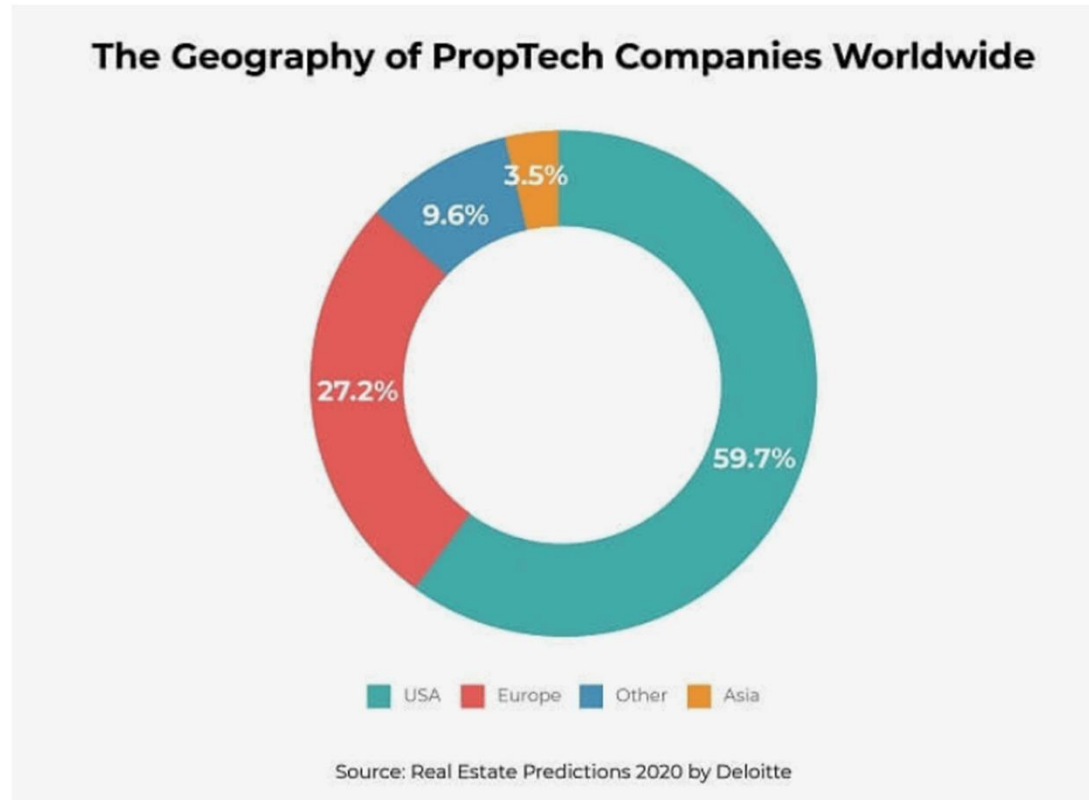
\$426M NoBroker nobroker.in	\$1.6B Compass compass.com	\$1.9B Opendoor opendoor.com	\$718M Nextdoor nextdoor.com	\$297M Clutter clutter.com	\$255M Trulia trulia.com
\$257M Blueground theblueground.com	\$1.5B Pacaso pacaso.com	\$1.0B Medici medici-living.de	\$96.6M Zillow zillow.com	\$62.9M Commonfloor Commonfloor.com	\$97.8M Squareyards squareyards.com

Source: Crunshbase

Investment Stats in Proptech



Source: GCA Advisors



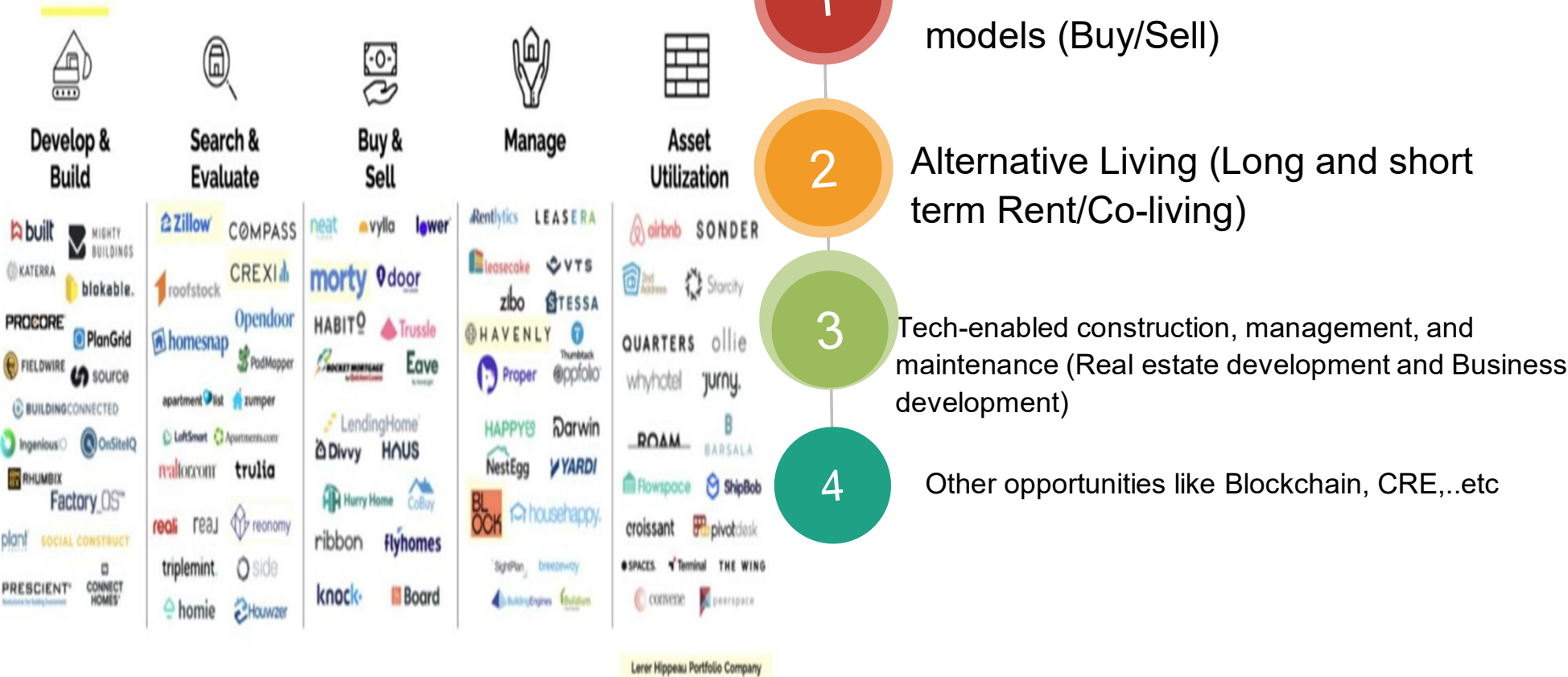
Must seen

<http://cdn.hl.com/pdf/2022/prop-tech-q1-2022--.pdf>

Very useful report For Proptech investment in Q1 of 2022 prepared by Houlihan Lokey bank hl.com

The opportunities offered by Proptech to Real estate market

Technology is causing disruption across real estate value chain



1 Alternative transaction Model (Buying/Selling)

2005

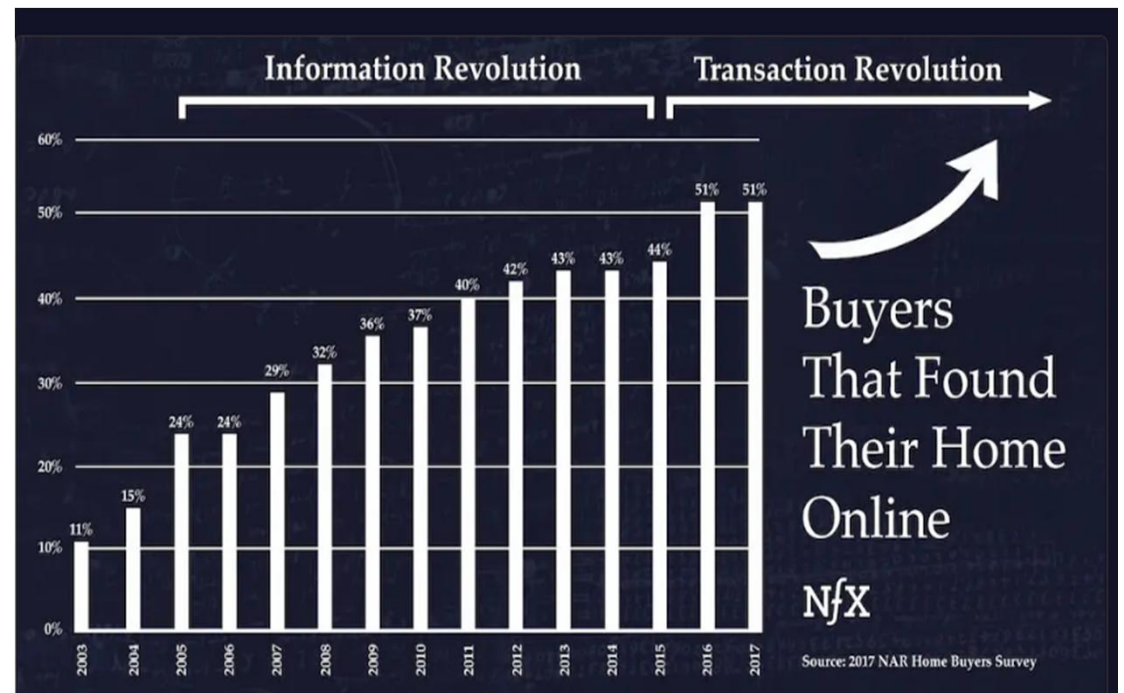
Home buyers increasingly began their home searches online. After 2005, with the launch of consumer-oriented online real estate products Trulia and Zillow, comprehensive, easy-to-access online property information became available to the public for the first time.. This put consumers firmly in the driving seat

2015

The majority of home buyers initialize and find their home online, and then transition to a complicated and largely analog transaction process. This will change.

2015 & beyond:

The new world of transaction models



Buyers
That Found
Their Home
Online
NfX

The current transaction process is enormously costly (costing tens of thousands of dollars including commission, title costs, and other fees). It's also time-consuming: on average, it takes 4.3 months to buy a home, and 2.8 months to sell. The resulting illiquidity of the asset class and the frustration consumers experience create a clear opportunity for innovation.

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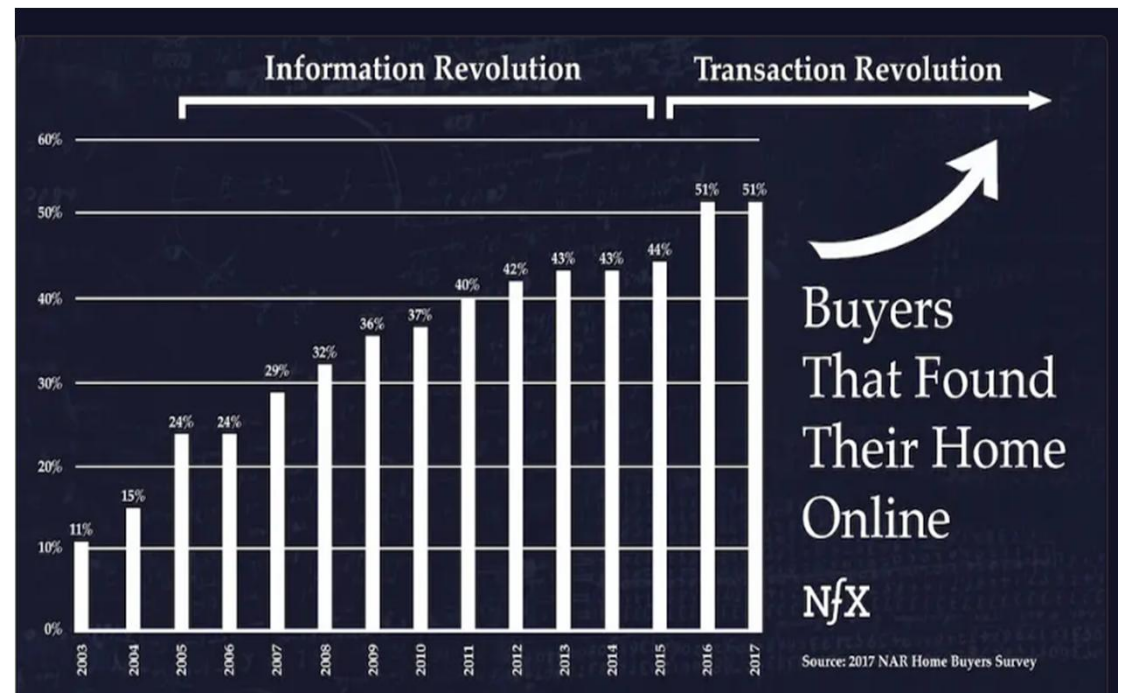
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What Kemedar offers in this scope?

1

Property add in 8 mins

Seller can add all information (100 fields) of his property in 8 mins by check boxes and selecting fields

2

AI content generator

To make it easy for seller, we innovated Kemedar® content generator to generate description from pre-filled fields

3

Virtual tour

Unmatched showing of the properties to show the property with all details to the buyers

4

110+ Search Filters

Buyers can precise their search with many filters to find their perfect

5

Unique Franchising System

Franchising system in Kemedar allow us to offer unique services from our agents on the ground to facilitate transaction time and decrease the cost of it

6

Premium services

Kemedar offers paid premium service to assure quality of transaction like Kemedar® Veri, verification service to verify all information of property, project or company

7

Buy to invest

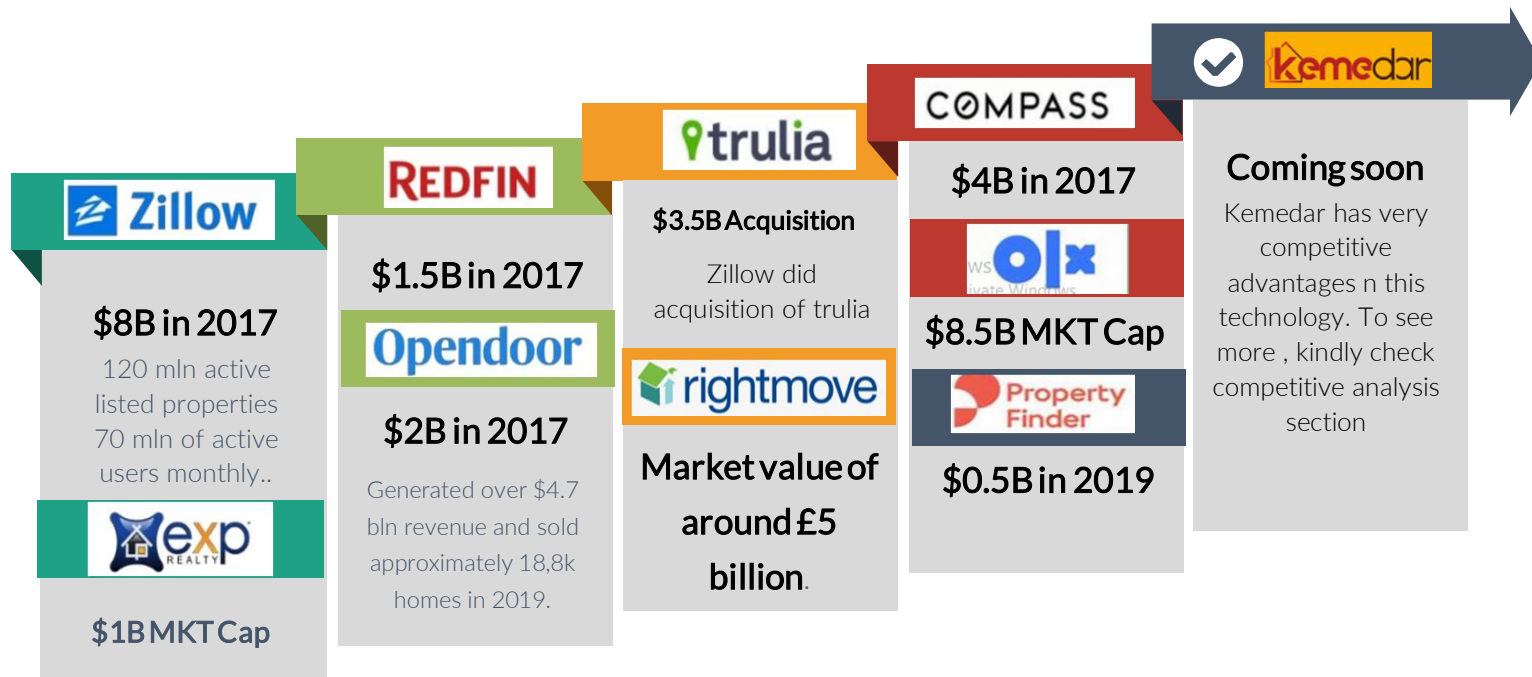
Special investment module to small investors to share in buying part of property and invest

8

Blockchain technology

Working in token module to make transaction is more easier and faster through revolutionary technology of Blockchain and NFT

Examples of Success of Proptech



Source: nfx

Annual Real estate Sales Market Size

8.6%
CAGR

\$9.6
TRILLION
2019

GLOBAL
MARKET
SIZE

\$10.5
TRILLION
2020

TAM

\$3+
TRILLION

Market size in All countries we will operate after 5 years of launching according our staging plan

SAM

150+
BILLION

SOM
150+
MILLION

Annual target total revenue from this sector after 5 years of launching in all 25 countries. This means 0.001 from the target market size

Brokerage & Commission Market size in country of operation (Commssion USA market is \$80B and it is 14% from worldwide market)

\$80 billion

Annual US residential real estate brokerage commissions

\$31.8 trillion

Total value of residential real estate in the US

\$15 trillion

Estimated value of US commercial real estate

2

Alternative Living (Rent/Booking/Lease/Co-living)

Problem

There's an increasing mismatch between supply (the physical housing inventory), and demand (rapidly changing consumer preferences).

Potential:

Rent is an increasing burden for a huge market

Demand for rent is rising with almost 43 million U.S. households renting in 2016. Of those, more than **1 in 3** spend at least 30 percent of their pretax income on rent up from fewer than **1 in 5** in 2001.

In addition to this, rent burden is **increasingly affecting young people**. If tech innovation typically happens with young people first, and young people's single biggest expense is rent, then the residential rental space is potentially **the mother of all markets**.



Solutions offered by Kemedar in this scope

Special module for Long and short term rentals

Try to decrease gap between old aging property supply and recent customer preference through our Kemedar® finish & kemedar® invest service

Working on Co-living module to make it easy for anyone to offer co-living and innovate new markets in different countries through our community portal Kemmeta to change some cultural barriers

Franchising system facilitate all the process through wll trained franchise owners in the area

Examples of Alt Living Startups



welive



SONDER



LYR:©



Annual Rental Market Size

10.7%
CAGR

\$2.164
TRILLION
2021

GLOBAL
MARKET
SIZE

\$2.396
TRILLION
2022

TAM
\$800+
BILLION

Rental Market size in All countries we will operate after 5 years of launching according our staging plan

SAM
\$12+
BILLION

Total revenue for moderators & Brokers (1.5% from the Rental Market size)

SOM
\$120+
MILLION

Annual total revenue from rental sector after 5 years of launching in all 25 countries. This means 0.01 from the target market size

3

Tech-Enabled Construction, Management, and Maintenance

Property management and maintenance are changing, as consumers turn to online service providers over traditional contractors and property managers. Tech-enabled solutions to home decoration and interior design (e.g. Houzz) are also arising, as are new ownership models for furniture (e.g. Feather)

Home construction and maintenance will also undergo extensive disruption. Americans spend **\$340 billion** a year on home improvement and remodeling, with the HVAC market projected to reach **\$251 billion** by 2023. Annual construction in the US is valued at **\$1.3 trillion**.

Meanwhile, traditional incumbents still have a majority share of this very massive market. Home Depot and Lowe's annual sales are approximately **\$170 billion**. Most construction is still done via traditional contractors and construction companies, although the rise of 3D printing and off-site construction by companies like Katerra is beginning to change this.

New catalysts will eventually upend the construction market completely, creating another new wave of cutting-edge real estate tech startups. AI, image recognition, and robotics will enable a huge reduction in the capital and time costs of construction in the medium-to-long term, and the ripple effects of this will be felt throughout the entire real estate industry.

What Kemedar offers for this sector?



Annual Construction & Renovation Market Size

3.5%
CAGR

\$10.7
TRILLION
2020

GLOBAL
MARKET
SIZE

\$15.2
TRILLION
2030

TAM
\$4+
TRILLION

Market size in All countries we will operate after 5 years of launching according our staging plan

SAM
\$120+
BILLION

\$251 billion

HVAC market 2023

80+
MILLION

Annual total revenue from this sector after 5 years of launching in all 25 countries. This means 0.00002 from the target market size

3%
commission
Market from
TAM

>\$1 trillion

Annual US construction spend

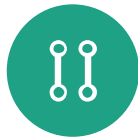
\$336 billion

Home Depot + Lowe's
  Mkt Cap

\$340 billion

Annual spend on home improvement

Other Opportunities



International markets

Typically the expansion originates in any country then moves abroad. With real estate, however, we expect more regional winners: real estate law differs widely creating unique local markets. This market fragmentation will limit the advantage for international incumbents, opening up a clear opportunity for local startups.



Commercial Real Estate

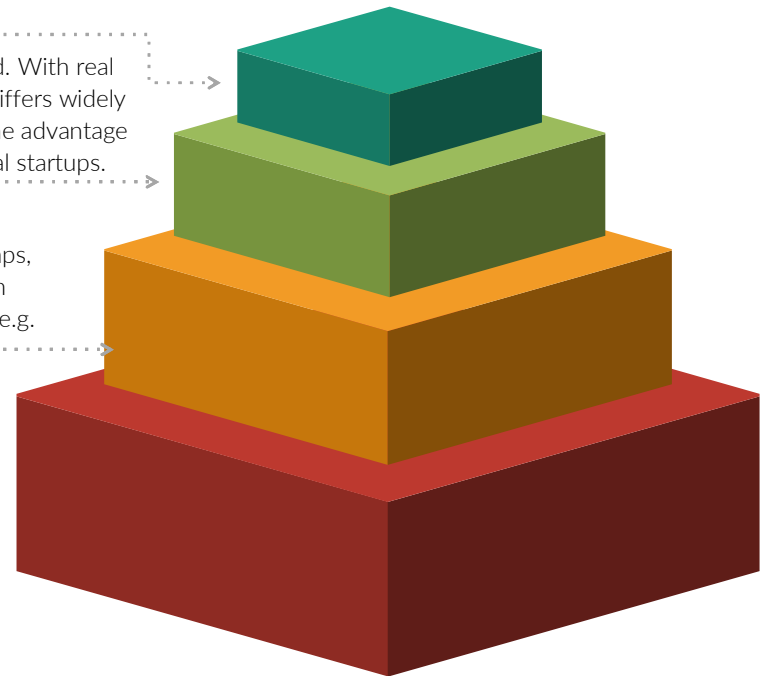
Some existing CRE tech companies are focusing on data assets (comps, floorplans, and other property characteristics), others are working on transactions, and yet others still are pioneering shared office space (e.g. WeWork)



Blockchain

The low volume of real estate transactions makes them better suited for blockchain technology over other higher volume transactions (e.g. currency)

The high analog costs, like title insurance, associated with real estate transaction and ownership could be undercut with the use of an incorruptible public digital ledger



We are developing now Kemecoin & NFT to try to make it easier transactions or our users

What is KEMEDAR?



TO BE BEST PROPTECH IN GLOBAL MARKET

At Kemedar, we focus on creating a comfortable, easy & trustworthy environment for real estate owners, agents and real estate developers to display their properties in detail, as well as for buyers and investors searching for the perfect property and investment opportunity through highly advanced search criteria to ensure the maximum benefit from their visit to Kemedar, which makes us a true success partner for Kemedar's users in their real estate activates & investment

What are the systems included with main kemedar system?

“ Because we, in Kemedar, believe in the necessity of meeting all the wishes of our system users and taking into account all their diverse interests, we have made every necessary effort to make our platform an all-in-one integrated unique Proptech system ”



**Building materials,
finishing decoration
products & furniture
multi-seller marketplace**



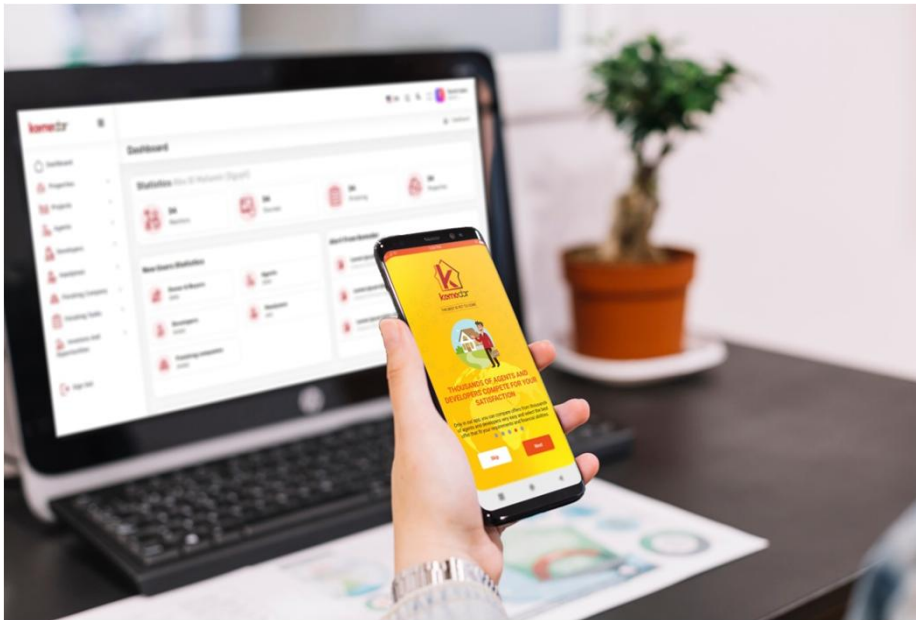
**First Dedicated social
community for people
of real estate interests**



**Educational and
training site designed
specially for real
estate sector**



**Real estate newspaper
edited by people on
the ground**



Business Strategies

1-Automation of every process

This makes expansion is unlimited at the lowest cost as everything automated already

2-Franchising system:

Kemedar can offer its customers and users various and unique professional services on the ground at lowest cost as Kemedar work as moderator between customers and franchise owners

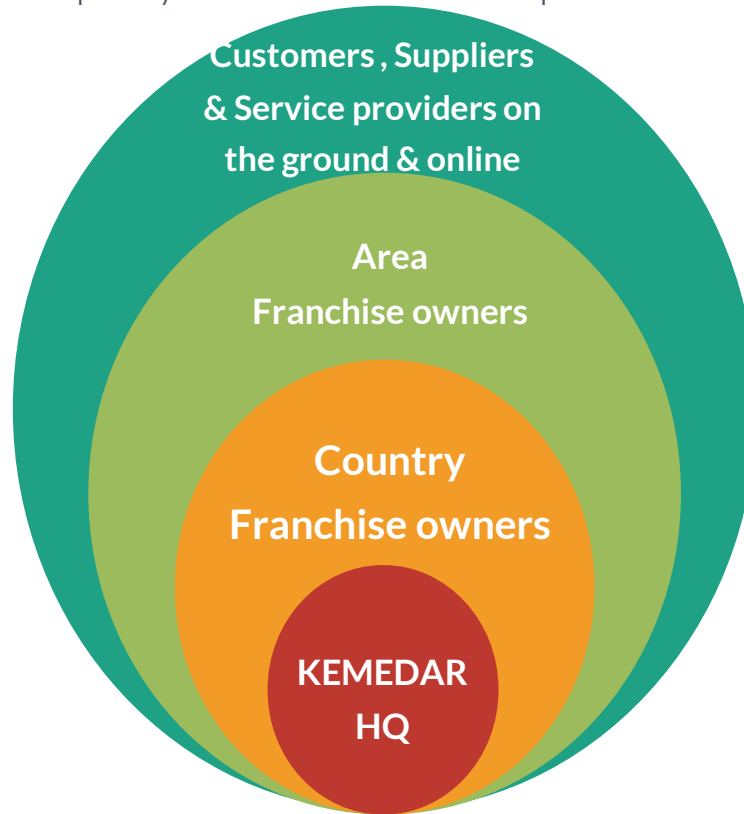
Business Model

Kemedar system is based primarily on linking all the common interests between all those dealing with Kemedar from our partners, customers and suppliers on the basis of sustainable benefit for all in the short and long term



Kemedar System

A specially developed technical system to monitor and precisely define the tasks of each party that connects all parties to success



Click here to see
Financial plan for
country
Franchise owner

Click here to
know benefits of
Franchising
system of
Kemedar

Our Free Services

The largest variety of free services that not offered anywhere

Add property

Add up to 3 free properties with all details depending on AI technology



Advanced Search

110 Search filters to find perfect property or request a property with specific criteria

Premium Control Panel

The member can control all the details of his account and his ads very easily with tons of features



Buy building and finishing products

The member can browse, compare and buy it directly from the factory directly or from the merchant who offers it

Hiring Technicians & Handymen

Any of the members can enjoy the system of managing their finishes and real estate tasks completely free of charge, starting from browsing handymen profiles until their evaluation after completing their tasks.



Hiring marketers & Freelancers

Companies and individuals can browse and appoint real estate marketers added to the system

KEMEDAR CRM Service

Free service for subscribed companies to manage clients from their C-panel in Kemedar



KEMEDAR File manager Service

The member can save his important files, contracts and templates that he wants to modify later

Social Community

Unique social community for all those working in the real estate sector and those interested in it



Free training at Kemedar Academy

Many of the Academy's courses will be free of charge from the instructors

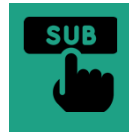
Our Paid Products & Services

Guarantee best ROI for our customers using our paid service

Our mission to be the most reliable Prop-tech system trusted by our users in our operating countries

Subscription Packages

Varying packages for real estate agents, real estate developers, finishing companies and factories..



Franchise owners (Areas & Countries)

The franchise system is very cohesive and professionally designed with hundreds of tools that are unique to Kemedar

Professional Services for Individuals

Very unique product mix not available in any other place



Paid Services for Companies

We help our customers to succeed in their business through services Low cost for return on investment

Selling banners spaces

Special developed banner management automated system which makes it easier for our advertisers to order space in few clicks



Marketing & Promotional Services

We offer some services using our developed tools and our list of service providers to fulfill our customers needs like Bulk email sending, Whatsapp campaigns,..etc

Brokerage & Commission Services

Getting Brokerage & commission from closing deals of selling properties, real estate products or finishing services



Kemetromarketplace Services

Getting commission & listing fees for the products added to kemetromarketplace

Getting Exclusive Distributorship

As our platform is global and has very good penetrative power and largest database, this will enable us to get great exclusive distributorship for great products & Projects



Investment Services

Our automated developed investment module allow us to facilitate investments in real estate for commission

Paid Professional Services for Individual Members (1)

Maximizing the performance of members through exclusive professional services at a cost that makes the return profitable for the customer, which makes him accept to repeat and promote it to everyone who knows



KEMEDAR® List Service

In this service, Kemedar franchise owner send representative to the property's site to photograph the property professionally, adding the property and all its details with description, etc., in cooperation with the seller, to reach the best picture of the property page, which includes all the property details in a professional manner.



KEMEDAR®UP Service

This service will make your property in the first place in the search results in the area of your property, which will greatly increase the possibility of selling it



KEY WITH KEMEDAR® Service

Kemedar, through its Franchise owners in the area of your property, receives the key from the property owner and accompanies the buyers in the inspections for a monthly fee. This service will enable the seller to always add a ready-to-show sign on his property listing page, which increases the possibility of a quick sale of your property.



KEMEDAR®PROMO SERVICE

The owner asks Kemedar for this customized service, and Kemedar will send him through its franchise owner in his area a customized offer according to his property, his region, the number of targets and the proposed promotion methods and mechanisms through communications through E-mail, WhatsApp messages, SMS and Messenger, and all terms and mechanisms are agreed upon before starting the promotion

Paid Professional Services for Individual Members (2)



KEMEDAR®VERI Service

This service will allow you to add a sign “certified by the Kemedar agent.” The Kemedar franchise owner will check all the legal papers of the property and ensure the reliability of the property, title deeds and other matters related to verification such as the truth of all the information contained in the property ad



KEMEDAR® Finish Service

Some members will prefer to communicate with handymen directly and some users who want a professional service will assign Kemedar for their finishing tasks and sign contracts and agreement between the two parties, and Kemedar, through its local franchise owner, manage the task with certified handymen and delivers it



KEMEDAR®Sourcing Service

In this service, Kemedar will search for the best products you want and send the best quotations through a commercial offer from the company and supply them on the terms agreed upon in terms of purchase and supply Contract



KEMEDAR®GO Service

It is a service in which the seller assigns the task of selling his property to Kemedar in return for a commission agreed upon in the concluded contract. Kemedar makes maximum efforts through its promotional tools and agents to sell the property at the best prices. This service is available for properties with certain specifications and for certain areas



KEMEDAR®RENT Service

Assistance in investing your property, the optimal investment.. Through this service, we can manage your fixed asset and choose the best offers for renting your property, making optimal use of it, and suggesting the best investment solutions.

Professional services for Companies

Services that will facilitate the work of marketing management in companies and effectively maximize their performance with a mixture of services specially designed for them by real estate marketing experts and professionals

Kemedar® Campaign Service

A marketing and promotion service in which Kemedar takes advantage of its possession of the largest database in the real estate market. You will fill the form of details what you want to promote your company, project or Your property, as well as the targeting area, the number of targets, and the proposed promotion methods and tools from e-mail communications, WhatsApp messages, SMS messages and messengers. All terms, tools and costs for the marketing campaign are agreed upon before starting the promotion. You can now entrust us with all your promotional and marketing tasks for your property or project.

Kemedar®Veri Service (Project or Property)

This service will allow you to add a “Verified by Kemedar” tag on the page of a specific property or project that you want to offer this service to, which gives great reliability to this property or project for our visitors

Kemedar® Veri Service (Company)

This service will allow you to add a tag “certified by Kemedar” on your company page, which gives great reliability to your company. Kemedar will check all legal papers of the company and ensure its reliability, legal status, financial position, reputation and other related matters by checking

Kemedar® Ad Service

Thanks to our tailored ad system, With a few simple clicks, in a very easy way, you can buy the banner or ad space that you want, which coincides with a specific area and when searching for a specific category or price.

Kemedar® Sponsor Service

Kemetro Marketplace Service

A specialized market for building materials and home furnishing, from cement to furniture



- ✓ Stores & factories Subscriptions
- ✓ Commission on Sales
- ✓ Product listing fees

Investment Management Services

Unique services provided by Kemedar to investors

✓ **Fixed asset management and investment**

✓ **Capital investment**

✓ **Participatory investment service**

A unique service that allows small investors to participate with each other in the purchase of a specific property and invest it by leasing or resale and profit sharing.



Kemedar designed to benefit

Hundreds of tools and services are brought together for the first time in a homogeneous system for all those working and



One of the most important strengths of Kemedar is that the system is tailored to the needs of each member. There are 14 types of users with 14 different control panels. Each member feels that this system was designed for him alone, which makes it on top of all Proptech applications available globally now



AREA
FRANCHISE
OWNER



INVESTOR



COUNTRY
FRANCHISE
OWNER

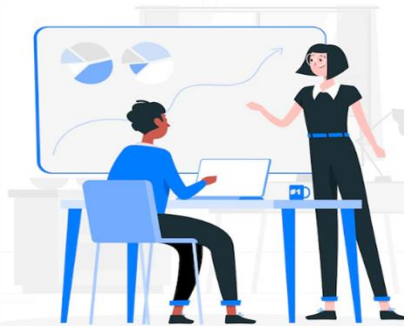


AFFILIATE
MARKETER &
FREELANCER



FINISHING
COMPANY

TRAINEES



PRODUCTS
BUYERS

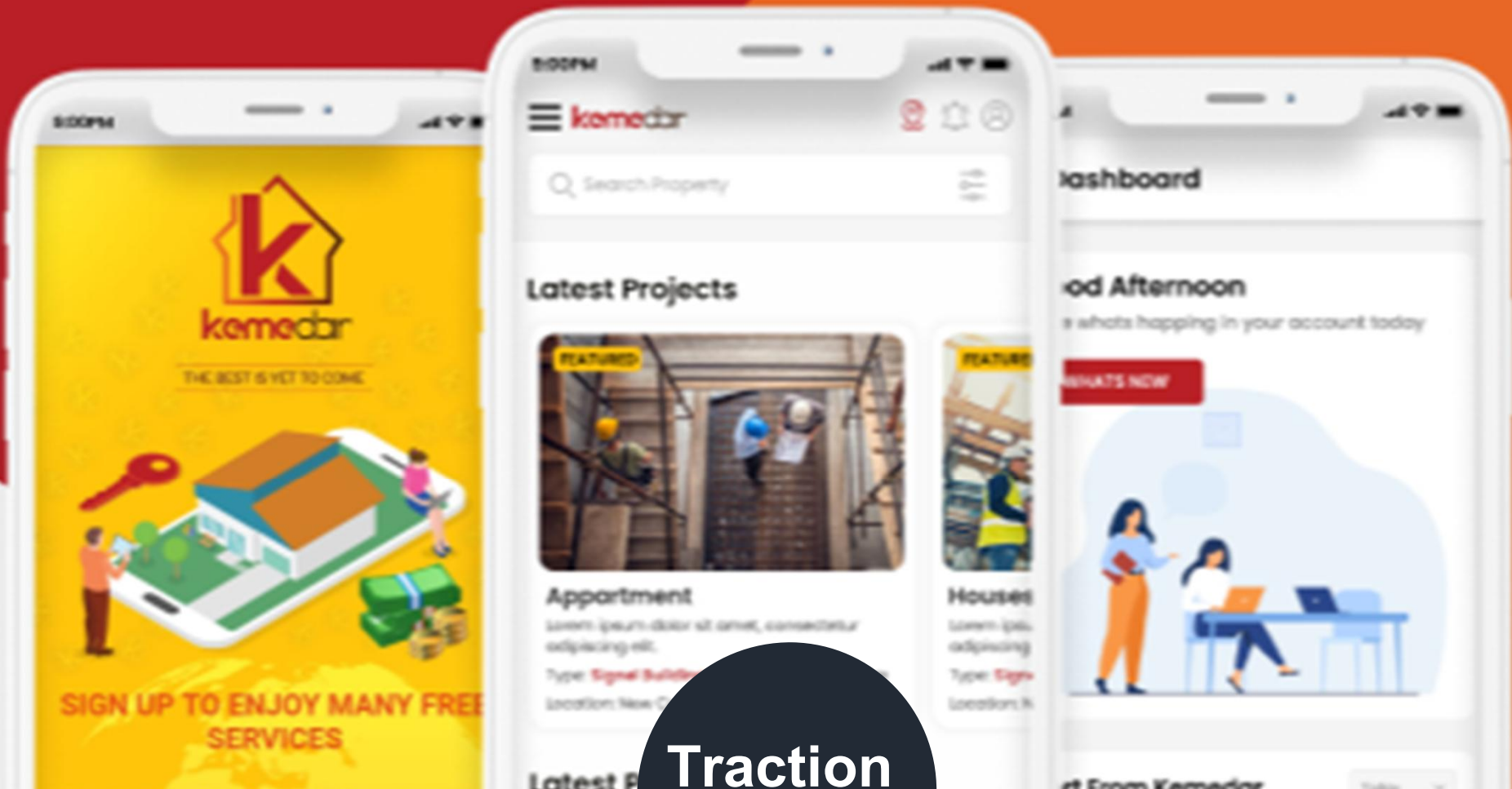


TRAINERS &
INSTRUCTOR



STORES &
FACTORIES





Traction

25
Countries

550.000
LOC
(Lines of code)

6.000+
Working days

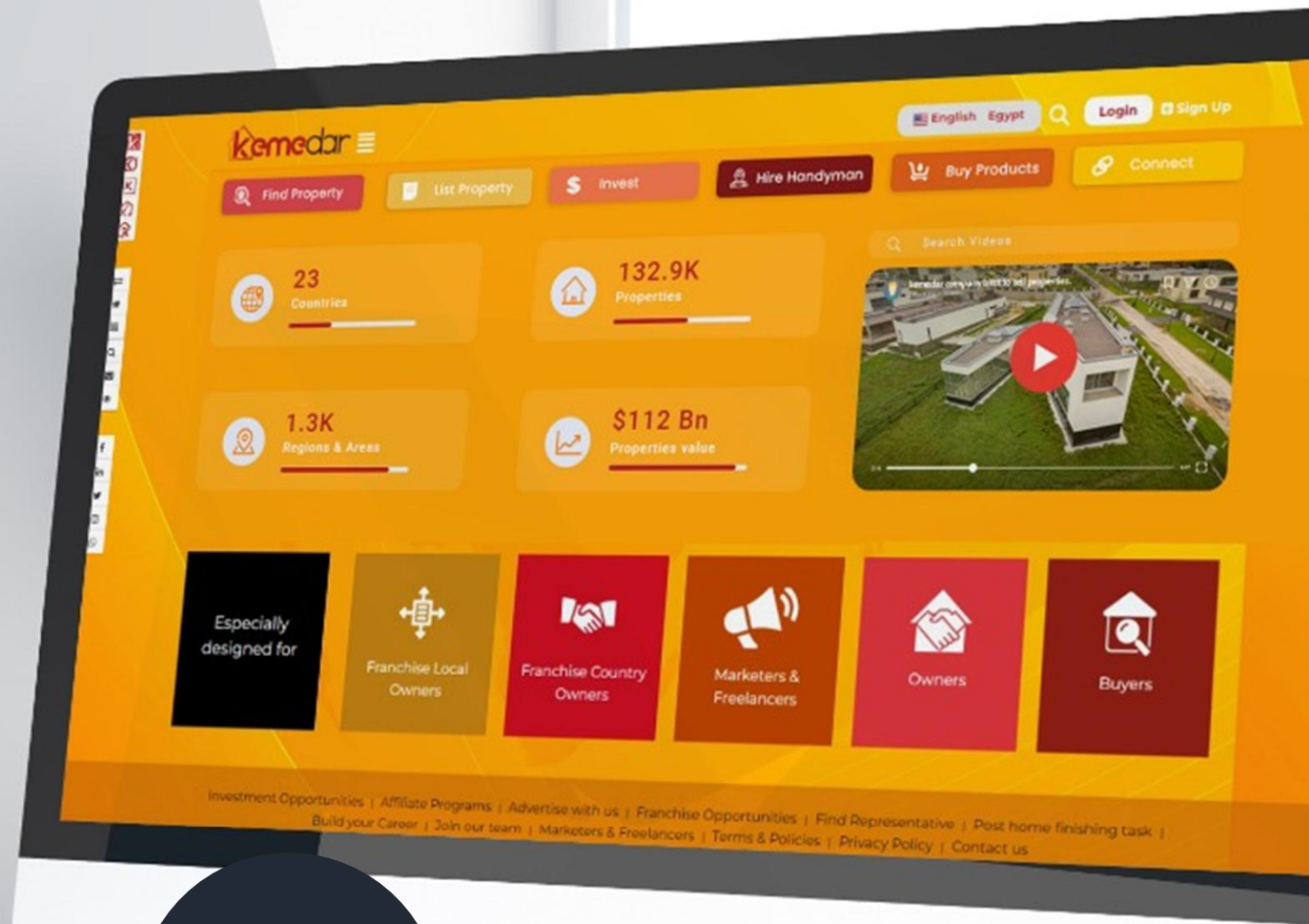
15+
Developers
Full time

15
Languages

60.000+
Development
Hours

40+
Working
months

63+
Freelancers
Hourly based



Traction

0.5+ M

Added Properties

1450+

Pre-registered Real estate Developers

1.2+ M

Target Real Estate Agent & Developers in our DB from LinkedIn

250.000+

Target stores & factories in our DB from Google Busiiness

5000+

Pre-registered Real estate Agents

7000+

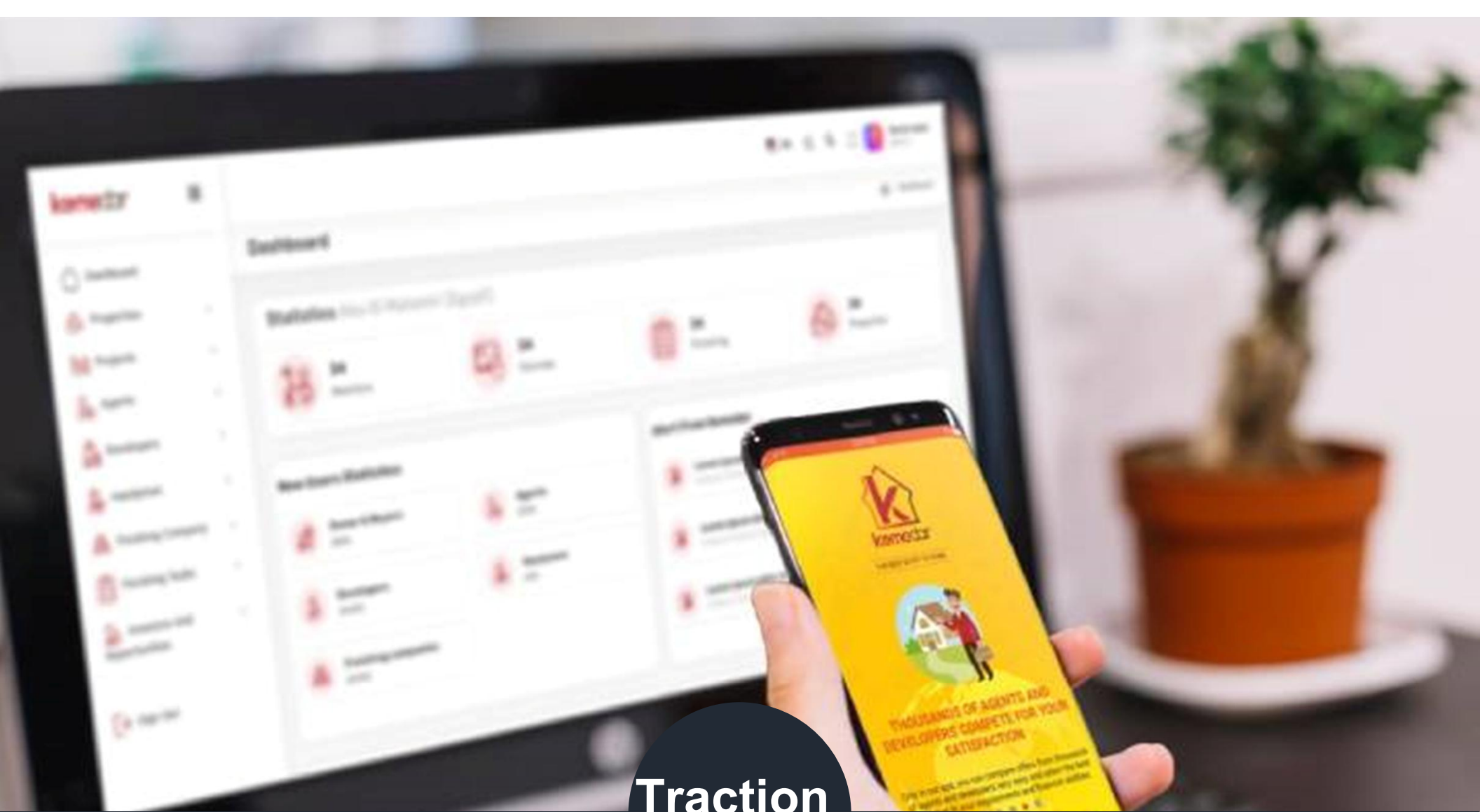
Pre-registered Handymen

100.000+

Target Real Estate Investors in our DB from LinkedIn

100+ M

facebook users assorted DB



Traction

14

User types

32+

Products & Services

100+

Cpanel features & tools

140+

Years of experience for
teamwork

18+

Included Systems

6

Mobile Apps
(+1 main app)

21+

Real estate Categories

Strengths (1)



System is Ready

The system is ready and you can inspect all its parts and has been tested over a period of 6 months, which makes the launch quick and fruitful without the need to wait for development



Made with passion

Excellent technical experience and technical support through a team of programmers at the highest level of 15 programmers from Vietnam, Indonesia, Pakistan and Bangladesh.



Founders and Partners Experience

The administrative and technical experience of the founders brings together more than 140 years of experience in various fields of work and distinguished international companies such as programming, e-marketing, business development and international trade..

Strengths (2)



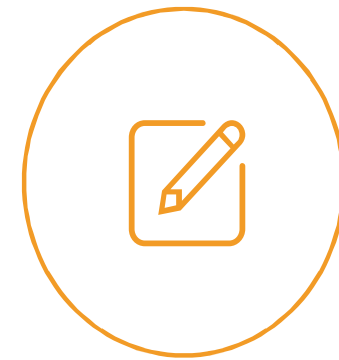
Study the market and competitors

Competitors have been studied over a period of more than four years and all the information of their audience and customers has already been extracted, avoiding their weaknesses and working on unique competitive advantages to serve the market



Huge databases

We have unparalleled target market databases that have been developed and developed specifically to achieve the best return on our marketing goals.



Unique product mix

A mixture of products that has no similar in the market, which enhances our uniqueness and strengthens our position in the competition and makes it one of the most important Proptech systems available in the real estate market

Opportunities



Wars

Sorry to include this item here, but it is the reality, very unfortunately, as during the war, people resort to migrating to quiet places that may be on the other side of the world. What is provided by Kemedar in local languages and ease of search, which helps those in distress to find their perfect needs with ease



The rise and growth of PropTech

PropTech technology is one of the latest waves in the real estate industry and is concerned with advanced technology solutions for real estate and linking it to the financial, administrative and technical aspect in one umbrella, so Kemedar falls in that category of new technology

https://en.wikipedia.org/wiki/Property_technology



Openness and ease of communication

The openness and ease of communication between countries of the world, as well as the immigration and nationality law for buying a property in some countries (such as Turkey) reinforces the need for a unified real estate marketing system that facilitates the search for a property in other countries in local languages, which gives us greater opportunities to take exclusive agencies because we are the largest who can reach different countries in different markets It is difficult for local developers to access and also makes it easier for buyers to decide easily because the information is transparently available

What is new that the Kemedar offers to the global real estate market?

Please review the timeline for launching each feature, knowing that all of these features are ready, but will be phased out based on the time plan.

Carefully designed to serve all categories of real estate people from owners, buyers, handymen, finishing companies, agents, real estate developers, franchise owners, affiliate marketers, freelancers, advertisers, investors, stores, factories, trainers, news editors..etc.

A global company with a presence in **25 countries** and an interface in more than **15 languages** to facilitate visitors and create the required comfort in enjoying the various site services

The database of purchase requisitions can be worked on, which achieves the highest return through commission, because the senders of purchase requisitions often send them after they have exhausted the traditional methods of purchase



Full management of the database of advertisers with all their real estate information and the ability to analyze that data and benefit from it with any advertisement directed to a specific segment, whether a price segment or according to the targeting area or anything else, which facilitates the marketing process and makes our site a first destination for companies or individuals that want to sell or advertise their properties



Advanced search tools are one of the most important features of the system from searching in all dimensions of the property (more than 110 search criteria), as well as the areas specifically designed to accommodate up to five levels of depth, which makes the research by targeting area very satisfactory.





In a record time, we can build a network of local franchise owners at the highest level of efficiency, as well as manage them in an unparalleled technical way, and manage their accounts in optimal management, . Thanks to ready system we have now that this network will cost very less cost

The real estate finishes and tasks management system that we provide to our visitors and members makes our system unique and has no real competitor



For the first time, the first integrated directory for handymen and everyone involved in building and equipping the property, in order to be the owner of the largest database for all real estate workers, linking them to our website,

A special system that allows us to provide marketing services to others from real estate companies in a highly effective system using the latest methods in marketing as well as a database that is the most accurate and largest of its kind in this field



We provide our clients and agents from companies such as finishing companies, real estate agents, real estate developers and franchise owners in regions and countries, an integrated system for customer care, CRM, adapted and programmed specifically for the real estate field, and ERP software that facilitates all their work processes such as project management, task management, employees, customers and orders, all in their control panel in their account Ali Kemedar



An included accounting system that helps our agents and franchise owners from managing accounts and makes all their accounts and invoices in one secure place and does not need more than one person to manage it



For the first time in the world, a unique participatory investment system that allows small investors to buy co-operatively in a specific property and invest in it using the share system and manage the entire process from presenting investment opportunities and studying their feasibility to managing the process of paying the price of the share by all available payment methods until contract management and documentation, investment management, accounts and distribution Profits later through Kemedar Investment Management



An integrated system for managing banners and advertisements, which makes it easier for advertisers and our company to manage the largest number of advertisers' accounts with a negligible number of employees



An integrated technical system for managing affiliate marketers through a special system prepared for this, which makes our site leap dramatic leaps in a very short time because we can simply employ thousands of them and manage them with a commission system and share in profits.

A database for all real estate companies, including agents and real estate developers, and linking them to our site, as each company has its own website and page on our site that includes its projects and real estate, and an integrated administrative system to manage all their real estate marketing, which links all their marketing mechanisms to our site and contributes to the development of our real estate network effectively.



The strong image of our company and our brand that we certainly obtain in a record time from the beginning of operation makes our brand one of the most famous brands in the real estate market, because our name and the application of our website is on the phone of all people and they use it to meet all their real estate needs, which enhances the confidence of all those around us and dealers Our entity and it is easy for us to take exclusive marketing agencies, contracting or construction finishes.



A special administration on our site for everyone who wants to invest in real estate, whether he has capital or someone who has a fixed asset, and the site makes it very easy for us to reconcile between the two parties in return for a commission for that



The PBX system is at the highest level and with the latest communication technologies to reach the representatives of the regions and our service officials quickly and easily through phone call or through video or audio communication or chat on the site



A chat system between members, which achieves the best comfort for members to communicate with each other



The mobile application on the mobile of all users makes dealing with the system very easy and convenient



Kemeta Community is the first social network dedicated to the real estate sector that connects all people interested in real estate from all over the world such as sellers, buyers, investors, advertisers, employees, job seekers, contractors, developers, agents etc. Our users can enjoy communicating with people of the same interests and creating their ideal networks in the first specialized real estate community, which is one of the latest technologies by linking customers and dealers to the site

One of the parts of our integrated system is the Kemedar Academy, which aims to raise the technical level of all those working in the real estate industry, from craftsmen and technicians to marketers and independents. There are also specialized programs for real estate agents and investors. Its method simply depends on linking professional volunteers & Instructors with great experience who like to give their experiences to benefit others without compensation for the students of the Academy through the provision of a professional educational and training platform. There are also specialized programs for training children and youth



Kemetro is the e-commerce portal of Kemedar which is specialized only in selling high quality home building and finishing products. You can find and order all real estate furnishing and furniture products. Sellers can display their products, from cement, building materials, cables, to insulation materials and paints, to home and garden fixtures, in one place, which makes Kemetro marketplace very unique. Our customers can compare a wide range of products from thousands of manufacturers and distributors and get the best prices and complete satisfaction. This market is integrated with our system, which increases the user's link on our site



And More

Competitive Analysis (1)



remax.com



coldwellbanker.com



aqarmap.com



olx.com



propertyfinder.eg



kemedar.com

	Re/max	Coldwell Banker	Aqarmap	OLX	PropertyFinder	KEMEDAR
Headquarters	USA	USA	Egypt	Netherland	UAE	USA
Global presence	+110	+41	2	+30	6	+25
Number of employees	+1500	+9066	+250	+8000	+300	+45
Company valuation in doll	?	+30.84 bn*	?	8.5 bn	+500 m**	10 m
Year Founded	1975	1906	2011	2005	2007	2013
Specialization in real estate	✓	✓	✓	✗	✓	✓
Compliance with Proptech Standards	✗	✗	✗	✗	✗	✓

*<https://www.macrotrends.net/stocks/charts/CBRE/cbre/net-worth>

**<https://www.propertyfinder.eg/blog/en/120-m-investment-in-propertyfinder/>

Competitive Analysis (2)



Re/max

Coldwell Banker

Aqarmap

OLX

PropertyFinder

KEMEDAR

Number of member types 3

3

4

2

2

14

Ease of registration



Premium Memberships



Paid Subscriptions



Who can add a property?

Only internal agent

Only internal agent

Paid customer
+Paid agent

Free customer
+Paid agent

Paid customer
+Paid agent

Free customer
+Paid agent

Search levels in the region 2

2

4

2

4

4

Competitive Analysis (3)



	Re/max	Coldwell Banker	Aqarmap	OLX	PropertyFinder	KEMEDAR
Number of search filters	12	8	11	18	9	25
Add property for free	✗	✗	✗	✓	✗	✓
Franchise system	✓	✓	✗	✗	✗	✓
Finishing task system	✗	✗	✗	✗	✗	✓
Advertising system	✗	✗	✗	✗	✗	✓
Buy advertising space online	✗	✗	✗	✗	✗	✓

Competitive Analysis (4)



	Re/max	Coldwell Banker	Aqarmap	OLX	PropertyFinder	KEMEDAR
Affiliate Marketers System	✗	✗	✗	✗	✗	✓
Operations on the ground	✗	✗	✗	✗	✗	✓
Number of communication	1	2	3	1	2	9
Chat between members	✗	✗	✗	✓	✗	✓
Chat with management	✗	✓	✗	✗	✗	✓
Investment system	✗	✗	✗	✗	✗	✓

Competitive Analysis (5)



	Re/max	Coldwell Banker	Aqarmap	OLX	PropertyFinder	KEMEDAR
Number of paid services	0	0	2	1	1	+30
Number of types of paid subscriptions	0	0	1	1	1	4
Buy services online	✗	✗	✓	✓	✓	✓
Accepted payment methods	0	0	1	1	1	9
Cart Purchase System	✗	✗	✗	✗	✗	✓
Cpanel systems	2	2	4	2	2	14

Competitive Analysis (6)



	Re/max	Coldwell Banker	Aqarmap	OLX	PropertyFinder	KEMEDAR
Featured company page	✗	✗	✗	✗	✓	✓
Exclusive franchisee owners	✗	✗	✗	✗	✗	✓
Buy services online	✗	✗	✓	✓	✓	✓
Control panel capabilities	?	?	-10	-10	-10	+40
Dedicated Marketplace	✗	✗	✗	✗	✗	✓
Dedicated Academy	✓	✗	✗	✗	✗	✓

Competitive Analysis (7)



	Re/max	Coldwell Banker	Aqarmap	OLX	PropertyFinder	KEMEDAR
Newspaper	✓	✓	✓	✗	✓	✓
Social community	✗	✗	✗	✗	✗	✓
Languages	1	1	2	2	2	+15
MobileApp	✓	✓	✓	✓	✓	✓
CRM included for paid account	✗	✗	✗	✗	✗	✓
ERP included for paid account	✗	✗	✗	✗	✗	✓

Competitive Analysis (8)



	Re/max	Coldwell Banker	Aqarmap	OLX	PropertyFinder	KEMEDAR
File manager system	✗	✗	✗	✗	✗	✓
Hiring system for Marketers	✗	✗	✗	✗	✗	✓
AI technology application on proptech	✗	✗	✗	✗	✗	✓
Projects & Compounds	✓	✓	✓	✓	✓	✓
Marketing Services	✗	✗	✗	✗	✗	✓
Realstate categories	6	20	11	5	16	21

Competitive Analysis (9)



	Re/max	Coldwell Banker	Aqarmap	OLX	PropertyFinder	KEMEDAR
Daily booking	✗	✗	✗	✓	✗	✓
Search by area types	1	1	1	2	2	4
Filter by suitable for	✗	✗	✗	✗	✗	✓
Filter by Status	✗	✗	✗	✓	✗	✓
Filter by Area size	✓	✓	✓	✓	✓	✓
Filter by Price	✓	✓	✓	✓	✓	✓

Competitive Analysis (10)



	Re/max	Coldwell Banker	Aqarmap	OLX	PropertyFinder	KEMEDAR
Filter by payment method	✗	✗	✓	✓	✗	✓
Search in compound only	✓	✓	✓	✓	✓	✓
Search by google map	✗	✗	✗	✗	✗	✓
VR tour-3D	✓	✓	✗	✗	✗	✓
Number of fields when add property	?	?	-50	-50	-50	+100
Add project by user	✗	✗	✓	✗	✗	✓

Competitive Analysis (11)

	remax.com 	coldwellbanker.com 	aqarmap.com 	olx.com 	propertyfinder.eg 	kemedar.com 
	Re/max	Coldwell Banker	Aqarmap	OLX	PropertyFinder	KEMEDAR
Description generation from fields	✗	✗	✗	✗	✗	✓
Advertising campaign design	✗	✗	✗	✗	✗	✓
Invetment opportunities module	✗	✗	✗	✗	✗	✓
Time taken to add property	?	?	15 min	12 min	20 min	8 min
Add request to buy or rent	✗	✗	✗	✓	✗	✓
Traffic monthly	?	?	+1 million/m	?	+1 million/m	?
Pointssystem	✗	✗	✓	✗	✗	✗

USA Market Potentials

Review the links for more information.

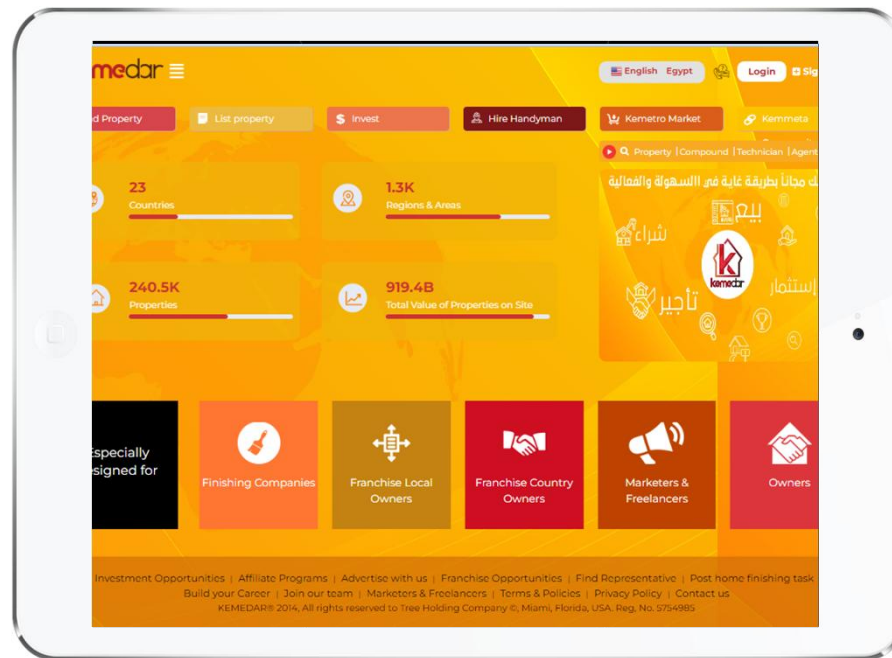
The digitalization of the real estate industry will bring around \$12.89 billion to management software companies by 2025, as reported by housing market data

This makes perfect sense as the number of properties being sold or rented is bound to increase over the next few years. In short, real estate management software can make renting, selling, and purchasing housing units a lot simpler (and faster). Source: Adroit

In 2018, at least 44% of US-based home buyers used the internet to look up potential properties



Over 90% of US-based real estate businesses own a website where properties are listed, as reported by US housing statistics



58% of Millennials and 46% of Gen Xers who recently purchased a home found one via a mobile device, recent real estate market data shows



45% of brokers report that “keeping up with technology” is their agents’ biggest challenge.

Please read full report here <https://policyadvice.net/insurance/insights/real-estate-statistics/>

What is Proptech?

KEMEDAR is built to be leading Proptech system to the world

https://en.wikipedia.org/wiki/Property_technology

<https://www.hqo.com/resources/blog/what-is-proptech-and-what-does-it-mean/>



Proptech company

Property technology, also known simply as proptech, can be defined as the usage of technology and software to assist in today's real estate needs. For the office sector specifically, this could mean everything from digitally facilitating unique workplace experiences, to offering advanced data and analytics capabilities for real-time feedback, to even helping property teams purchase, sell, and manage their assets.

In short: the goal is to make everything about owning, leasing, or working in a building unique, easier, and more efficient.

History of real estate technology



Real estate technology first targeted consumers following the dot-com boom. At a time when most sales and residential listings were on print media and real estate offices, the focus was on moving listings onto the digital media.[7] This has been successful, with companies like Zillow (US) and Rightmove (UK) being in the top listed companies in their respective markets.

The next wave (circa. 2008) involved making physical spaces more fungible - from holiday homes all the way to storage spaces. A notable example is Airbnb, which has made it possible for property owners to rent out their property for part of the year.

The current wave of proptech is driven by a range of new technologies available, such as artificial intelligence and big data, which has already disrupted other areas such as finance. The application of these new technologies is furthermore shaped by social distancing requirements and regional lockdowns arising out of COVID-19 that have introduced changes in the way we are required to deal with real estate.



Investment in real estate technology

There are currently many startups trying to target every segment of the property market chain, attempting to disrupt and improve how the current market players (developers, buyers, sellers, renters, investors, and real estate professionals) design, construct, market, discover, transact and operate real estate.[9] These startups have been supported by seed funding and investment from a range of sources, including some specialist real estate technology venture capital funds.

In the first six months of 2019, \$12.9 billion was poured into real-estate tech startups by venture investors, which surpassed the \$12.7 billion record for all of 2017.[10] In 2015, real estate tech reached record funding and deals levels, with more than \$1.7 billion deployed globally across more than 190 deals. This represents a 50% increase year-over-year and a whopping 821% increase in funding compared to 2011's total. Deal activity also soared, growing 378% with respect to 2011's total, and 12% year-over-year.[11][better source needed] This investment appeared to increase further in 2017 to £8.5 billion.

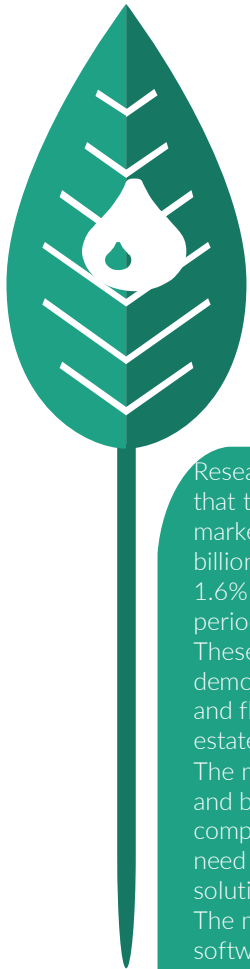
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Phone: +18506770727

info@kemedar.com

Why Proptech fresh technology?



Research and Markets stated that the global rental real estate market was valued at \$1787.8 billion in 2020 with a CAGR of 1.6% during the 2020-2024 period.

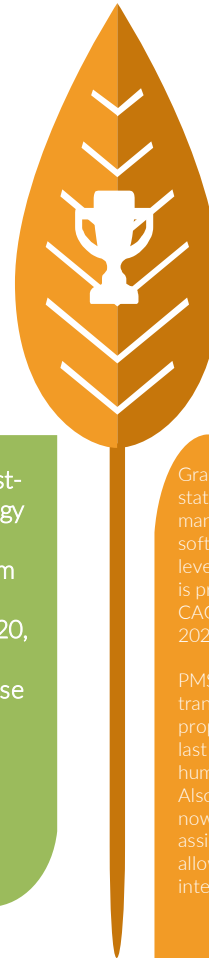
These shocking numbers demonstrate how fast-growing and flourishing is the rental real estate market.

The market only tends to grow and both large real estate companies and clients daily need advanced technology solutions.

The matter is that proptech software streamlines their interaction, simplifies and automates operations, and makes their lives simpler.



Forbes reports that the fast-track of property technology in the real estate industry accelerated by 1072% from 2015 to 2019. Other accounts reveal that in 2020, 81% of real estate organizations planned to use new digital technologies in traditional business processes.



Grand View Research Report states that the global property management platform software market reached the level of \$2.9 bln in 2020 and is predicted to grow with a CAGR of 5.8% within the 2020-2027 period.

PMS solutions have transformed into automatic proptech platforms within the last years that decrease the human error ratio even more. Also, property managers are now able to allocate work assignments effectively which allows eliminating operational interruptions.



According to the IBISWorld report, there are over 2 mln commercial real estate companies in the US in 2022 with California (13), New York (9), and Texas (8) as the leading states in providing CRE services.

These numbers mean that building prop tech software related to commercial real estate data is a perspective and potentially profitable business.

For this reason, there are high chances to become successful and profitable by launching a proptech software database business

<https://www.hqo.com/resources/blog/what-is-proptech-and-what-does-it-mean/>

<https://ascendixtech.com/proptech-companies-startups-overview/>

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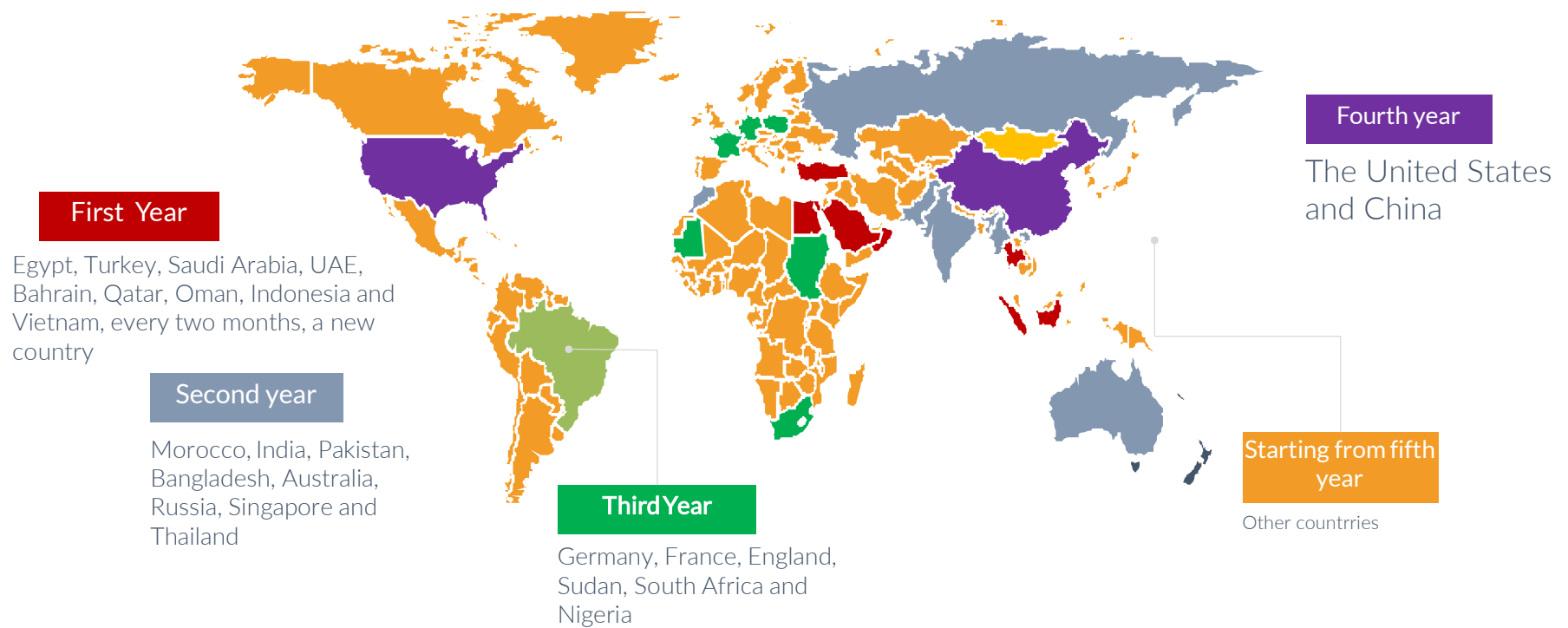
Important Links for Market Size & Potentials



<https://www.mordorintelligence.com/industry-reports/it-market-in-real-estate>

<https://ascendixtech.com/proptech-companies-startups-overview/> read opendoor profile

Expansion plan in the world



Our strategy here depends on our country franchise agent in the country for operations on the ground, so by expanding we mean the presence in the countries in this segment is the presence on the ground in the operations of that country through the franchise agent there to conduct business and not necessarily adding that country's information and db on the site that can be done at a faster pace

Our Beautiful Minds(1)



Abdullah Abass
CEO & Founder
Egypt

Creator of the idea
Initiated on 2013
Complete profile about founder and
photo album. [Click here](#)
+20 111 000 99 38



Mohammad Arofat
Partner
Indonesia

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Muhammed Uzair
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Team Leader
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Our Beautiful Minds(2)



Nguyen Thuy
Partner
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Mohib Shah
Partner
Bangladesh

Network & SMTP
Admin
Joined The idea: 2021

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Fayyaz Hussain
Partner
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Senior Graphic
Designer
Joined The idea: 2016

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Sarfuzzaman Rashad
Senior Developer
Bangladesh

Senior Developer &
Team Leader
Joined The idea: 2020

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Our Beautiful Minds(3)



Muhammad Siddiqui
Laravel Developer
Pakistan

Laraval developer

Joined The idea: 2019

+92 333 1230916



Yusuf
Motion Graphic
Algeria

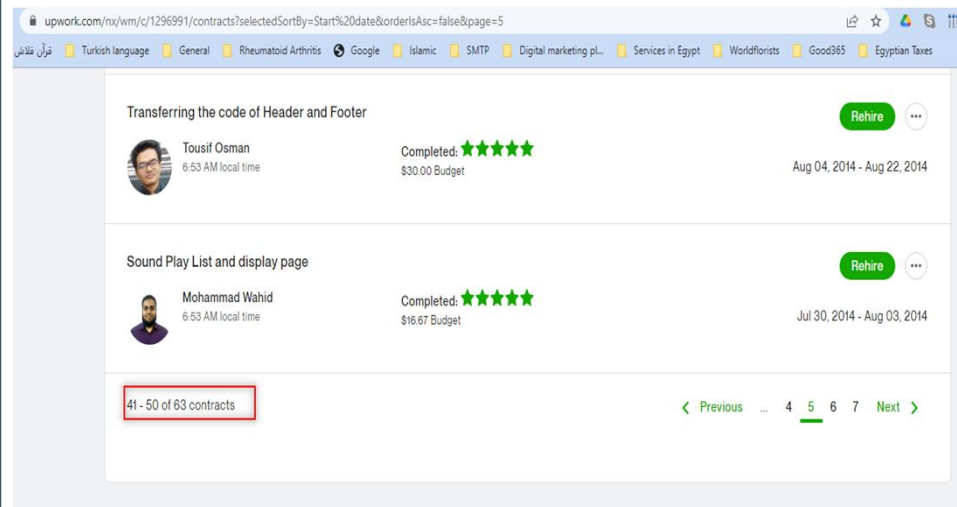
After effect &

Motion Graphic

Joined The idea: 2014

+62 812-2244-2225

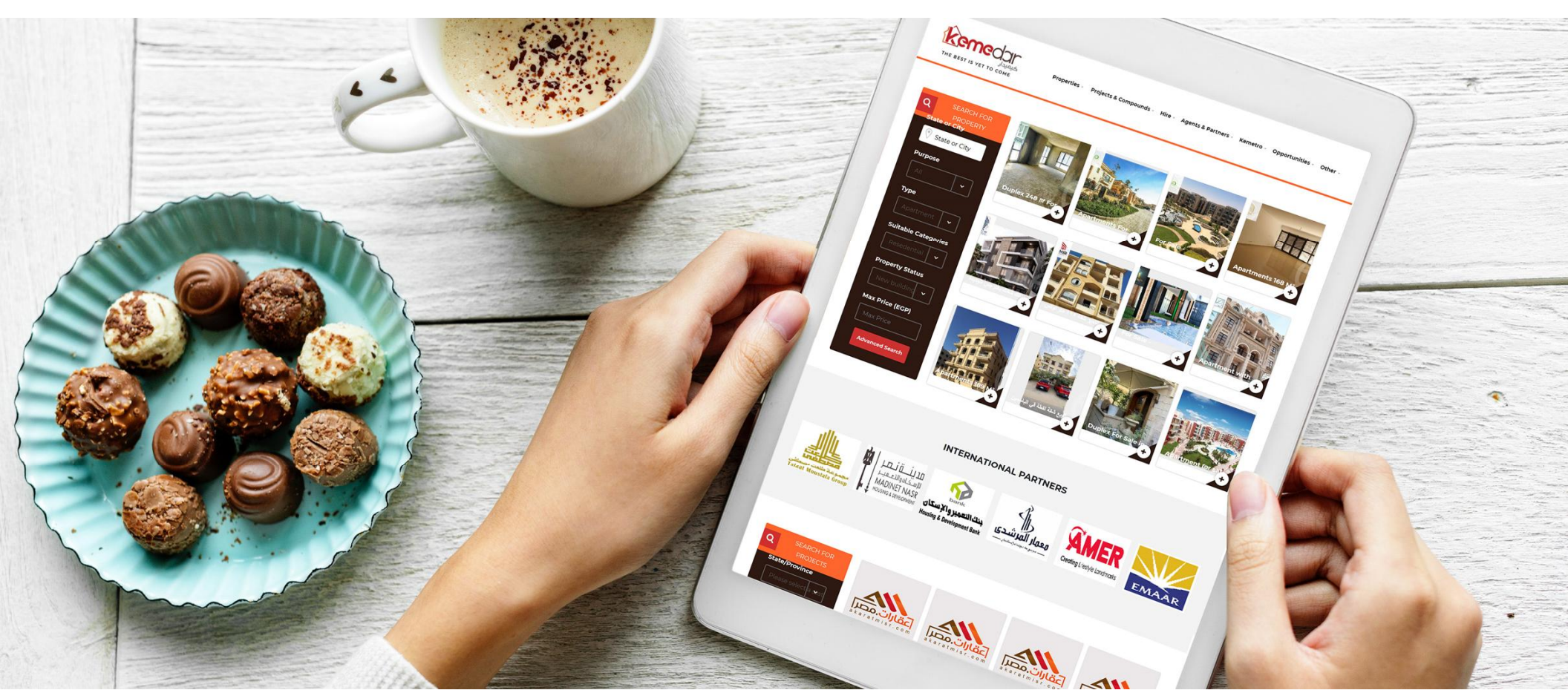
And 63 Contracts for 63 freelancers worked on Tasks of Kemedar



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Financial Plan

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Income Statement

(all numbers in USD)

Total Sales Revenue	Amount
Gross sales (including VAT)	2,548,800
Less : sales returns and allowances	50,976
Net sales	2,497,824
Cost of Sales	Amount
Direct cost of sales from the other freelancers & vendors	555,600
Purchases Expenses	5,556
Total cost of Sales	561,156
Total Gross income (loss)	1,936,668
Operating Expenses	Amount
Salaries and wages	232,800
Freelancers & Affiliate marketers commissions & costs	79,200
Utilities & Other expenses	45,600
Rents	48,000
Marketing Expenses	224,400
Assets Depr	24,000
Area commissions	659,760
Banks Expenses & Commssion from payment processors	76,464
Total selling & Operating expenses	1,390,224
Total Net Income	546,444
Kemadar (30 %)	163,933
Net profit	382,511
Taxes on income	76,502
Net income after taxes	306,009
Extraordinary gain or loss	25,488
Income tax on extraordinary gain	2,549
Net Income (Profit)	328,948
Intial Capital Investment	1,068,000
Return On sales	13.17%
Marketing of Sales	68.22%
Return on Investment (ROI)	31%
Return On Assets	134%

Example Franchise owner Egypt Office Income Statement Projection 1st 15 months

This analysis is coming from complete financial statements sales forecast, cost sheet and income statement. To know moree details, kindly contact us to arrange online or offline meeting to discuss all details for financial forecast



Products & Services
35



Total Sold units
16.057



Total Users Served
1389



Average units sold/user
11



Total Sales Forecast
\$2.548.800



Net Income
\$546.444



Return On Sales
13.17%



Return On Investment
31%

Income Statement	First 15 Months	2nd Year	3rd year
Total Sales Revenue	Amount	Amount	
Gross sales (including VAT)	2,548,800	5,352,600	6,365,400
<i>Less : sales returns and allowances</i>	50,976	107,052	127,308
Net sales	2,497,824	5,245,548	6,238,092
Cost of Sales	Amount	Amount	
Direct cost of sales from the other freelancers & vendors	555,600	1,752,000	1,886,400
<i>Purchases Expenses</i>	5,556	17,520	18,864
Total cost of Sales	561,156	1,769,520	1,905,264
Total Gross income (loss)	1,936,668	3,476,028	4,332,828
Operating Expenses	Amount	Amount	
Salaries and wages	232,800	232,800	232,800
Freelancers & Affiliate marketers commissions & costs	79,200	79,200	79,200
Utilities & Other expenses	45,600	45,600	45,600
Rents	48,000	48,000	48,000
Marketing Expenses	224,400	224,400	224,400
Assets Depr	24,000	24,000	24,000
Area commissions	659,760	1,360,440	1,636,920
Banks Expenses & Commssion from payment processors	76,464	160,578	190,962
Total selling & Operating expenses	1,390,224	2,175,018	2,481,882
Total Net Income	546,444	1,301,010	1,850,946
Kemadar (30 %)	163,933	390,303	555,284
Net profit	382,511	910,707	1,295,662
Taxes on income	76,502	182,141	259,132
Net income after taxes	306,009	728,566	1,036,530
Extraordinary gain or loss	25,488	53,526	63,654
Income tax on extraordinary gain	2,549	5,353	6,365
Net Income (Profit)	328,948	776,739	1,093,818
Intial Capital Investment	1,092,000	792,000	742,000
Return On sales	13.17%	14.81%	17.53%
Marketing of Sales	68.22%	28.89%	28.89%
Return on Investment (ROI)	30%	98%	147%
Return On Assets	134%	3%	0%

3 Years Franchise owner Egypt Office

Income statement Forecast

More details...!! Please contact

Future & Expansion Strategy



Important Reports

Q1 2022 PropTech Market Update

Very useful report For Proptech investment in Q1 of 2022 prepared by Houlihan Lokey bank hl.com.
You can see it live here

<http://cdn.hl.com/pdf/2022/prop-tech-q1-2022---.pdf>

or download here

www.kemedar.com/investment_documents/prop-tech-q1-2022-report.pdf

PropTech Global Trends 2021

Great report on trends in Proptech by ESCP business school

See it here

<https://escp.eu/sites/default/files/PDF/news-events/proptech-global-trends-2021.pdf>

Or download here

www.kemedar.com/investment_documents/proptech-global-trends-2021.pdf

Future of Proptech 2022

Prepared by valley bank

See it here

https://www.valley.com/VNB/media/Library/PDFs/March-2022-Bank-Leumi-Whitelabel_Final-web-ada.pdf

Or download it here

www.kemedar.com/investment_documents/future-proptech.pdf

Startup investment report in Egypt 2022:

www.kemedar.com/investment_documents/investment-startups-funds-in-Egypt1.pdf

Important Supporting Documents

Pitch deck English 25 Pages (15 mins reading)

https://www.kemedar.com/investment_documents/kemedar_deck_25p_200622.pdf

Pitch deck English 45 Pages (30 mins reading)

https://www.kemedar.com/investment_documents/kemedar_deck_45p_200622.pdf

Supporting documents for our companies

www.kemedar.com/investment_documents/supporting-douments-kemedar.pdf

Photo Album

www.kemedar.com/investment_documents/photo-album-english.pdf

Complete Business Plan in Arabic

www.kemedar.com/investment_documents/complete-business-plan-ar.pdf

Example for Financial projection in Arabic for the Saudi Arabia market

www.kemedar.com/investment_documents/financialplan_sa_ar.pdf

We have a big database of target customers and markets

www.kemedar.com/investment_documents/database-volume.pdf

A longer version of Pitch deck 75 pages

https://www.kemedar.com/investment_documents/kemedar_deck_75p_200622.pdf

Franchise owner country presentation in Arabic

www.kemedar.com/investment_documents/franchise-pp.pdf

Example for a Stock certificate issued by TREE HOLDING COMPANY

www.kemedar.com/investment_documents/stock-certificate.pdf

Important Videos

Arabic video presentation

<https://youtu.be/FDFWvOW1tTE>

Short Video presentation in Arabic

<https://www.youtube.com/watch?v=ZnzTr8jApX0>

Video presentation for franchise owner country in Arabic

https://www.youtube.com/watch?v=MsPXs0_AKM4&t=1s

Thank you