



**FINE HOME**  
REAL ESTATE

“Where Vision Becomes Property  
and Trust Builds Legacy”

**FINE HOME**  
**REAL ESTATE**



## 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

A pioneering Emirati entrepreneur, Mona has played a transformative role in the UAE's business scene. As the visionary behind **Fine Home Real Estate**, she's led the company to become a recognized symbol of innovation and integrity. Her work champions **female leadership** and inspires the next generation of **Emirati women in business**.



**Ashraf Aryan**  
Chairman & CEO

With over 25 years of real estate and investment experience, Ashraf has driven the strategic growth of the group. From launching **Fine Home's tech innovations** to expanding into exhibitions and digital platforms, his **forward-thinking leadership** ensures the company continues to thrive in a changing market.



# 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.”



## Contact Us



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