RECAP

BUILD THE MOST OF TOMORROW

Who are we?

RECAP was established in January 2014 to provide integrated and customized solutions for specific sectors. The company offers a wide range of services to its clients, including institutional analysis and evaluation, professional development, comprehensive business solutions, and training in accordance with international standards and best practices.

1 — 2014
Real Estate Academy

2 — 2016
Business Consultation

3 — 2018
RECAP MARKETING

4 — 2020
RECAP COMMERCIAL
Leasing, Tenant Mix,
Relocation & Asset Management

5 — 2021
RECAP SUSTAINABILITY
ESG, Sustainability,
Green Building and Green Leasing

Mission

To raise the bar of Real Estate Business related professional competencies offering a mixture of sound theoretical and practical knowledge in a real-world environments.

Deliver cost effective and best fit Consulting in Real Estate Business Transformation, Performance Improvement and Continuous Improvement Services.

To unveil legitimate careers in Egypt and to enable the youth to successfully pursue those careers in Real Estate Industry.

Vision

RECAP Vision To become the leading professional gateway to a life changing experience by providing a full fledge of Real Estate Training & competence development, business consultancy and marketing consultancy

Value

Commitment

We are dedicated to the success of our clients, partners and to one another.

Excellent Customer Experience

We must always provide the highest level of customer service. We do this by being courteous, prompt and finding the right solution.

Integrity

We represent consistent ethical & moral standards through our words, deeds and actions.

Quality

We provide customized innovative and strategic solutions to meet the needs of our clients.

Trust

We respect the needs of our clients. We are committed to consistently striving for the trust of clients by meeting our commitments and keeping our words.

RECAP

> Our aim is to steer all our clients to excellence through all our engagements, be it small incremental initiatives to balloon blast transformational initiatives.

Dr. Tamer Mahfouz

RECAP Achievements

20,000+	800+	25+	40+
Trainee	Real Estate Firm	Tenant Mix & Leasing Strategies	Feasibility Studies

RECAP SERVICES

1- Real Estate Academy

Specialized training programs in real estate, covering sales, management, investment, financial analysis, and marketing.

2- Real Estate Consultation

Comprehensive real estate consulting services, including market studies, feasibility analysis, financial advisory, leasing strategies, and tenant mix planning.

Real Estate Academy

Real Estate Academy Programs by RECAP

Real Estate Commercial Director Suit Diploma

A comprehensive program to prepare commercial managers in the real estate sector

Investment and Financial Analysis

Learn the fundamentals of real estate investment and financial analysis techniques

Sales Management Training

Advanced training for sales managers in real estate companies

Real Estate Sales Training

A specialized program for developing sales skills in the real estate sector

Real Estate Marketing Blueprint

Learn how to create and implement effective marketing plans for real estate projects

Real Estate Intellectual Capital

Developing knowledge and specialized expertise in the real estate sector

Real Estate Strategic Management

Developing strategic planning skills in real estate asset management

Commercial Building Management Training

Specialized training in managing commercial real estate

Real Estate Digital Marketing

Strategies and tools for specialized digital marketing in the real estate sector

Other Real Estate Trainings

- Real estate data analysis
- Real estate marketing
- Real estate pricing
- Real Estate Research & Development R&D
- Real Estate Sustainability & Green Building
- Real Estate Business Development
- Real estate marketing strategy
- Real Estate Commercial
- Real estate financing
- Real Estate HR
- Real Estate Call Center
- Real estate operation
- Real Estate Sales Strategy
- Real Estate Economics
- Real Estate Law

Real Estate Consultation

Real Estate Consultation

Market Research

RECAP offers its integrated and comprehensive Research and Development service lines based on market insights from RECAP's perspective, feedback on the supply and demand, as well as define the market gaps.

Feasibility Studies

RECAP conducts in-depth feasibility studies that assess the viability and potential of real estate projects. This involves a thorough analysis of the financial market conditions, including economic trends and investment opportunities. Additionally, they evaluate the technical aspects of the project, such as construction feasibility, site analysis, and infrastructure requirements.

Financial Consultancy

Financial Studies check the project viability in terms of financials and business model, Determine the project's viability and if any conditions need to be met before investment and Gain accurate information of potential projects based on a thorough review of specifications, licenses, permits, location, site visits, and economic analysis.

Leasing Strategy Development

Effective leasing strategies are vital for occupancy and revenue generation. RECAP assists in developing leasing strategies that attract and retain high-quality tenants, maximize rental income, and ensure optimal space utilization.

Tenant Mix Strategy Development

RECAP's expertise extends to crafting tenant mix strategies that optimize the composition of tenants within a development. By considering factors such as target demographics, market trends, and complementary businesses, they help create a well-balanced and appealing tenant mix.

Real Estate Consultation

Landlord / Tenant Representation

Strategic asset analysis, including tenant demand, financial position, market, and competition
Comprehensive property positioning, including marketing plan, collateral development, and budget preparation and management.

Corporate Restructuring

In times of change, RECAP assists real estate developer companies with corporate restructuring strategies. This involves evaluating the current organizational structure, identifying areas for improvement, and implementing changes to enhance efficiency and agility.

Real Estate Startup

For aspiring real estate startups, RECAP offers tailored guidance and support. They assist in defining the startup's vision, mission, and strategic goals. This service includes market research, identifying target markets, and crafting a compelling value proposition to establish a strong foundation for the new venture.

Competitive Analysis

Understanding the competitive landscape is essential for gaining a competitive edge. RECAP conducts thorough competitive analyses, identifying key competitors, market trends, and potential challenges. This insight informs strategic decisions and helps real estate developers stand out in the market.

Marketing Strategy

A well-crafted marketing strategy is crucial for attracting potential buyers and investors. RECAP devises customized marketing strategies that leverage market trends and consumer behavior to effectively promote real estate projects. This includes branding, messaging, and channels to reach the target audience.

Real Estate Consultation

Business Planning

Developing a solid business plan is essential for the success of any real estate venture. RECAP assists clients in creating comprehensive business plans that outline the project's objectives, strategies, operational plans, and financial projections. These plans serve as roadmaps for efficient project execution.

Sales Strategy

To optimize sales and revenue, RECAP formulates comprehensive sales strategies aligned with the project's goals. They provide sales planning and forecasting services, enabling developers to anticipate market demand, set realistic sales targets, and allocate resources effectively.

Pricing Strategy

Setting the right pricing strategy is crucial for maximizing profitability and attracting buyers. RECAP assists in developing pricing strategies that consider market dynamics, value proposition, and financial goals, ensuring optimal pricing for the real estate project.

SOP and Governance

Standard Operating Procedures (SOPs) and effective governance structures are vital for smooth project operations. RECAP helps establish robust SOPs and governance frameworks to ensure efficient processes, compliance, and risk management.

Employee Assessment

RECAP offers employee assessment services to evaluate the skills, capabilities, and performance of the workforce. This data-driven approach enables real estate developer companies to make informed decisions about talent development and resource allocation.

IAO-Accredited Training Excellence

RECAP Academy holds Full Accreditation from the International Accreditation Organization (IAO) — a globally recognized body that certifies institutions for educational excellence, effective management, and measurable impact.

This accreditation confirms that RECAP's training and consultancy programs meet international standards across three key areas:

* Organizational Management
* Academic Management
* Institutional Performance

As an IAO-accredited academy, RECAP ensures that every program is structured, data-driven, and aligned with the evolving needs of the real estate market, empowering organizations to achieve measurable performance improvement and long-term growth.

DR Tamer Mahfouz BIO

Over 22 years of experience in the fields of Financial Analysis, Business Strategy, Business and marketing Model Development, business consulting, Institutional Capacity Building, Corporate Governance, Strategy-setting, Data Mining, Process Innovation, Change Management and Responsible Communication, customer experience, Sales, Marketing, segmentation & pricing, business case development, customer value proposition development, new product development (NPD) and training in the industry of Real Estate, Fintech, telecom and Sustainable Development.

Field of Real Estate Experience:

- Financial & Analysis
- Investment & Commercial
- Strategy & Operations
- Sustainability

RECAP Clients

RECAP has proudly served over 800 real estate firms, delivering exceptional consulting and training services that drive business transformation and professional excellence.

الضويان القابضة
ALDOWAYAN HOLDING

BHIVE
REAL ESTATE

DARGLOBAL
Oman

تلال
TILAL
مجتمعات ملهمة، حياة رغيدة
Inspiring Communities, Fulfiling Lives

RETAL

DARGLOBAL
Qatar

رافال
RAFAL

سمو
SUMOU

DAR
AL ARKAN
دار الأركان
Saudi Arabia

ثبات المسكن
THABAT

ركاز
rikaz

دار وإعمار
DAR WA EMAAR

مركز القيادات المالي للتدريب
Financial Leaders Training Center

الأكاديمية المالية

DARGLOBAL
UAE

RECAP Clients

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MLS REALTY
TiKON
ELBATAL GROUP
MOUNTAIN VIEW
Top Management
CAIRO HEIGHTS DEVELOPMENTS
ELSHAHED REAL ESTATE
PEARLS REAL ESTATE
INSITE
AL AHLY SABBOUR DEVELOPMENTS
THE MED
Eleven
RAMATAN DEVELOPMENTS
BACKYARD
BM Brick & Mortar
CAPITAL LINK
redcon PROPERTIES
IMPACT INVESTMENTS
red° real estate domain
NEXT HOME
CREW REAL ESTATE
hub
SAKAN
EGYGAB
CARTEL
EDGE
my-home

RECAP Clients

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Elite Square	Deluxe Properties	XLAND Development	Nakheel Developments	Beta Egypt Building Happy Communities	Need Investment	Misr Holdings
Levels Real Estate	Blue Rock	Coldwell Banker	Dubai Developments	DIG Deals Investment Group	Abyat Masr Real Estate	الأولى العقارية
AIS Real Estate Consultancy	El Shahawi Group	EP Property	Anchor Developments	Radix	Nawassy Developments	Avenues
Century 22 Doing Above and Beyond	SG El Shennawy Group	Lasirena	Yasser Abdallah Developments	Cornerstone Development	Pillarz Real Estate Development	بابل

RECAP Clients

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ELBAET	SUMMIT	LEVERAGE	nile DEVELOPMENTS	LEMAR	EIGHT	HOUSEOLOGY
INVEST	B SQUARE PROPERTIES	MERKAZ INVESTMENTS	EBP	ALRIYADH MISR	PROPERTY CITY	
UNITED GROUP	AL-RAEDA	NICHE	ARCHPLAN	THE VILLAGE	NCE NEW CAPITAL EDGE	Sedra Property Management
ESTATE HUB	GRC Real Estate Marketing		AMER GROUP	RGB REALCO GROUP Brokerage	Verona	EASTERN

RECAP Clients

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units

AL SHARQ DEVELOPMENTS

AMG AVA MINA GROUP

REJAN ريجان العقارية

MENASSAT DEVELOPMENTS

CAPITAL DEVELOPMENTS

AGENCY

PORTO Vacation Club

ATRIUM

CPD CENTERPOINT DEVELOPMENT

ARQA DEVELOPMENT GROUP

REAL MARK

Devera

gogreen REAL ESTATE

Al riyadh Misr.

مرابحات Murabahat للحلول العقارية Real Estate Solutions

BENCHMARK

ND AL NASER DEVELOPMENTS

FindWell

ARKAN

MCR

Collaboration

PROPERTY STREET

LANDSCAPE

B2B REAL ESTATE CONSULTANCY & INVESTMENT ADVISORY

ERA REAL ESTATE

Better home Better Lifestyle

RECAP Clients

RECAP

pact

akam Developments

DMG

MISR ITALIA PROPERTIES

ارتال

معمار فرسلاني

360 AQAR

NOVUS STANZA

REAL MARK

العاصمة

CONNECT HOMES

PROPERTY

Real estate

قنديل

Smart House Real Estate

CRISTAL REAL ESTATE

CAPITAL REAL ESTATE

DORRA DEVELOPMENTS

BYOTAT REAL ESTATE

RAKAN

ABRAJ CITY

Umbrella FOR REAL ESTATE & INVESTMENT

SAHARA TRADE

PERFECT DEAL REAL ESTATE

orbit DEVELOPMENTS

AKRAM GROUP

THE MEDIATOR REAL ESTATE EGYPT

MSP

RECAP Clients

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Inland Properties Group	EG GATE Real Estate	UNITED FOR REAL ESTATE DEVELOPMENT	THE ADDRESS INVESTMENTS	INCOMERCIAL	MEDAR	MASTER KEY
LASIRENA 360 VIEW	PROPERTY ADVISORS	Flat & Villa	MG DEVELOPMENTS BUILT TO LAST	LIFE PARK	SOMABAY	Global Building
TURKEY Real Estate	Expo.	Conquer Properties	HOMETOWN DEVELOPMENTS	ASAP	Zain REAL ESTATE	Rason Diamond
	DARI	Al Salem Holding السالم القابضة	MASKOON Developments	BYC	UPGRADE PROPERTIES	ENTLAQA

RECAP Clients

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- HUD – History For Urban Development
- Business Square
- SFR Real Estate
- EBNY Developments
- Marvelous – The Address Investments
- Utopia
- Enwan Developments
- Pioneers
- Unlock By – The Address Investments
- Elaf Developments
- V Developments
- SPD – Salam Property Development
- Concrete. Developments
- NJD New Jersey Developments
- Hub Development
- SUD – Safwa Urban Development
- New Avenue – Real Estate Consultancy
- HDP – Housing and Development Properties
- Siva Properties – Tailor your property
- The Address Investments West
- La Costa – Real Estate
- Deals – Brokerage
- West Way Developments
- New Era Development
- Wajha Developments
- Wealth Holding
- The Address Investments Edge
- A Plus Developments

RECAP Clients

RECAP

EHA REAL ESTATE

CITY TOWERS

HARVA DEVELOPMENTS

EGYPTIAN DEVELOPERS

NEW EDGE REALESTATE

CONCEPT IMD.

SHARI

RNB

TAILOR INVESTMENTS

Adham Fathullah

DUBAI MISR DM URBAN COMMUNITY DEVELOPMENTS

HOME'S REAL ESTATE

SHARKS real estate consultancy

معمار دجلة MEMAAR DEGLA

eltizam

Eden Facility Management

GOLDEN VIEW DEVELOPMENT

Inspire Integrated

aqarpedia REAL ESTATE CONSULTANCY

Jeewar

PROPERTY HILLS REAL ESTATE CONSULTANT

X ESTATE DEVELOPMENTS

Valero DEVELOPMENTS

CapeBay SOKHNA

ALBOSTANY. DEVELOPMENTS

ALMIRA DEVELOPMENT

Flat & Villa

PIONEERS

RECAP

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THANK YOU

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