

A FAMILY OFFICE PERSPECTIVE – MOHAMED NADAR, HALJ

- **Our office has a 90% focus on Real Estate**
- **As a result we developed an operational capability over time**
- **Our main focus outside of Saudi Arabia is London office for long term yield...**
- **However due to the overly compressed yields and the changes in the various segments of the market, we have started looking further afield for enhanced yields and are considering residential as well as budget hotels**
- **We have also moved further along the risk curve – from pure yield focus....**
- **To value add opportunities and development**
- **When we try to identify a new target market we try to focus on:**
 - Cities that have a large student population
 - And a large intake of new graduates
 - Hoping this holds a sign for future growth
- **Based on pure statistics we have selected a few target cities to consider, But that is not necessarily where we invest!**
- **At the end of the day our main focus has to be on making what the owner chooses to do – Workout well!**
- **To do that, our main job is to be good at selecting and managing service providers – particularly from a distance.**
- **We have found that to be most effective in managing service providers we need to:**
 - Focus on creating a comprehensive scope of work
 - Monitor and control service providers closely
 - Use more than one service provider when possible
 - Build a database of service providers, ranked based on responsiveness and quality of support
 - Stay involved in process
 - Provide guidance to service providers, but be willing to terminate when necessary