



THE BOARD CONSULTING

Actualizing Opportunities

2022 Real-estate Market Newsletter
January 2023



WHAT IS THE BOARD CONSULTING

THE BOARD is a
Business Consultancy
with a **Commercial Philosophy**
WE SUPPORT DEVELOPERS TO STRATEGISE AND GROW

Business Strategy

**COMMERCIAL
MIX STRATEGY**

**Healthy
P&L**

**DEVELOPMENT MIX
STRATEGY**

The Purpose Of The Newsletter



THE BOARD CONSULTING's vision is to be a **POSITIVE ECONOMY CATALYST**; we believe that knowledge forms the **CORE FOUNDATION FOR SUSTAINABLE GROWTH**.

With knowledge and information, developers, manufacturers, and service providers will be capable of **MEASURING THEIR PERFORMANCE AND BUILDING SOLID STRATEGIES**.

HENCE, WE PASSIONATELY SHARE KNOWLEDGE with the purpose of evolving the market and enabling developers to make better decisions.



We Share Knowledge With Passion

**AT THE BOARD CONSULTING, WE BELIEVE THAT
THROUGH KNOWLEDGE, INDUSTRIES, AND
ECONOMIES GROW.**

**WE WOULD LIKE TO THANK THOSE WHO
APPRECIATE THE KNOWLEDGE AND THE PEOPLE
WHO ARE TAKING THEIR VALUABLE TIME TO
REVIEW AND SHARE THIS REPORT.**

**HOPE YOU FIND IT INSIGHTFUL AND
INFORMATIVE TO YOUR BUSINESS DECISIONS.**



2022 Full Scene

2022 TOOK US BY SURPRISE. A VERY “Stopping & Stormy”
YEAR ACROSS ALL SECTORS AND ESPECIALLY, THE REAL-ESTATE.



Overall, the EGP **Lost 88%**
of its value against USD;
going from **15.7** IN **JAN**
2022, TO **29.5** IN **JAN 2023**,
WITH **EXPECTATION** of
reaching **32.5**



4 Quarters Recap

Quarter
1

Panic
Purchase
Mode
Turned On

Q1 of 2022 **STARTED ON A PROMISING NOTE** across most of the developers, as the **DEVALUATION GOT CUSTOMERS DRAGGED INTO A PANIC PURCHASE MODE** that resulted in enlarging the base of the investment purchase and accordingly, most of the sales were drifted towards the last 10 days of Q1.

- **THE POST DEVALUATION SYNDROME** hits during quarter 2 as customers paused to **RE-EVALUATE THE SITUATION AND RETHINK THEIR INVESTMENT ROUTES**.

Post
Deval
Syndrome

Quarter
2

- Q3 was **LED BY NORTH COAST** with an average of 77 B, this is derived from the **NEW PROJECTS LAUNCHED** along with **ENTRANCE OF NEW PLAYERS**.

Quarter
3

North
Coast
Boom

- After the **SECOND ROUND OF DEVALUATION**, customers were dragged into **ANOTHER PANIC PURCHASE** and **THE DEVELOPERS' REPRICING STRATEGY WERE DISSECTED INTO THREE DIFFERENT ROUTES** (selling against price increase, full empowerment with strong payment plan, and on-hold route); which are all different strategies leading to a healthy P&L.

The
Highest
Sales of
2022

Quarter
4

Sales will REMAIN ONE OF THE MAIN KPIS of *Developer's Strength*, YET, NOT THE ONLY PARAMETER NOR THE MOST SIGNIFICANT.

Developer's performance is predominantly measured by their capability in *Delivering Projects* and *Life* promised to their customers *on time*.

NOW THAT YEAR 2022 IS OVER,
LET'S SEE HOW THE *Developers Performed* in terms of sales during this challenging year.



Top 20 Developers' Sales Figures In 2022

THE TOP 20 DEVELOPERS IN THE MARKET ACHIEVED ALMOST **317 Bn** EGP OF TOTAL SALES BY THE END OF 2022



1 33.2 BN



2 33 BN



3 30.9 BN



4 25 BN



5 20.8 BN



6 20 BN



7 19 BN



8 17 BN



9 16 BN



10 12.05 BN



11 12 BN



12 11.5 BN



13 10.8 BN



14 9.8 BN



15 9.5 BN



16 9 BN



17 8 BN



18 7.5 BN



19 7 BN



20 6.9 BN

Insights on the top 10 Developers of 2022

33.2 Bn

IN SUCCESSION, TMG LEADING THE REAL-ESTATE MARKET for the second time in a row; continuing its **LONG-STANDING LEGACY** and **STEADY SALES GROWTH** with an inspiring **INNOVATIVE ONLINE SALES TOOL** and sound sales across all its East Cairo projects.



1

2



3



4



5



30.9 Bn

Mountain View, a **GREAT SUCCESS STORY ACROSS** this and the past few years; reflecting its **STRENGTH AND BRAND'S DEEPLY ROOTED GROUNDS.**

20.8 Bn

SODIC made the **HIGHEST SALES JUMP IN H2** (around 110%) vs. H1; dominated by **JUNE PROJECT**, followed by several launches in East and West Cairo.
SODIC has done **AN OUTSTANDING JOB** with its very **CHALLENGING SALES TARGET** under **EL DAR MANAGEMENT**, and the market is expecting further growth.

33 Bn

Emaar this year set a **VERY ASTOUNDING EXAMPLE OF GROWTH AND EVOLVEMENT**; a great sales leap dominated by **SOUL** (more than 15B) along with the mesmerizing **MARINA ACTIVATION**.
Emaar this year **SHOW-CASTED THEIR STRENGTH** and great capabilities with its **COASTAL PROJECTS.**

25 Bn

Palm Hills remains to have very **STEADY PERFORMANCE**, **BADYA & PHNC** projects were still the top leaders in 2022 sales, following with the great success of **CROWN** new launch in addition to its **STRONG COMMERCIAL ENTRANCE.**

Insights on the top 10 Developers of 2022

20 Bn

A very promising developer that targets a wider share of the population and tapped onto a **HUGE NEED-GAP AND UNSERVED SEGMENT (BC1)**. A huge sales dominated by **GARDENIA AND WESAL** projects which are mostly ready to deliver and are fully finished.

FOUNDERS

6

7

OGA

19 Bn

ORA continued to prove its **GROWTH AND STABILITY AS A STRONG AND CAPABLE DEVELOPER** in the real estate market. Ora's sales increased across all of their projects and especially, its **BLACK HORSE CURRENTLY (EAST CAIRO)**

17 Bn

City Edge **WITNESSED SIGNIFICANT GROWTH WITH AN AVERAGE OF (89%)** through Maspero and North Coast projects.

CITY EDGE DEVELOPMENTS

8

9

NEWGIZA

16 Bn

New Giza continued its steady and profound growth through **SEASHELL PLAYA, NEW GIZA, AND THEIR NEW IVY PROJECT**, which is fully finished with very competitive pricing.

12.05 Bn

An up-and-coming developer with substantial potential, **SED WAS CAPABLE OF JUMPING INTO THE TOP 10 MOST-SELLING DEVELOPERS OF EGYPT WITH ITS COMMERCIAL AND RESIDENTIAL PROJECTS** in Cairo and the governorates.

SAUDI EGYPTIAN DEVELOPERS

10

11

mnhd
مدينة نصر للإسكان والتطوير

12 Bn

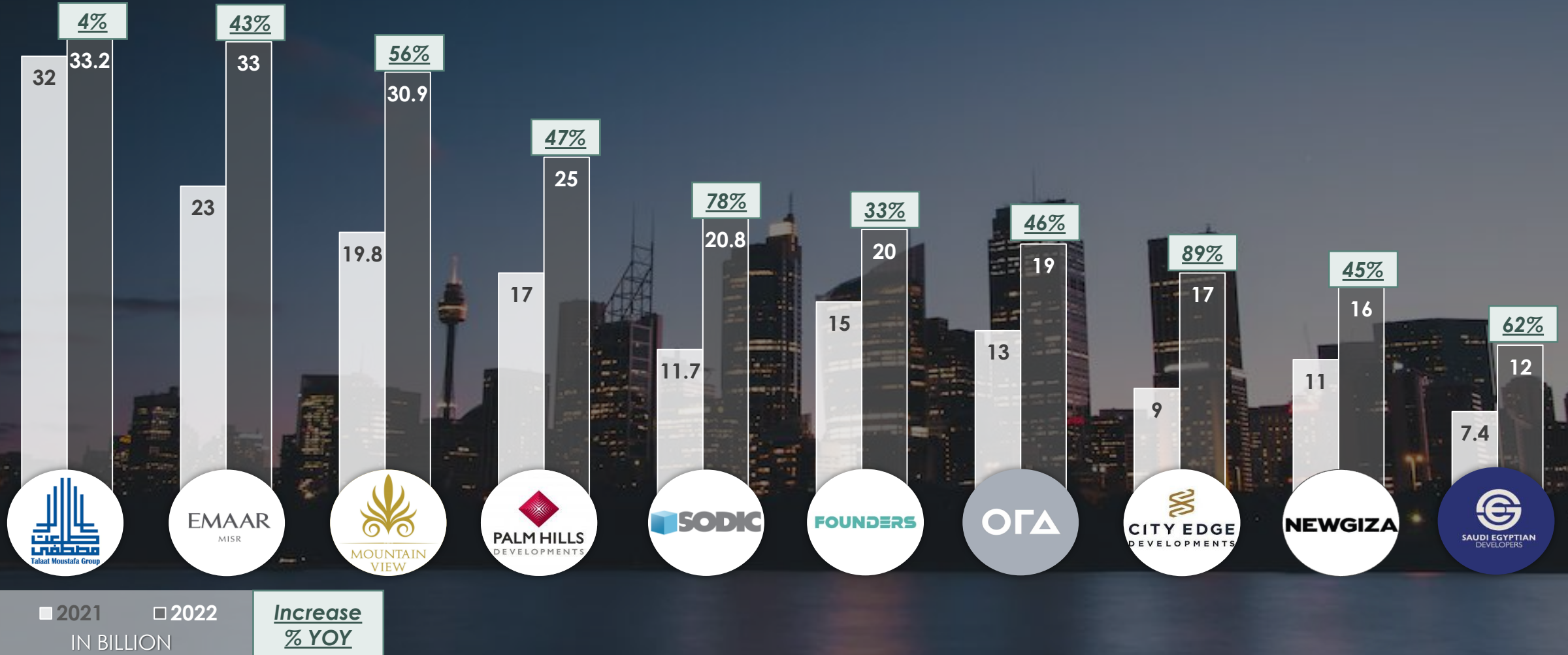
2022 was a **REMARKABLE/DAZZLING** year for MNHD, its **COMPETITIVE PRICING, NEW LAUNCHES** ((Club side, Cavana lakes), **MINKA** project, **CONSTRUCTION PROGRESS**, along with its **NEW MANAGEMENT** are considered driving forces for this leap.

With the massive sales growth of MNHD in 2022, it is expected to be **ONE OF THE LEADING DEVELOPERS IN THE EGYPTIAN MARKET IN THE UPCOMING PERIOD.**



Top 10 Developers Sales Performance in 2021 Vs. 2022

ON AVERAGE, THE TOP 10 DEVELOPERS INCREASED THEIR SALES IN 2022 BY **71%** COMPARED WITH 2021.



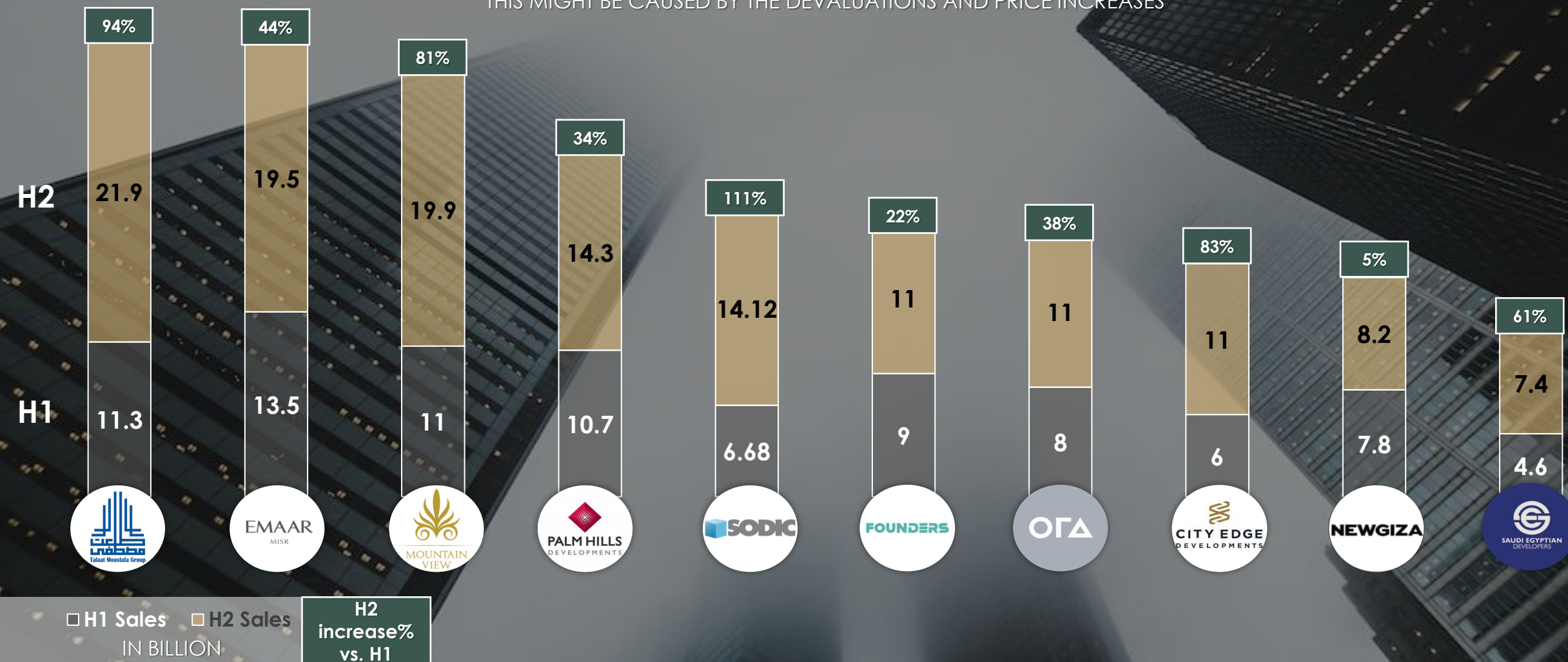


Let's See By H1 And H2



Top 10 Developers Sales Performance in 2022 (H1 vs H2)

ON AVERAGE, H2 SOLD **57%** HIGHER THAN H1.
THIS MIGHT BE CAUSED BY THE DEVALUATIONS AND PRICE INCREASES





Sales Figures In 2022 Highlights

LET'S TALK NUMBERS IN LIGHT OF THE TOP 20 DEVELOPERS OF 2022



55% IS THE TOTAL SALES GROWTH **YOY** (2022 vs. 2021).



56% IS THE AVERAGE SALES GROWTH IN **H2** 2022 COMPARED
WITH **H1** SAME YEAR



57% OF 2022'S TOTAL MARKET SALES WERE HELD BY ONLY THE TOP
7 DEVELOPERS



In A Nutshell

The market *Witnessed A Huge Growth* this year as opposed to 2021.

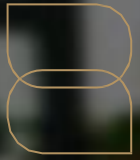
For 2023, the situation is *Still Blurry* as the market is *Getting Challenged* day by day for developers to proceed with their sales target/continue their growth given the economic circumstances.

With the toughness of the market, comes the durability of the developers to *Stand For The Test Of Time During This Survival Battle*, as 2023 is expected to be a *Year Of Filtration* for the real-estate developers.

The real-estate developers who are *Backed Up With Potent Contracting Arm* and *Supported By Strong Bank Entities* will have a differentiated aspect as opposed the rest of the developers.

The market will be torn between two forces, the urge of investing in the real-estate market with its *Price Appreciation* and the force of constant *Rising Inflation*.

The coming period is of huge importance for the *Financial Planning* and its translation on the development aspect in a very *Efficient Way*.



Contact Us Now For More Insights!

CONTACT US TO GET THE FULL DETAILED REPORT THAT INCLUDES THE FOLLOWING TOPICS:

- Total sales of developers historically for the past 4 years per region
- Region sales value per developer for the past 4 years (East Cairo, West Cairo, and North Coast)
- Total sales dissection per developer by unit type (Single Family units, Multiple Family units, and Commercial units)
- Ratio of direct vs. indirect sales per developer
- Forecasts for 2023
- Deep dive into current pricing of different regions as per request (East Cairo, West Cairo, and North Coast)

CONTACT US THROUGH:

- ❖ E-mail: info@theboardconsulting.com
- ❖ Phone Numbers: 01222811118, 01000630921, and 01095873765
- ❖ Follow our pages below to get more insights and knowledge on different sectors.





What is Next?

STAY TUNED FOR THE BIGGEST DATA BASED REAL
ESTATE SUMMIT THAT WILL TAKE PLACE IN 2023



THE BOARD CONSULTING
REAL ESTATE

Knowledge
SUMMIT



THANK YOU



THE BOARD CONSULTING
Actualizing Opportunities