



Company Profile



Who are we?

RECAP was established in January 2016 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.



Mission

Professional Competencies

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.

Consulting Excellence

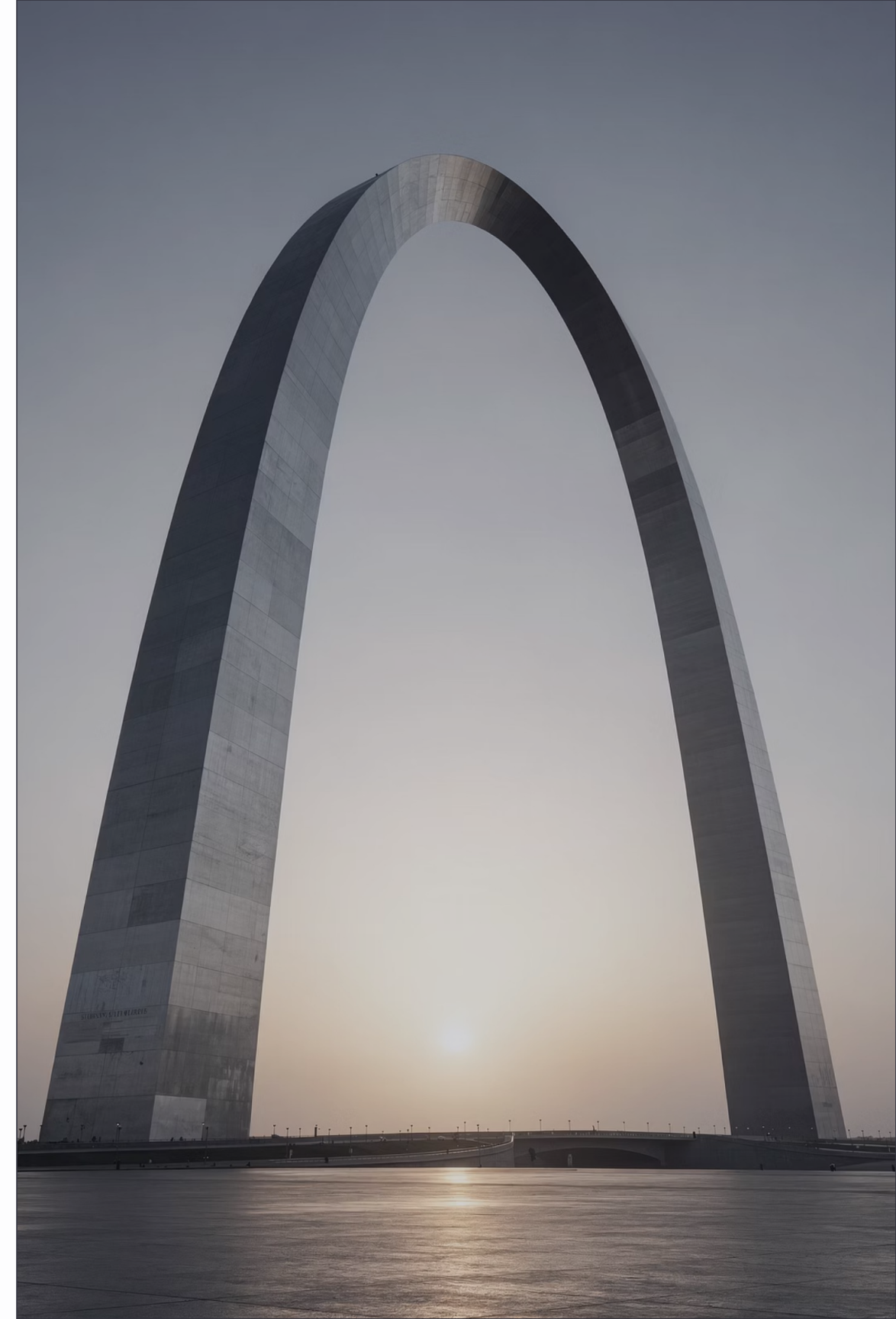
Deliver cost effective and best fit Consulting in Real Estate Business Transformation, Performance Improvement and Continuous Improvement Services.

Career Enablement

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 CX

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.



A Message from Our Leader

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

TRAINED PROFESSIONALS

20K+

TRAINED FIRMS

SERVED FIRMS

25+

LEASING STRATEGIES

LEASING STRATEGIES

40+

FEASIBILITY STUDIES

RECAP Achievements

20K+

Trainees

Professionals trained across the real estate industry

800+

Real Estate Firms

Companies served with consulting and training

25+

Tenant Mix & Leasing Strategies

Customized strategies delivered

40+

Feasibility Studies

In-depth project viability assessments conducted

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

RECAP's Real Estate Academy delivers world-class, specialized training programs designed to elevate professionals across every function of the real estate industry — from sales and operations to leadership and digital innovation.

Training Programs

Real Estate Sales & Investment Training

Develops essential real estate sales skills including client needs analysis, property presentation, negotiation, and closing techniques for residential, commercial, and resale properties.

Real Estate Sales Management

Prepares sales managers to lead high-performing teams, manage pipelines, coach salespeople, and drive revenue growth in competitive real estate markets.

Real Estate Commercial Director SUIT Diploma

A 10-day executive diploma designed for real estate leaders to master strategic leadership, business planning, marketing strategy, and investment decision-making.

AI Training for Real Estate

Teaches how to integrate AI into real estate sales and marketing operations to improve productivity, lead generation, and data-driven decision-making.

Real Estate Operations Mastery Program

Equips operations managers with skills in inventory management, process optimization, data analysis, and strategic operational decision-making.

Training Programs

Real Estate Customer Experience

Focuses on delivering exceptional customer journeys through emotional intelligence, communication skills, and service excellence.

Real Estate Financial, Investment & Capital Intelligence

Provides practical knowledge in real estate financial analysis, investment evaluation, and risk management for better investment decisions.

RECAP PRIME™

An elite program focused on building advanced real estate marketing strategies that drive demand, accelerate revenue, and increase asset value.

Real Estate Marketing "BLUEPRINT"

Introduces strategic marketing frameworks that help real estate companies attract customers and align marketing efforts with business goals.

Real Estate Digital Marketing

Covers digital marketing strategies including social media, online advertising, and lead generation tailored for real estate businesses.

Other Real Estate Trainings

Advanced Real Estate Sales Training	Commercial Real Estate Sales Mastery	Construction Project Management (CPM)	Personal Branding
Real Estate Brokerage Mastery Mentorship	Real Estate Mastery TOT	English for Real Estate – ESP	Real Estate Sales Foundations
Real Estate Human Resources	Real Estate Advanced Marketing	Strategic Leadership & Business Growth	Empowering Women in Real Estate
Property Appraisal Training	Real Estate Development	CEO Strategy Lab	Real Estate Intellectual Capital
Real Estate Marketing Research	Facility Management Training	Commercial Real Estate Operations	Real Estate Strategic Risk Management
Real Estate Sales Admin	B2B Sales Training	Real Estate Asset Management	Real Estate Call Center Training

Real Estate Consultation

RECAP delivers comprehensive, data-driven real estate consulting services – empowering developers, investors, and organizations to make informed decisions and achieve sustainable growth.



Consultation Services

Market Research

Integrated Research & Development services based on market insights, supply and demand analysis, and identification of market gaps.

Feasibility Studies

In-depth feasibility studies assessing the viability and potential of real estate projects through financial analysis, market trends, and evaluation of technical and infrastructure requirements.

Financial Consultancy

Financial studies evaluate project viability, investment conditions, and key details through site, permits, and economic analysis.

Leasing Strategy Development

Effective leasing strategies drive occupancy and revenue. RECAP helps attract quality tenants, maximize rental income, and optimize space use.

Tenant Mix Strategy Development

RECAP designs tenant mix strategies that optimize tenant composition by considering demographics, market trends, and complementary businesses.

Consultation Services

Landlord / Tenant Representation

Strategic asset analysis covering tenant demand, finances, market, and competition, plus comprehensive property positioning.

Corporate Restructuring

RECAP supports real estate developers with corporate restructuring by evaluating structures, identifying improvements, and enhancing efficiency and agility.

Real Estate Startup

RECAP supports real estate startups by defining vision, strategy, and goals, conducting market research, and crafting a compelling value proposition.

Competitive Analysis

RECAP conducts competitive analyses to identify key competitors, market trends, and challenges, providing insights that guide strategic decisions.

Marketing Strategy

Customized marketing strategies using market trends and consumer insights, including branding, messaging, and channels to attract buyers and investors.

Consultation Services

Business Planning

RECAP helps develop comprehensive business plans outlining objectives, strategies, operations, and financial projections to guide real estate project success.

Sales Strategy

RECAP develops sales strategies with planning and forecasting to optimize revenue, set targets, and align resources with project goals.

Pricing Strategy

RECAP develops pricing strategies that align with market dynamics, value, and financial goals to maximize profitability and attract buyers.

SOP and Governance

RECAP establishes SOPs and governance frameworks to ensure efficient operations, compliance, and risk management.

Employee Assessment

RECAP provides employee assessments to evaluate skills and performance, enabling informed talent development and resource allocation decisions.

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

Strategy & Operations

Investment & Commercial

Sustainability

Client Success Stories



Client Success Stories

❏ DarGlobal – Saudi Arabia, UAE, Qatar, and Oman

Services Delivered

- Delivered Sales & Investment training multiple times for DarGlobal across five countries: Saudi Arabia, UAE, Qatar, and Oman.



Outcome

The training strengthened sales teams across multiple markets, enhancing their investment analysis, deal-closing skills, and client engagement. It supported consistent sales processes, improved regional performance, and reinforced a high-performing, results-driven culture across DarGlobal's operations.

Client Success Stories

❏ DAR WA EMAAR – Saudi Arabia

Services Delivered

- Delivered Sales & Investment Training, Marketing Training, and Customer Experience programs for DAR WA EMAAR.



Outcome

The programs strengthened teams across sales, marketing, and customer experience functions. Participants improved their sales and investment skills, developed effective marketing strategies, and enhanced client engagement, resulting in better performance, stronger customer relationships, and a more cohesive, high-performing organization.

Client Success Stories

❏ Rafal For Real Estate – Saudi Arabia

Services Delivered

- Delivered Sales & Investment Training for Rafal For Real Estate Development across all regions: Jeddah, Riyadh, and Al Khobar.



Outcome

The training strengthened sales teams across multiple regions, enhancing their investment analysis, deal-closing skills, and client engagement. It supported consistent sales processes, improved regional performance, and reinforced a high-performing, results-driven sales culture throughout the organization.

Client Success Stories

❏ Retail Urban Development – Saudi Arabia

Services Delivered

- Delivered Sales & Investment Training and Marketing programs in real estate for Retail Urban Development – Saudi Arabia.



Outcome

The programs enhanced the sales and marketing teams' capabilities, improving investment analysis, deal-closing skills, and marketing strategies. Participants strengthened client engagement and adoption of best practices, resulting in better performance, stronger market positioning, and a more cohesive, high-performing organization.

Client Success Stories

Redcon Properties – Egypt

Services Delivered

- Sales Training
- Full Sustainability Consultation Strategy
- Leasing Strategy Assist



Outcome

These combined initiatives strengthened the company's commercial performance and market competitiveness. By improving sales capabilities, integrating sustainability into development strategy, and optimizing leasing performance, **Redcon Properties** can achieve higher revenue, stronger asset utilization, improved brand positioning, and greater investor confidence, supporting long-term sustainable growth.

Client Success Stories

Al Ahly For Real Estate Development – Egypt

Services Delivered

- Delivered Real Estate Sales & Investment Training twice.



Outcome

Enhanced the sales team's capabilities through stronger communication, improved client engagement, and more effective sales techniques. The training supported a more structured sales approach, better understanding of customer needs, and increased confidence in presenting projects and handling negotiations for **Al Ahly Sabbour Developments**.

Client Success Stories

Mountain View – Egypt

Services Delivered

- Delivered Commercial Training for senior managers and C-level executives



MOUNTAIN
VIEW

Outcome

The Commercial Training enhanced the strategic and operational capabilities of senior managers and C-level executives at **Mountain View**. Participants developed stronger decision-making skills, a clearer understanding of commercial priorities, and improved ability to align business objectives with market opportunities. The program also fostered more effective leadership, collaboration across teams, and a structured approach to driving business performance and long-term growth.

Client Success Stories

▣ Nile Development – Egypt

Services Delivered

- Sales & Investment Training
- Sales Management Training
- Commercial Director Diploma
- Financial Analysis Training
- Talent Acquisition Training
- Operations Training
- Customer Experience



Outcome

The programs strengthened Nile Developments' teams across sales, management, finance, HR, operations, and customer experience, leading to improved performance, better decision-making, and a more cohesive, high-performing organization.

Client Success Stories

☐ Dubai Misr – Egypt

Services Delivered

- Delivered Sales & Investment Training for 20 brokers from partner companies of Dubai Misr.



Outcome

The Sales & Investment Training strengthened 20 brokers from partner companies of **Dubai Misr**, improving their sales and investment analysis skills. It increased their confidence in structuring and closing deals, enhanced client engagement and relationship management, and fostered alignment with Dubai Misr's standards, ultimately boosting overall broker performance.

Client Success Stories

❏ Memaar Degla – Egypt

Services Delivered

- Delivered Commercial Sales Training and a full project consultation for Memaar Degla for their project “Stage X.”



معمار دجلة
MEMAAR DEGLA

Outcome

The training and consultation strengthened the sales team’s commercial skills and strategic approach to the project. It improved deal structuring, client engagement, and overall project execution, enabling **Stage X** to achieve better sales performance, operational efficiency, and market impact.

Client Success Stories

☐ Connect Homes – Egypt

Services Delivered

- Delivered Sales & Investment and Sales Management training multiple times for Connect Homes.



Outcome

The repeated training strengthened the sales team's capabilities in investment analysis, deal structuring, and client engagement. It improved sales processes, enhanced closing skills, and reinforced a high-performing, results-driven sales culture across the organization.

Client Success Stories

Top Management – Egypt

Services Delivered

Delivered a comprehensive mentorship program for the management, providing all necessary trainings for strategic leadership.

Additionally, we delivered for the entire team.

- Sales & Investment Training
- Sales Management Training



Outcome

The mentorship strengthened the management's leadership and decision-making capabilities. The Sales and Sales Management training enhanced the team's sales skills, client engagement, and overall performance, resulting in a more confident, efficient, and high-performing organization.

RECAP Clients



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



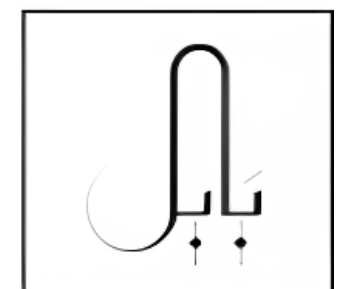
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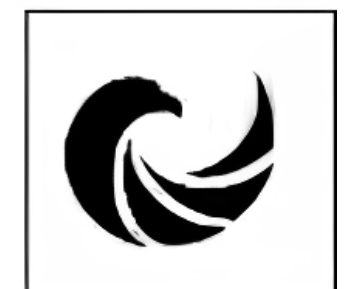
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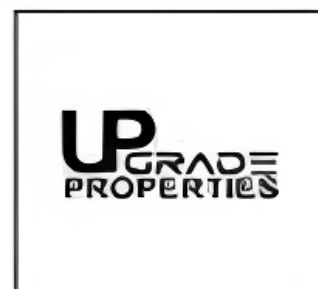
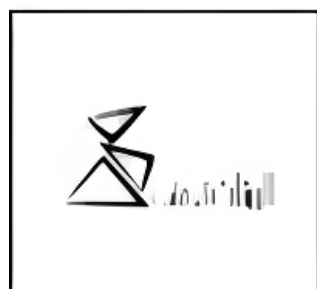
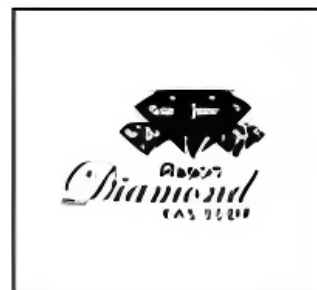
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Thank you

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