



FINE HOME
REAL ESTATE

“Where Vision Becomes Property
and Trust Builds Legacy”

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22 Years of Shaping the Future of Real Estate in the UAE

Since our founding in **2004**, **Fine Home Real Estate** has been a symbol of trust, excellence, and innovation in the dynamic landscape of UAE property. With a legacy spanning over two decades, we have grown from a modest operation into one of **Abu Dhabi's most respected real estate powerhouses**, serving as a trusted partner for Emirati nationals, investors, and institutions alike.



About Us



Established To Meet The Evolving Needs Of A Growing Nation, Fine Home Real Estate Was Born Out Of The Realization That The UAE Needed More Than Just Real Estate Brokers — it Needed **Property Advisors, Visionaries, and Community Builders.** From a Humble Beginning in Property Maintenance and Decoration, We Have Built a Comprehensive Business Empire Across Real Estate Sales, Leasing, Property Management, Events, and Media. Today, Our Operations Span a Diversified Portfolio Including:

- **Fine Home Real Estate LLC** (est. 2008)
- **Fine Home Exhibitions & Conferences** (est. 2010)
- **Aqary CRM & PropTech Systems**
- **Fine Home Media & Advertising**

Our commitment to **integrity, local market expertise, and client-centric solutions** continues to define who we are.



Our Vision



To be the **most trusted real estate** partner for Emirati citizens and institutional investors, delivering **unmatched property experiences** that enhance lives, shape communities, and empower future generations.

Our Mission

- To simplify the property journey for UAE nationals, by offering **reliable, transparent** and **tailored services**.
- To lead through **technology, data, and human insight**, creating value in every property transaction.
- To uphold a legacy of **excellence, innovation** and **ethical conduct** across all our departments and ventures.



Trust:

Built over decades,
sustained through
transparency

Excellence:

Delivered in every
transaction, every
time

Innovation:

Driving smarter,
faster, and better
solutions

Commitment:

To client success
and community
growth

Heritage:

Honoring the legacy
and aspirations of
the UAE



Residential Real Estate

Exclusive listings of **luxury villas, townhouses, apartments**, and **off-plan projects** in the most prestigious neighborhoods of Abu Dhabi, tailored to the preferences and cultural values of Emirati clients.



Commercial Real Estate

Exclusive listings of **luxury villas, townhouses, apartments**, and **off-plan projects** in the most prestigious neighborhoods of Abu Dhabi, tailored to the preferences and cultural values of Emirati clients.



Investment Advisory

Through advanced market research, our experts identify **high-yield investment opportunities**, providing clients with end-to-end support from **acquisition** to **portfolio management**.



Property Management

End-to-end solutions for residential and commercial assets,

including:

- ▶ Tenant management
- ▶ Maintenance coordination
- ▶ Rent collection & documentation
- ▶ ROI tracking and reporting



Tech & CRM Integration

Our proprietary Aqary CRM platform

enhances:

- ▶ Agent-client communication
- ▶ Data privacy and compliance
- ▶ Operational efficiency
- ▶ 7/24 chatbot support powered by AI





Specialized Departments



- ▶ **Local Property Department**
- ▶ **Media & Marketing**
- ▶ **Real Estate Mortgage Brokerage**
- ▶ **Exhibitions & Events**



Local Property Department

Focused on serving the UAE National market with curated, high-demand properties across Abu Dhabi



Media & Marketing

Full-service creative and strategic media division managing property promotion through video, print, social media, and events



Real Estate Mortgage Brokerage

Tailored loan solutions, rate comparisons, and financial advisory through partnerships with top UAE banks



Exhibitions & Events

Management of real estate exhibitions and corporate events that showcase projects and expand industry relationships





Mona Al Suwaidi
Chairwoman



Ms. Mona Al Suwaidi is widely recognized as one of the leading female figures in the real estate and investment sectors in the United Arab Emirates and the broader region. Since the beginning of her pioneering journey in 2002, she has left an indelible mark on the path of economic growth and development.

As the Founder and Chairwoman of a distinguished group of companies including Aqary Holding Limited, Aqary International Group Publicity & Advertising, Aqary Real Estate Investment and Development, Fine Home Real Estate, Aqary Auction Sales-Sole Proprietorship, Aqary General Maintenance & Décor, and Great Fine Home Real Estate, Ms. Mona Al Suwaidi has led these entities with a clear strategic vision. Under her leadership, they have experienced sustainable growth and emerged as trusted names in real estate development, property management, investment, and auctions.

Known for her innovative leadership style and exceptional business acumen, Mrs. Al Suwaidi has demonstrated a keen ability to anticipate market trends and align her strategies with future aspirations. She is renowned for instilling a culture of integrity, prioritizing customer-centric strategies, and fostering long-term partnerships that have propelled her companies to regional prominence in the Gulf real estate sector.

Ms. Mona Al Suwaidi impact extends beyond economic achievements. She has played a vital role in inspiring a new generation of business leaders particularly ambitious women who see in her a model of leadership that combines vision, mission, and social responsibility.

She firmly believes that true leadership is rooted in sustainability, collaboration, and community commitment. By aligning business success with societal advancement, she has created a unique model of purposeful leadership, where success is measured not only by financial results but also by the positive impact on the broader community.

Today, Ms. Mona Al Suwaidi stands as a true embodiment of excellence and empowerment a business leader whose influence reaches far beyond boardrooms to shape the fabric of a dynamic and evolving regional economy.



Ashraf Aryan
CEO



Founder & Chief Executive Officer—A Pillar of Leadership and Excellence in Real Estate and Investment

With over 25 years of visionary leadership, Mr. Ashraf Eryan stands as one of the most influential figures in the real estate and investment sectors across the Middle East and beyond. Since the beginning of his career, he has been a driving force behind the development and transformation of the industry, leaving an enduring mark on the regional business landscape.

As the founder and CEO of a group of prominent companies—including Aqary Holding Limited, Aqary International Group Publicity & Advertising, Aqary Real Estate Investment and Development, Fine Home Real Estate, Aqary Auction Sales-Sole Proprietorship, Aqary General Maintenance & Décor, and Great Fine Home Real Estate—Mr. Ashraf has led these entities to exceptional success and sustainable growth in one of the world's most dynamic and competitive markets.

Under his strategic leadership, these companies have firmly established themselves as trusted names in real estate development and sales, property management, investment solutions, and auction services. His ability to navigate complex market dynamics, paired with a deep understanding of economic trends, has resulted in record-breaking achievements, strong investment portfolios, and long-term value for clients and stakeholders alike.

Mr. Ashraf leadership style is defined by innovation, an unwavering commitment to quality, and a dedication to building high-performance teams and enduring client relationships. His emphasis on integrity, forward-thinking solutions, and customer satisfaction has earned his companies a prestigious reputation in both regional and international markets.

Today, Mr. Ashraf continues to shape the future of the real estate industry, championing sustainability, digital transformation, and strategic growth. His journey remains a source of inspiration for the entire Aqary Group, fostering a culture of excellence, innovation, and resilience.

As he celebrates 25 years since founding the group and assuming his role as Chairman and CEO, the company continues to thrive and expand, building upon a legacy of achievement and innovation while forging new paths for the future.

With Mr. Ashraf Eryan at the helm, the future holds boundless opportunities and greater milestones for Aqary.



Awards & **Achievements**



Best Real Estate Company
in Abu Dhabi – Bayut Awards, Nov 2019



Agency of the Month – Bayut



Ideal Executive Award – Nov 2019



Over 10,000 successfully closed
transactions



Recognized among top Emirati
real estate brands for service excellence



Why Choose

Fine Home Real Estate?



- ▶ **22+ Years of Experience** in UAE Real estate
- ▶ **Specialized Services for UAE Nationals**
- ▶ **Market-Driven Data & AI Tools**
- ▶ **Award-Winning Leadership**
- ▶ **7/24 Support via Virtual CRM Bot**
- ▶ **Deep Knowledge of Local Regulations & Cultural Nuances**



From **Our Leaders**

“At Fine Home Real Estate, we are not just selling properties — we are helping people build futures, create legacies, and realize dreams. As Emiratis, we understand the pride of homeownership and the importance of community. We are proud to serve the nation by making the property journey meaningful, ethical, and rewarding for every client we meet.”

Mona Al Suwaidi
Chairwoman

Ashraf Aryan
Chairman & CEO

Fine Home Real Estate

“Rooted in Values, Driven by Vision, Built for You.”



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