



jareed





‘At Jareed Properties, our name reflects our purpose. Inspired by “Jareed”, the palm tree frond, we embody growth, resilience, and a welcoming, nurturing care. Just as palms grow high, reaching for the sky, we are dedicated to empowering ambitious generations with the power to achieve their highest potential.’



A photograph of a woman with long, wavy blonde hair, wearing a white knit sweater, holding a baby in a light blue sweater and white pants. They are in a nursery room with a white crib and orange and white striped curtains. The scene is brightly lit, suggesting a window nearby.

# PURPOSEFUL LIVING



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# OUR STORY

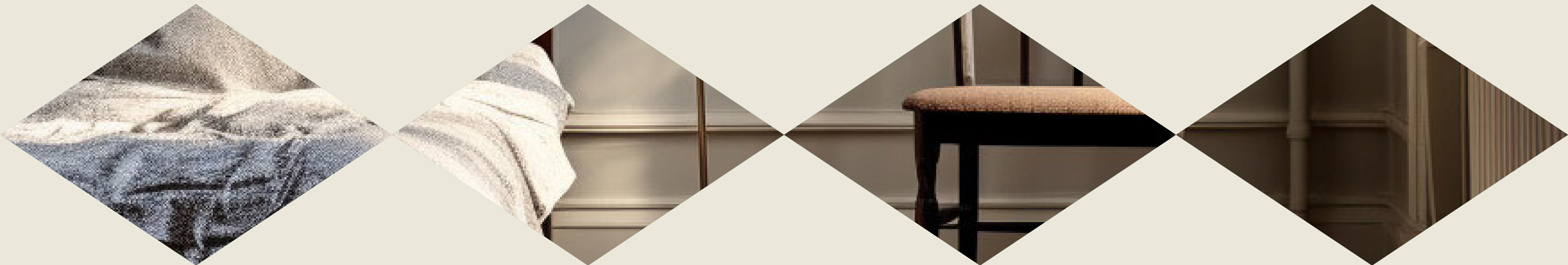
A hand holding a green leaf above a ceramic bowl. The background is a dark, textured wall. The hand is positioned on the right side of the frame, holding a long, thin green leaf. Below the hand is a shallow, wide ceramic bowl with a speckled texture. The bowl is placed on a wooden surface. The overall lighting is soft and warm, creating a sense of calm and naturalness.



# About Jareed

Led by a set of individuals with expertise in different sectors, Jareed was born through the idea of creating a company that merges those skills together. Our first dive into the market was through Remax franchise in 2021, with a vision of gaining better understanding of the market dynamics.

Positioning ourselves as a West Cairo competitor to existing upper-middle-class developers, our team has an eye for spotting opportunities; where they have ventured into several partnerships of residential lands.





# The 'Why' Behind Jareed

In the hustle and bustle of today's fast-paced, competitive lifestyle, there are countless everyday heroes who, with belief, pride & optimism, strive consistently to find what they truly value and become better versions of themselves.

But without a peaceful and serene place that welcomes them in, that centers them so they can see the bigger picture again, so they can be ready to take the next step and achieve it with excellence... it's possible to get lost sometimes.

By striking the perfect balance between high-quality developments and convenient pricing, Jareed offers that respite through places that know you, soothe you, value you and push you, bringing those dreams closer and putting you in a state of mind where life can unfold for you, one piece at a time.



# The Values we Believe in

Aiming to set an example as a benchmark of quality in real estate developments, Jareed is built on striking a balance between not only providing a thriving work environment for our team, but also doing everything in our power to make customers feel like they are being put first.

At Jareed, we firmly believe that we owe our continued success to our strong set of values, the pillars of how we work... from honesty, credibility and empowerment to perseverance, consistent development and diversified expertise.

However, when it comes to the traits which are most foundational to our every decision, we can classify them as:







# Integrity

Ensuring that our actions align with our values and beliefs, even in the face of challenges and pressures. We believe that unwavering transparency, quality and timely delivery are the keys to credibility.



# Resourcefulness

We value and employ the power of creativity and resourcefulness to solve complex problems. By cleverly thinking outside the box, our strategies become entirely unique and set us apart from the competition who make use of more than simply the typical norms of the industry.







# Flexibility

We recognize the importance of staying flexible and responsive to shifting dynamics, enabling us to adapt and thrive in an ever-changing world. By cultivating a culture of continuous learning and adaptation, we overcome obstacles with speed and efficiency.





# Ambition

We believe in the power of ambitious goals to propel us forward, always aiming higher and striving for more. With courage and resilience, we embrace challenges as opportunities for growth, pushing the boundaries of what's possible.





# Our Approach

At the heart of our philosophy lies the belief that excellence is born when integrity meets structure. Guided by this principle, we strive to create authentic, transformative experiences, nurture a culture of continuous development, and harness the power of collective knowledge to fulfill our mission and earn the trust of our clients.

To achieve this, we focus on addressing the real estate market's gaps by delivering developments that strike the perfect balance between price and quality for our clients. At Jareed, we craft communities that go beyond mere buildings, reimagining what it means to live, grow, and connect. Furthermore, every project is carefully chosen for its promising and strategic location, ensuring both convenience and future potential. And at the core of these communities, we integrate state-of-the-art interactive facilities that foster personal growth, encourage collaboration, and support the evolving needs of our residents. Through these actionable methods, we build more than just spaces—we create environments that nurture you every step of the way.



# PROJECTS







## Our First Project

# jareed villas

Balance, Purpose, Connection... in the Palm of your Hands  
At Jareed Villas, we believe that a truly fulfilling life isn't just about always chasing goals or constantly getting lost in the details of life. It's about achieving the best of both worlds, by finding the right balance between the pursuit of dreams and the joy of living in the here and now.

Our community embraces this full spectrum of experiences, allowing you to pause, reflect and savor life in its fullest while taking meaningful steps towards your destination... A Handful of Life, right in the palm of your hand.



# ABOUT THE ARCHITECT





# Karim El Assal, Jareed's Leading Architect

Holder of the “Best 5 Star Development” award, Karim El Assal, a leading name in architecture and interior design, is the Co-Founder and Managing Principal of “SEGMENTS Architects”, founded in 2008 in Cairo. With over 15 years of experience, Karim has a strong background in architecture, landscape, interior design, Mixed-use, Renovation, F&B, and Residential sectors.

A testament to his vision and ambition, his designs foster an environment of support and excellence, as he is deeply passionate and committed to establishing a relationship between nature and humans. By employing raw and natural materials, Karim creates jubilant spaces that seamlessly connect us with our environment; achieving harmony as well as functionality, exuding happiness, and allowing humans, space, and nature itself to become one and unified.





# A Glimpse of Jareed's Signature Design

This is Jareed Villas, a design that tells a story, unveiling the essence of a home's identity through a fusion of elevated modern aesthetics and Arabian authenticity.











101T

201T

301T

101T











# A Message from Jareed



## The Voice of our Management

At Jareed Properties, we do not just build residences, but communities that inspire. Our commitment is to deliver exceptional quality, build trust, and offer sustainable value in every project, through our three primary pillars:

### Customer-centric excellence

The most important aspect to any company should be its customers, as they are what drive every single decision and action. We combine convenience and excellence to create spaces that uplift your lifestyle and ensure your satisfaction.

### Empowered culture

Our strength lies in our people, our team of loyal and skilled professionals across many areas of expertise. Because their development is our development, we sustain a psychologically safe environment that encourages growth, collaboration, and creativity.

### Trusted partnerships

Any great venture includes partners. We value constructive collaborations built on trust and integrity, striving for sustainable growth and shared successes.



# Legacy of Foundation



## 210K<sub>m2</sub>

TOTAL  
BUA DEVELOPED

## 1600+

UNITS DELIVERED  
420 IN EAST / 1200 IN WEST

## 85

RESIDENTIAL  
DEVELOPMENTS

## 17+

YEARS OF  
EXCELLENCE

Jareed's founders have an inspiring legacy and an extensive experience in real estate development and construction since 2003. Before the establishment of Jareed, our founders have achieved remarkable milestones that set the stage for Jareed's future success. The partners have strategically acquired prime lands and secured valuable real estate opportunities that have strengthened their credibility throughout the years, reflecting the founders deep understanding of the market and the unique needs of consumers in both East & West Cairo.

Building on this solid foundation, Jareed is now focused on creating outstanding gated residential communities that empower aspiring individuals aiming to uplift their living.





The partners' legacy portfolio demonstrated success with their previously offered developments, which catered to a specific target segment and fulfilled their specific needs that was supported by architectural designs inspired by the Classical & Romanian styles, which were well-suited to the time.

Now, as we step into the new era of Jareed's establishment, our partners are moving ahead to meet the elevated tastes of our customers for their homes. Jareed's architecture comes with a minimalistic design that seamlessly blends elevated Modern Aesthetics with Arabian Authenticity. This fusion is evident in the integration of geometric forms and linear clean lines with the Mashrabiya-inspired arabesque screens, all unified under a neutral color palette. Jareed's designs are deceptively simple yet undeniably unique, setting a new standard for excellence.



# Our Trusted Partners

## The Alliances that Pushed Us

The Board Consulting has been an indispensable strategic partner since the early stages of our journey. Their deep industry insight and data-driven approach have guided us through every phase, from conceptualizing our business model to executing impactful strategies. Through comprehensive market analysis, they ensured that our vision aligned with real-world demand, optimizing our resources and enhancing our competitive edge. Their expertise in marketing and sales was crucial in the successful launch of our flagship project, Jareed Villas, and continues to drive our company's strategic direction and market success.

At Jareed, we pride ourselves on the strong partnerships that have been integral to our growth and success. Two key collaborators have played a critical role in shaping our vision and bringing it to life: The Board Consulting and Nutshell. Together, these partnerships have provided the strategic and creative foundation that propels Jareed forward.

On the creative front, Nutshell, our branding partner, has been instrumental in shaping the identity of Jareed. Their innovative approach to branding has helped us create a distinctive, compelling presence in the real estate market. Immersing themselves in understanding the essence of Jareed, they translated our core values into a visual language that is both deeply personal and intellectually compelling. With a keen eye for detail and a passion for storytelling, Nutshell has crafted a brand identity that feels both innovative, calculated and timeless. Through their thoughtful, imaginative approach, they've helped us create a brand that not only stands out in the market but fully reflects the vision of Jareed.





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