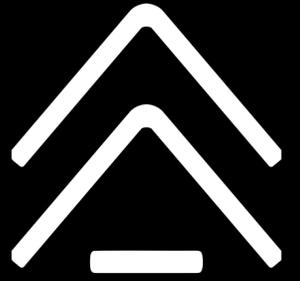




**THE ADDRESS**  
Alliance

The Address Alliance Brief

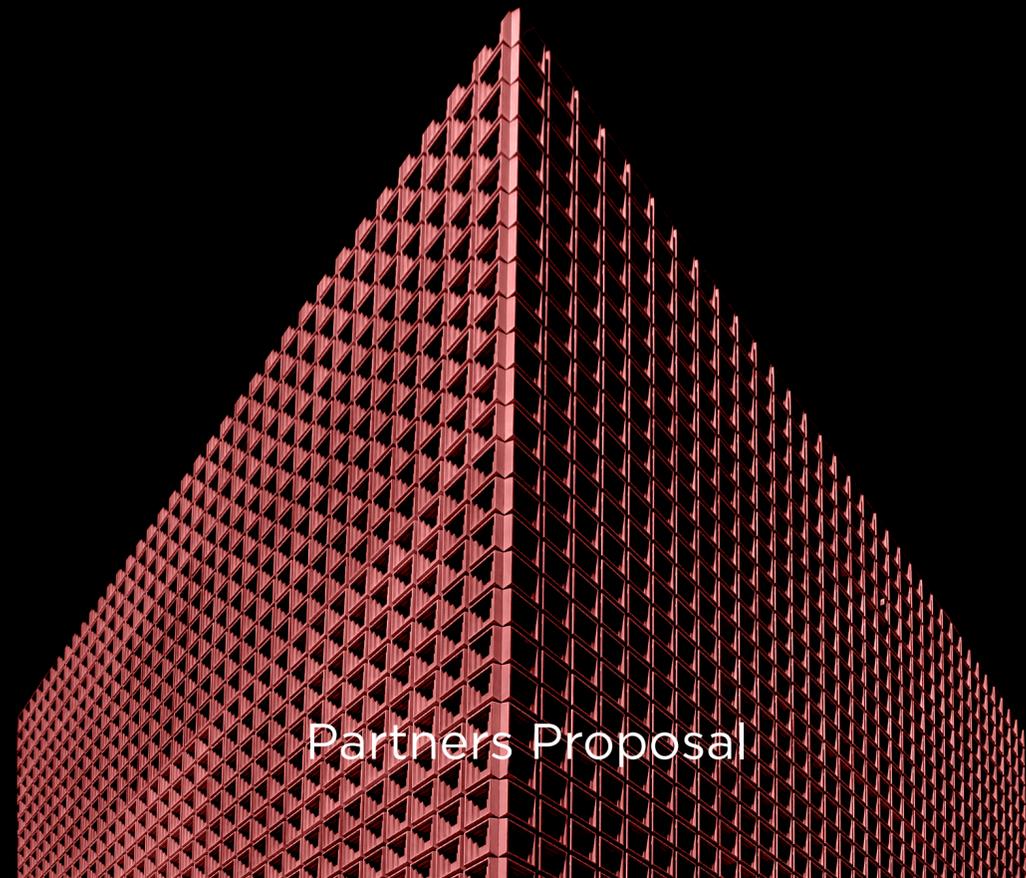


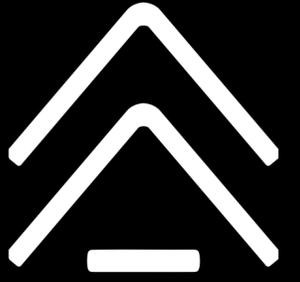
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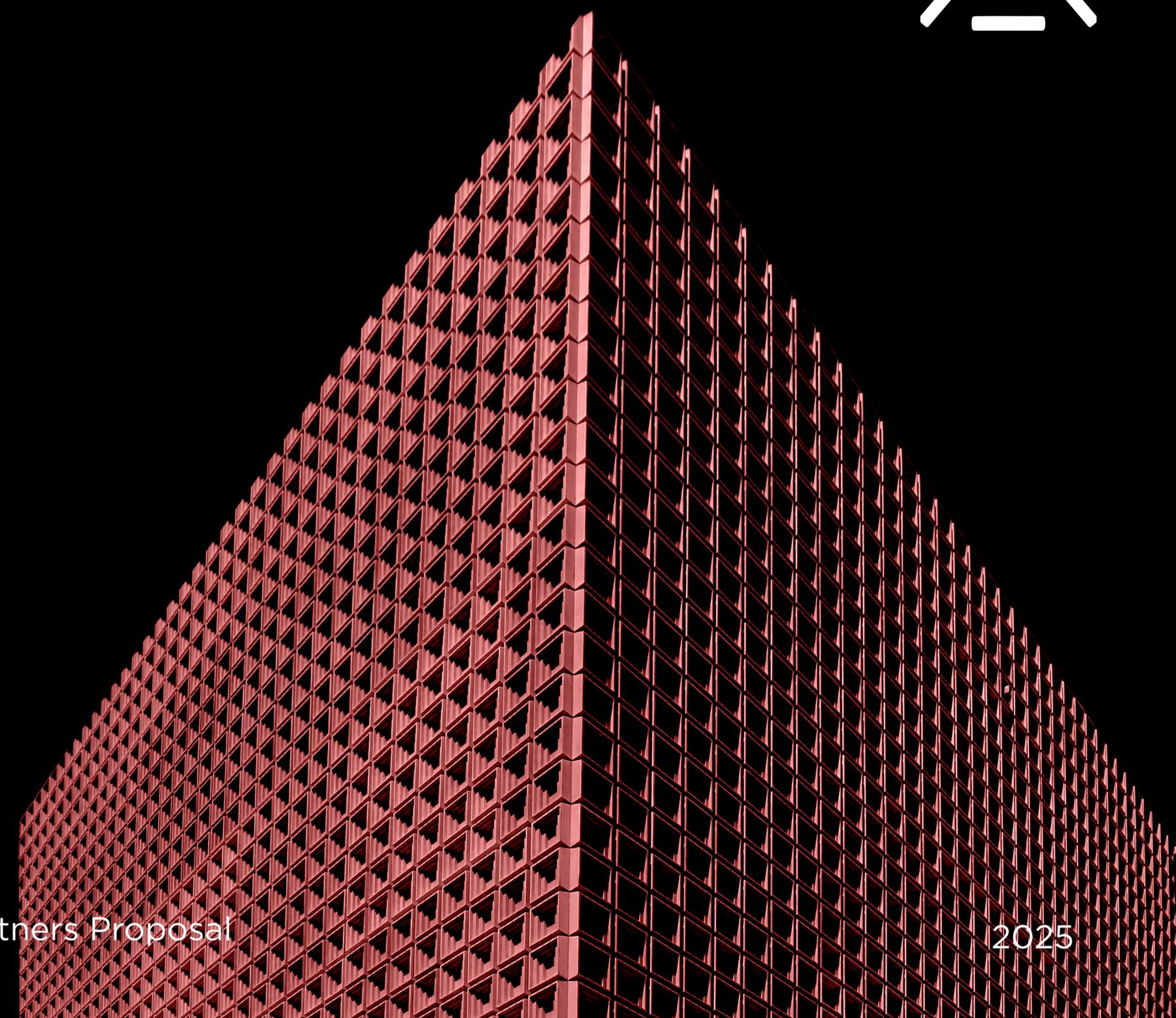


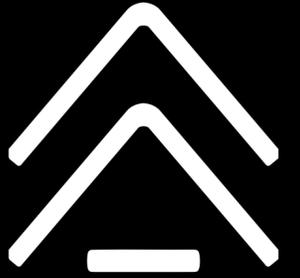


# What is The Address Alliance?

## Description

The Address Alliance is a strategic initiative by The Address Investments, a leading real estate brokerage firm in Egypt and the Middle East. This new business line aims to unify external real estate brokerages under The Address's umbrella, creating a collaborative network to enhance property sales and market reach and grow the sales force working on exclusive projects to even bigger volumes.



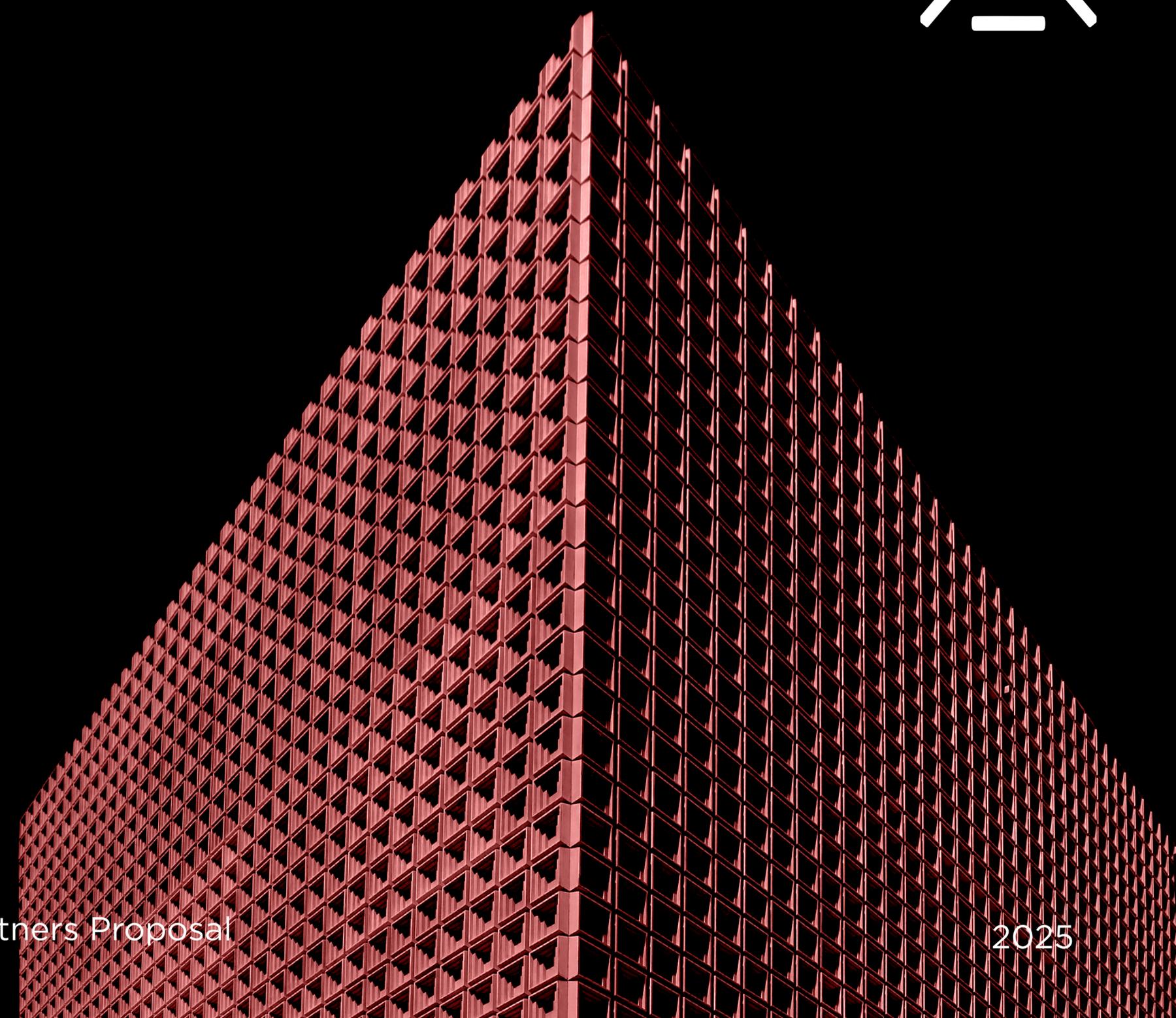


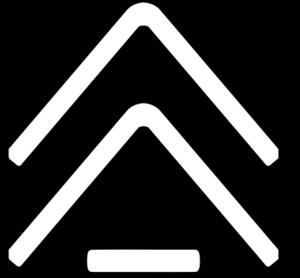
# What is The Address Alliance?

## Benefits for Partners

By partnering with The Address Investments — the largest brokerage firm in the market — partners unlock exclusive advantages that set them apart from any other brokerage.

These include the fastest collection processes from developers, dedicated account management & consultancy services full access to The Address Investments' advanced CRM system (TAI CRM), and allocation support to ensure smooth transactions.

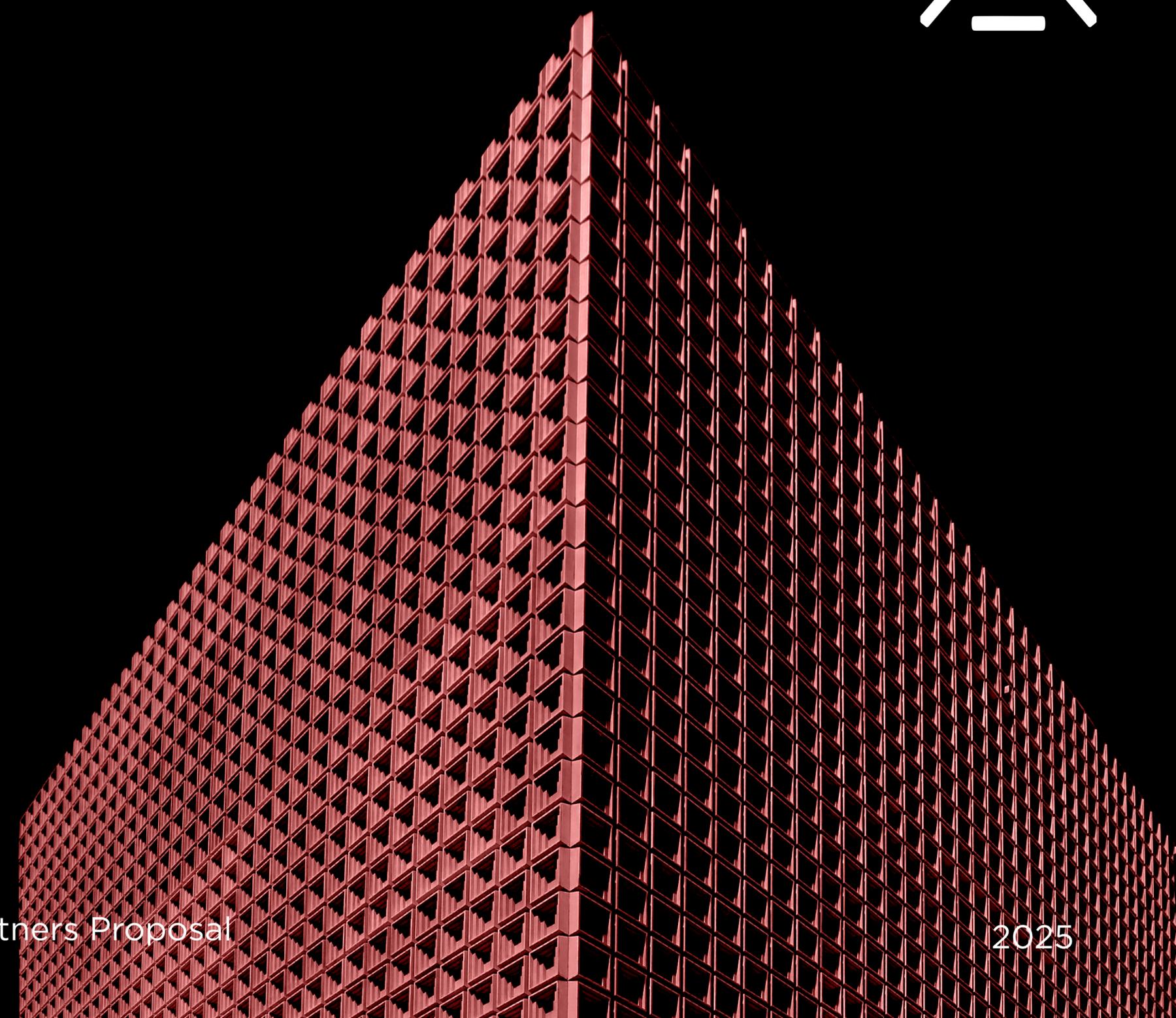


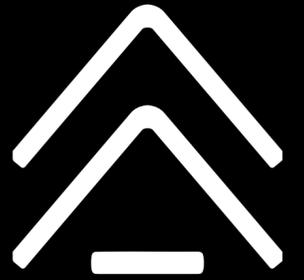


# What is The Address Alliance?

## Benefits for Partners

Partners also benefit from invitations to TAPS and exclusive orientation events designed for TAI brokers, creating valuable networking and training opportunities. With guaranteed highest commission rates in the market, The Address Investments is the ideal partner for both start-up and established brokers seeking rapid growth and strong developer relationships. Backed by solid connections with the top premium developers — and widely recognized as a developer’s preferred partner — The Address Investments offers unmatched market access and growth potential.





# About Alliance

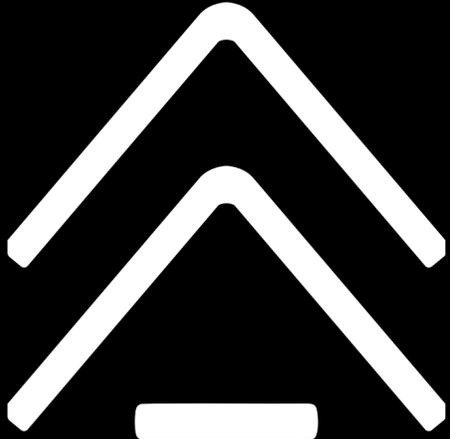
## Groundbreaking deal

While The Address On is set to change the game completely - one of its partnership programs, The Address Alliance, is bound to be completely ground-breaking. This program does not only address the competition, it collabs with it to produce something beneficial both for The Address Investments and for other brokerages to serve the primary market which are our core clients.

## Non-exclusive partnership

This External Partnership is a non-exclusive collaboration between The Address Investments and brokerage firms.

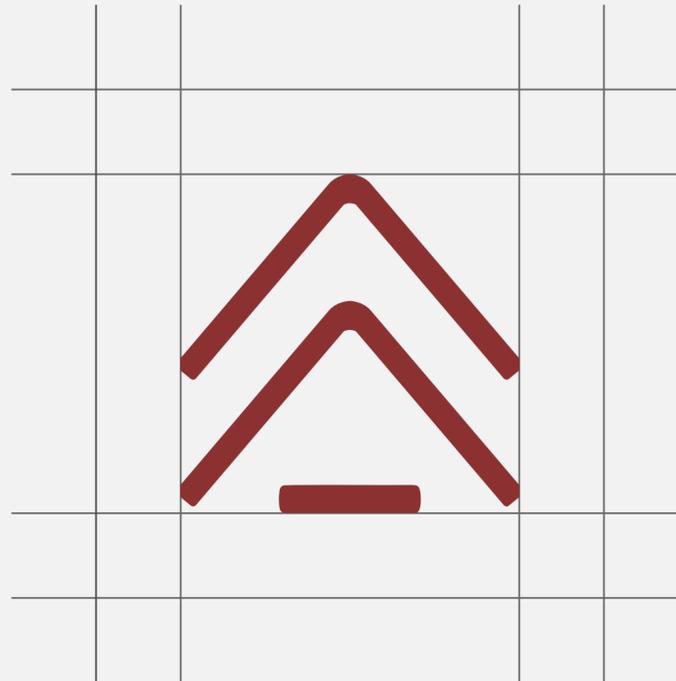
Through this partnership, firms benefit from top-tier commission structures, hassle-free collection processes, and a clear path to consistent annual profit growth.



The  
Alliance  
Emblem

### Onwards and Upwards

Both arrows point upwards, signifying ambition, progress, and growth. This upward movement reflects how The Address and its partners are on the rise together, aiming for common goals and shared achievements in the market.

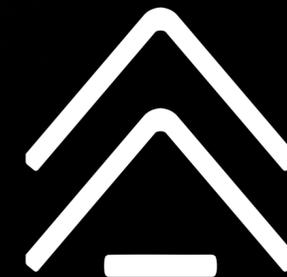


### The Two A's

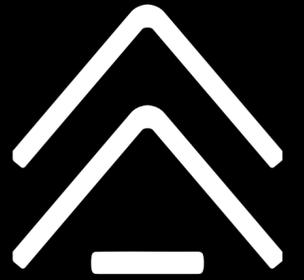
The logo forms two subtle stacked “A” shapes, representing the initials of The Address Alliance. This reflects the identity of the program at a glance, reinforcing the idea of partnership and unity within the brand mark itself.

### Two Arrows

The two arrows symbolize The Address Investments and its external brokerage partners. Distinct yet aligned, they visually capture the essence of collaboration — two forces working together towards one goal: to drive shared success.



# Facts & Figures



**500+**  
**Alliances**  
**so far**



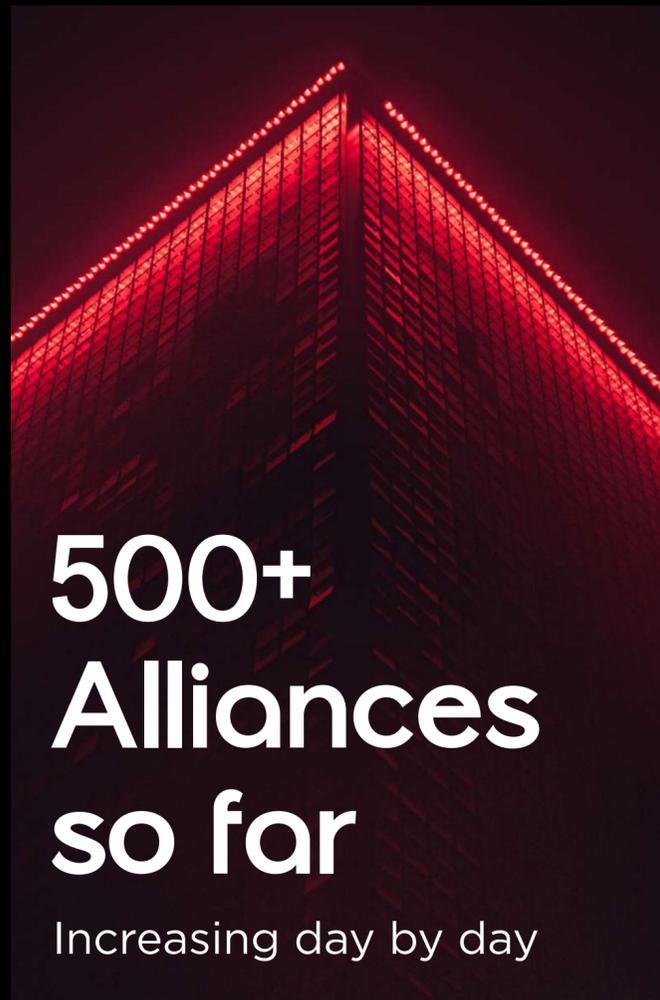
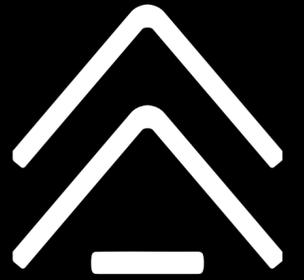
**450+**  
**Developers**



**Over**  
**1100**  
**Projects**



**with**  
**4,000+**  
**Sales**  
**Agents**

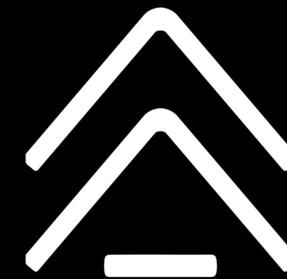


## Brokerage employees

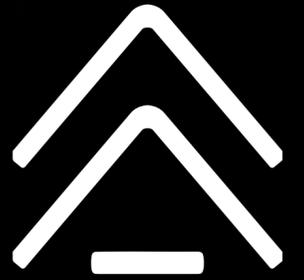
Employees of these brokerages range from 5-180 employees with a total head count of 2140 brokers through the alliances.

## Franchise Locations

Locations of these franchises: New Cairo, Menya, Alexandria, Maadi, Upper Egypt, Portsaid, Mohandeseen, Sheikh Zayed, Rehab, Obour etc.



# Partner Benefits



## Highest Commission

We guarantee the highest commission rates among brokerage firms working with developers—perfect for start-up brokers and those looking to build strong connections with the developers and grow fast. Furthermore, it is a **non exclusive/no royalty fees (external) kind of deal.**

**Commission paid within 60-90 days from the contract date.**

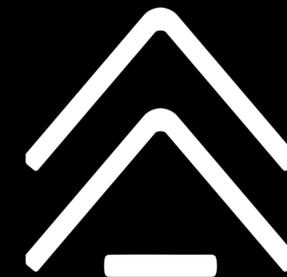
## Top Developers

Having strong connections with the top premium developers in the market, in addition to being the developers' favourite partner. Furthermore, access to more than **450+** developers is facilitated.

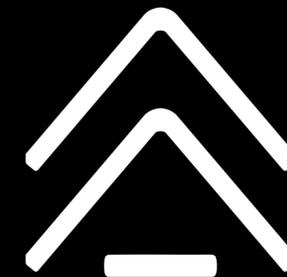
## Access and Exposure

By partnering with The Address Investments—one of the largest brokerage firms in the real estate market—partners gain **access to exclusive benefits** no other brokerage can offer:

- fast collection process from the developers.
- Offering account management & consultancy.
- Allocation support.
- Access to The Address Property Show.
- Access to exclusive orientation events held for TAI brokers.
- Free CRM access.

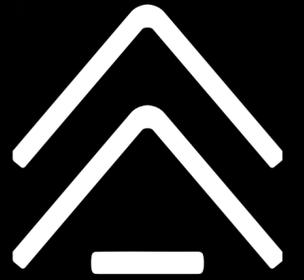


# Communication USP & Audience Segmentation



# Connectivity



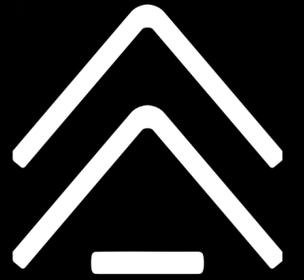


# What are we hammering on?

At the core of the application lies **connectivity** — not just between users and listings, but **between people, decisions, and outcomes**. The platform is designed to close the distance between buyers, agents, brokerages, and developers, creating a centralized ecosystem **where everything — and everyone — is within reach**.

It connects buyers to the right properties faster, agents to qualified leads instantly, and partners to a shared network of real-time data, project visibility, and performance tools. With seamless in-app communication, live updates, and intuitive access to all necessary information, the app eliminates traditional friction points — calls, emails, delays — and replaces them with instant, reliable, and intelligent connections.

In an industry that often feels disconnected and scattered, **the app brings everything — and everyone — together in one place**. But beyond speed and access, **it also creates a sense of closeness and belonging**. By making the real estate experience **more personalized**, more responsive, and more human, it helps people feel seen, supported, and connected to something bigger than just a transaction. It's not just about tech — it's about bringing people closer to their goals, to each other, and to where they truly belong.



# Audience Segmentation

## Who are we connecting to?

Introducing the gateway to personalized and connected real estate. Now, communication doesn't just flow one way (broker to client) but rather both ways (client to broker and broker to client). This leads to connection, understanding, and personalization, all leading up to connectivity.

### Core Clients

We're **connecting** with our core clients by simplifying their decision-making process—giving them the choice to go broker-free if they want.

### Internal

Employees, leaders and team members who need alignment with company strategy. Who will feel even more empowered when there is a clear brand identity presented to them - which leads to feeling empowered & subsequently **connected** to TAI.

### Partners

we are **connecting** our partners (developers) with our clients by showcasing their projects in one platform, therefore easing the experience for both parties & giving them more feasibility.

### The Competitor

Instead of taking the approach of surpassing our competitors, we are embracing them in an attempt to **connect** more to the market while still keeping our position as leaders.



**THE ADDRESS**  
Alliance

Register now!