PTC Real Estate Consulting and Marketing

Company Profile · 2026

We engineer value and manage your assets

With efficiency and trust – an advanced advisory and execution model in real estate services and asset management, from Al Khobar in the Eastern Province across the Kingdom.

REAL ESTATE MARKETING • STRATEGIC ADVISORY

950	628,770	5	6
SAR million – largest project	m² total land area	projects & funds	integrated services

CONTENTS

What you will find in this profile

01 Executive Positioning 3
02 Strategic Foundation — Vision, Mission & Values 4
03 Integrated Solutions & Services 5
03 The Digital Platform 6
04 Client-Centric Framework 7
05 Six-Step Execution Methodology 8
06 Competitive Differentiators 9
07 Governance, Compliance & Licences 10
08 Selected Track Record 11
09 Institutional Proposition 12
10 Contact & Engagement 13

PTC Real Estate is the registered trademark of Mohammed Abdulrahman ALSHALAWI Real Estate Company. This profile sets out the firm's scope of work and its methodology for engineering investment opportunity and managing real estate assets – from initial advisory through to deal closing and asset operation.

01 · EXECUTIVE POSITIONING

Concept and investment vision



PTC Real Estate – the registered trademark of Mohammed Abdulrahman ALSHALAWI Real Estate Company – represents an advanced advisory and execution model in real estate services and asset management. From its strategic base in Al Khobar, Eastern Province, the firm operates as an execution arm and investment partner, delivering integrated solutions that close the gap between the real estate product and actual market demand.

PTC applies an **investment-opportunity engineering** methodology built on the analysis of sovereign and sector data, linking demographic trends to market behaviour, and deploying digital marketing and customer lifecycle management (CLM).

We do not confine ourselves to conventional marketing services. We act as a strategic advisor that converts complex real estate assets into clear investment opportunities – measurable, governable, and ready for institutional and fund decision-makers.

Al Khobar	PropTech	CLM	6
Strategic headquarters	Advanced digital tools	Customer lifecycle management	Services in the ecosystem

02 · STRATEGIC FOUNDATION

Vision, mission and corporate values

Vision

To be the most trusted real estate advisory platform in the Eastern Province and the Kingdom, and the preferred partner of leading developers, investment funds and sovereign entities in creating value – delivering exemplary marketing and asset management solutions held to the highest standards of efficiency and governance.

Mission

To enable institutional partners and investors to extract maximum value from their real estate assets by structuring innovative marketing and execution strategies, supported by precise market analytics and highly professional operational management that achieves the highest occupancy rates and sustainable investment returns.

Corporate Core Values

01

Governance & Transparency

The highest standards of financial and periodic disclosure.

02

Data-Driven Professionalism

A scientific approach to supply, demand and risk assessment.

03

Technology-Led Innovation

Harnessing PropTech and advanced digital marketing.

04

Speed of Execution

Agility that shortens the deal-closing cycle.

05

Compliance & Responsibility

Full application of Real Estate General Authority regulations.

03 · INTEGRATED SOLUTIONS

An integrated service matrix

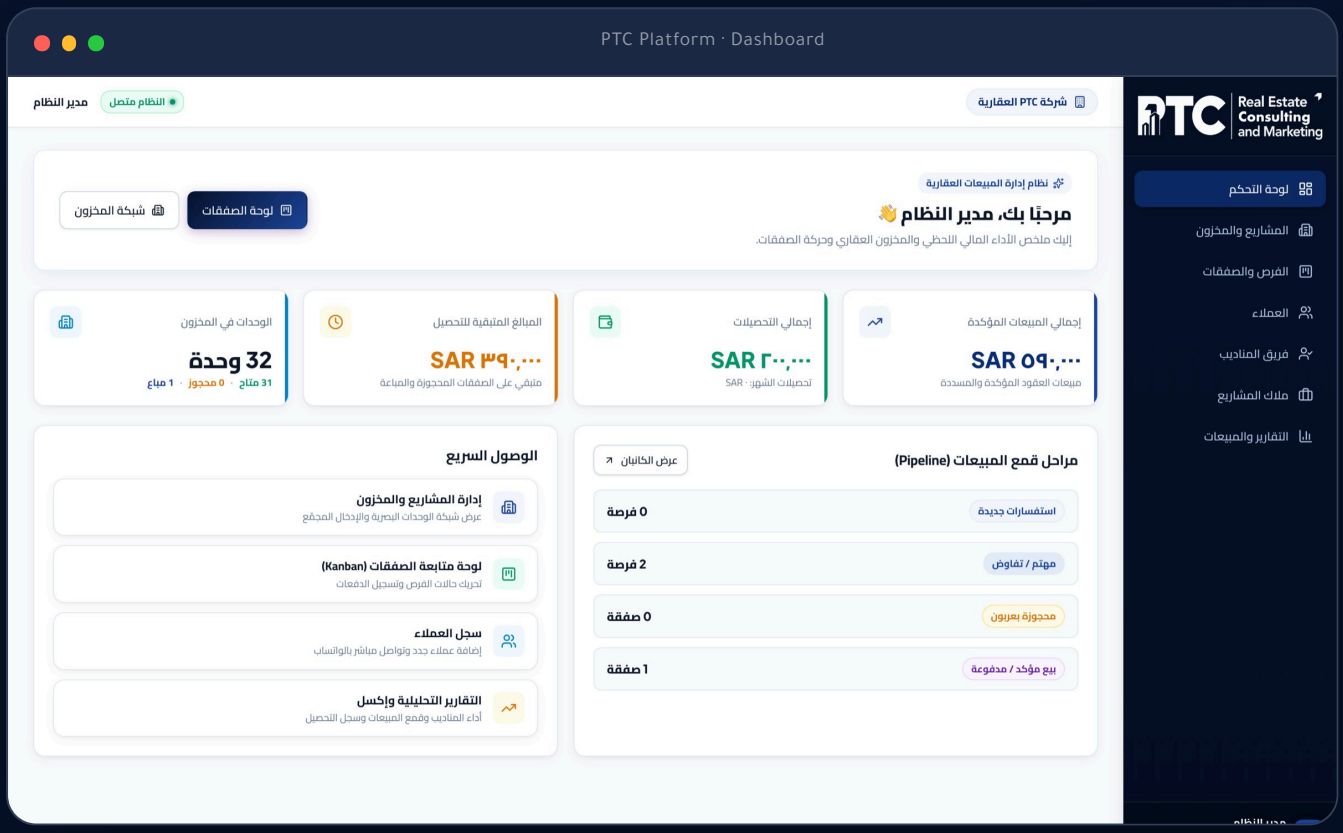
Six strategic services designed specifically for major real estate assets and landmark projects – each paired with the institutional value it delivers.

Strategic Service	Institutional Value Add
Strategic Real Estate Marketing & Sales	Building bespoke exit and sales strategies for each asset, managing relationships with high-net-worth buyers (HNWIs), and qualifying clients to close transactions at the highest achievable market value.
Development Project Structuring & Marketing	Crafting the identity of major projects, preparing tactical launch plans, operating and managing project sales centres, and attracting investors.
Advanced Asset & Property Management	Maximising the operational value of assets, improving occupancy rates, effective collection, and managing maintenance and operating contracts to preserve capital value.
Digital Marketing & PropTech	Deploying precise digital targeting tools, producing interactive and engineering-grade content, and leveraging advanced data analysis to reach target segments.
Brokerage & Investment Advisory	Advisory on real estate portfolio structuring, balancing risk against return, and identifying opportunities to acquire or liquidate strategic assets.
Real Estate Market Research & Studies	Specialised reports on supply and demand movement, price trend measurement, and feasibility analysis of real estate products ahead of the development stage.

03 · THE DIGITAL PLATFORM

The PTC platform for project management & marketing

The operating tool we run our partners' projects on – bringing project management, marketing, clients and analytics into a single AI-supported system, and giving the owner or fund manager a live board on their asset performance.



Dashboard

Portfolio, project, unit and lead metrics, with a project distribution map.

Projects

A phase timeline for design, construction and finishing, with progress and budgets.

Marketing

Views, enquiries and conversion rate, campaign performance and cost per enquiry.

AI Assistant

Summarises performance, analyses lead demand, suggests campaigns, flags risks.

Analytics

Total return, occupancy, per-asset performance and distribution across cities.

04 · CLIENT-CENTRIC FRAMEWORK

Tailored solutions for every institutional segment

01

Real Estate Developers

Pre-launch through handover

- Formulating early marketing strategies before and during construction phases.
- Field and interactive sales management solutions to lift conversion rates.
- Standardised periodic reports analysing performance, campaigns, and cash and deferred sales.

02

Institutional Investors & Funds

Investors, funds and banks

- Screening and evaluating investment opportunities based on IRR and running yields.
- Comparative asset studies, value-add analysis and operating expenditure (OpEx).
- Post-acquisition property management to reduce risk and secure stable cash flows.

03

Government & Sovereign Sector

PIF & Ministry of Housing

- Providing reliable data that raises transparency levels across the market.
- Partnering on the marketing and management of master developments and landmark schemes.
- Full alignment with the Housing Program and real estate sector development targets.

05 · METHODOLOGY

A six-step execution methodology

Each step carries a defined deliverable that is signed off before the next begins.

01

Financial & Engineering Assessment

Studying the asset's fundamentals, identifying competitive strengths, and mapping latent opportunities to increase value.

02

Market & Target Segment Analysis

Studying demand indicators, analysing competition, and determining the purchasing power of the target segment.

03

Marketing Mix Formulation

Building the project identity, crafting institutional sales messaging, and preparing the investment offering content.

04

Launch & Targeted Promotion

Activating advanced digital campaigns and direct outreach to our network of investors and institutional partners.

05

Sales Operations & Negotiation

Running accredited sales teams, managing viewings, and following negotiations through to the best achievable terms.

06

Closing, Governance & Operation

Completing the regulatory and legal conditions of transactions, and activating the property and asset management model where required.

06 · COMPETITIVE DIFFERENTIATORS

The difference shows in the detail

01 **Deep Eastern Province & Kingdom expertise**
Precise understanding of urban growth dynamics and investment trends across Al Khobar, the Eastern Province and Riyadh.

02 **A value-driven model**
Turning property from a static asset into a governed investment opportunity with visible returns.

03 **Full asset lifecycle integration**
A complete system beginning at initial advisory and continuing through marketing and asset management.

04 **Commitment to transparency and data**
Full reliance on numerical facts and analytics, away from arbitrary estimates.

05 **Operational efficiency and speed**
Digital infrastructure and current databases giving direct access to decision-makers and serious buyers.

07 · GOVERNANCE & COMPLIANCE

Documented governance and accredited licences

PTC Real Estate places governance and compliance with official regulations at the forefront of its priorities, protecting the rights of all parties and managing operational and legal risk effectively.

Regulatory compliance

Conducting activities under licences issued by the Real Estate General Authority and the competent bodies.

Data confidentiality and security

Full commitment to protecting financial data and information relating to projects and clients.

Verified transparency

Validating all legal and ownership documentation before any asset enters the marketing system.

Licences & Accreditation

Commercial Registration CR	**7054563643**
Brokerage & Marketing Licence Val	**1200049858**

08 · SELECTED TRACK RECORD

Projects and funds in the hundreds of millions

A track record reflecting PTC Real Estate's capacity to handle major projects and institutional investment funds.

#	Developer	Fund / Investment Manager	Project / Fund	Value	Land Area
1	Afyaa Real Estate Development	Bloom Saudi Investment Company	Mixed-Use Development – Al-Ahsa	**SAR 950,000,000**	224,160 m²
2	Strategically designated	Bloom Saudi Investment Company	Infrastructure Development – Riyadh (Al-Arid)	Per approved scope	119,746 m²
3	Strategically designated	Bloom Saudi Investment Company	Infrastructure Development – Jeddah (Al-Sahil)	Per approved scope	284,864 m²
4	Private investor	Private investment	West Riyadh Scheme No. 316 (31 plots)	**Fully closed**	Completed scope
5	Private investor	Private investment	Mulham 10 Scheme	**Fully closed**	Completed scope

Total land area across the projects above is **628,770 m²**, delivered through institutional partnerships including **Bloom Saudi Investment Company** and **Afyaa Real Estate Development Company**.

09 · INSTITUTIONAL PROPOSITION

Our partnership with the financial sector rests on five pillars

Our partnership with the financial sector, developers and sovereign entities is built on the following pillars.

01

Investment Narrative

Turning the asset's figures and technical characteristics into a clear, persuasive investment case for decision-makers.

02

Closing the Product–Market Gap

Using supply and demand analytics to steer real estate product development toward actual market requirements.

03

Integrated Sales Execution

Managing the marketing, sales, follow-up and closing journey with the highest time and cost efficiency.

04

Sustaining Asset Value

Post-ownership operational services that protect and grow the cash flows generated by the asset.

05

KPI Dashboard

Providing the owner or fund manager with transparent periodic reports covering occupancy, collection and sales stages.

PTC Real Estate Consulting and Marketing

10 · CONTACT & ENGAGEMENT

Let's begin the partnership

PTC Real Estate welcomes strategic partnerships and offers initial real estate advisory on structuring, marketing and managing your assets.

Headquarters
Al Bandariyah Commercial Center – Tower B
2nd Floor, Office 211
Al Khobar – Eastern Province

Phone
013-8202010

Email
info@ptc-re.com

Website & social
app.ptc-re.com
@PTC

© 2026 PTC Real Estate. All rights reserved.

CR 7054563643 · Val Licence 1200049858