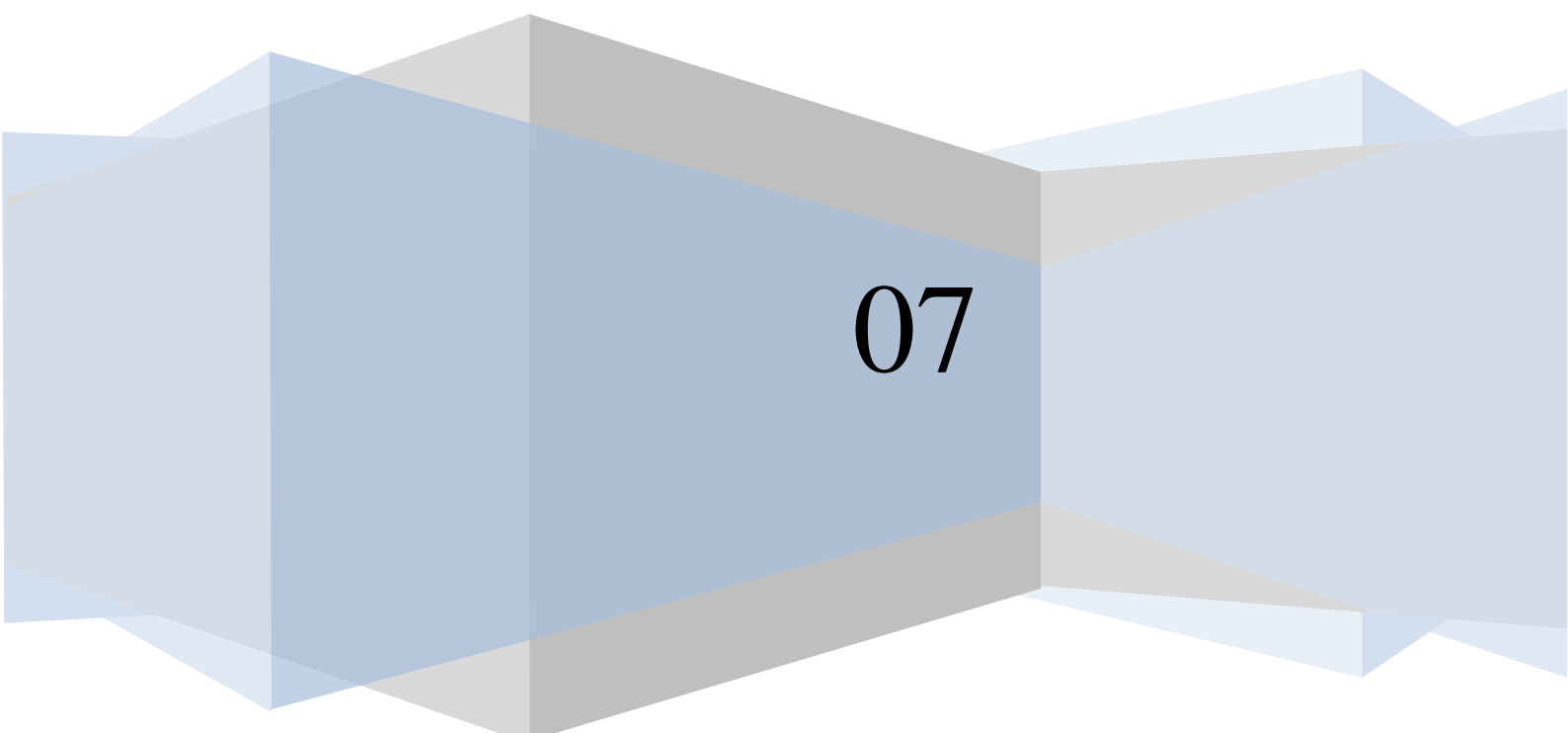


# Company Profile

[www.trenta.net](http://www.trenta.net)



07

## **Introduction:**

We would like to thank you for giving us this great opportunity to introduce ourselves as well as our esteemed services. We are a successful independent estate company, and have been established in 1994.

Trenta is an Egyptian company and is one of the most rapidly growing businesses in the field of Real Estate Brokerage, Marketing and Consultation. We have earned a very strong hold on the market, which is proven by our extensive client list. Our staff makes all the effort to create a friendly, trusting environment to our clients, helping to make that important decision as easy as possible for you.

Our main objective is to provide our clients with a feeling of ease. Whether a client is buying, selling, renting out or renting one of our properties, they have the utmost confidence in our services. We know our clients' time is valuable so in the shortest possible time our professionally trained team will help you acquire a property that is perfect for all of your requirements and that suits your price range. We also offer payment facilities.

We have 13 years of marketing experience when it comes to renting, selling and appraising a variety of properties, such as offices, shops, apartments and villas. We are an Egyptian company that market properties all over Egypt and specialize in all property sectors to ensure we can service every aspect of our client's property concerns. We also have very reputable and respected partners so that we can offer increased and better the service to our clients.

Trenta projects is a marketing Real Estate company focusing on the new developed projects, to provide through our experts and well trained staff in the Real Estate field a simultaneous complex of the developing companies products which will help to purchase the new projects in a limited time according to the plan. This will reflect on the market and the growth of our market share.

At Trenta, it is our main aim to save our clients' time, money and effort. We listen to your needs and then take the appropriate action to ensure you receive excellent results. During this process we are always available to answer any questions you may have or offer any relevant services that

you may need. Our staff makes all the effort to create a friendly, trusting environment to our clients, helping to make that important decision as easy as possible for you.

## **Mission and Goals:**

### **Trenta Vision:**

- Provide Real Estate clients all up to date information about new developed projects. Giving them awareness of the way to invest in buying a new property.
- Increase the potential clients listed in the company for the new projects.
- Continue grow and develop new branches to cover Egypt and other Arabic countries.
- Increase the availability of local, regional and international database to facilitate selling process.
- Providing support and advice to the developing companies to assure their product quality which will reflect on the selling process.

### **Trenta Mission:**

Become the most easy use and largest property portal in Middle east.

### **Strategy:**

Giving the staff the authority to work with its strategy as to feel that we are in a family environment. That strategy makes them work with 100% of efficiency and increase the productivity.

### **Approach:**

Expanding our branches to have a network team covering whole selling and buying clients to meet our quality standards of satisfying our client's expectation of us.

## **Advertising & Technology:**

### **Our marketing tools:**

- Trenta Data Base
- [www.trenta.net](http://www.trenta.net)- Internet.
- Magazine "Trenta News".
- Advertising in Newspapers and magazine.
- Public Relations.
- Participation in exhibitions.
- Analysis of the projects and customers feed back.

## **Responsibilities:**

### **Philosophy:**

Focus on offering the best quality property, a professional approach and great service.

Enjoy what we do, be enthusiastic and have fun by attracting and encouraging people to set high standards. Helping ordinary people do extraordinary things.

Maintain tight creative strategies that provide innovative concepts and improved effectiveness, following through by maintaining a personal level of contact by senior management, with the members and clients.

Understand and participate in further sales and marketing cycle, self improvement and development of professional skills at the time encourage the self improvement, development of skills and knowledge of others.

Conduct ourselves, and the business activities, in a professional manner and at all times act with integrity in our dealings. Maintain as small and tight an infrastructure as possible in order to maintain cost effectiveness and to thrive. Outsource everything that is not essential to core business allowing us to concentrate on what we do best.

## **Unifying Principles:**

Readiness to initiate and embrace change.  
Highest standards of ethics and integrity.  
Believe in and respect the individual.  
Sound planning is the key to achievement.  
Commitment to excellence and innovation in our work.  
Belief in abundance not scarcity if opportunity.  
Commercial realism embracing the future.  
Flexible and prepared to accept new and/ or pessimistic influences.  
Attitude of caring and sharing.

## **Clients:**

Absolute focus on the client in everything we do.  
Value for money.  
Quality responsive service without exception.  
Deliver more than was expected by anticipating client needs.  
Easy access.  
Clients are part of the team.

## **Employees and Network:**

Show initiative and adaptability.  
Growth of the person with improving working conditions.  
Job satisfaction and security.  
Remuneration rising faster than inflation.  
Recognition of high performance.  
Commitment and accountability.

### **Management:**

Integrity in everything we do.  
Put people first, helping them to develop.  
Providing interesting and meaningful opportunities.  
Simplicity and effectiveness.

### **Suppliers:**

Team relationship.  
Respect and integrity in all dealings  
Win-win negotiations.  
Suppliers are part of the team.

### **Competitors:**

Co-operate to compete.  
Compete vigorously.  
Act with integrity at all time.  
Compete by using innovation.

### **Services:**

Trenta offer you the best quality property, a professional approach and great service. Our aim is to make the whole process of buying or Renting properties as smooth as hassle free as possible. Plus, Trenta make you:

- \* Extensive & wireless database to reach your needs.
- \* Search and view properties.
- \* Find your dream home.
- \* Direct contact with owners.
- \* Easy interface website.
- \* Up to date checking e-mail, requests and site reports.
- \* Standard images per property.
- \* Rental availability calendar.
- \* Facilitating the company's need of having their office location.
- \* Simply provide you the best way to advertise your property and to  
Create the ability to bring people that have interest in either buying  
Or letting in contact with you.

### **We have 2 departments: projects department and individual department**

As for projects, we take the responsibility of market & sale a whole compound and hereunder we will give u top reasons to invest in new compounds.

### **Top reasons to invest in new compounds:**

- **Climate:**

In new compounds you can find pure fresh air because it always stands in virgin lands. Plus, the landscaping makes it easy for your eyes to get rest and have a great sociologically feeling while you are looking to the green area.

- **Get a new home at a new society:**

Everyone dreams of having a second home in new districts, because it has a different kind of living style. You can enjoy the fresh air, gardens, swimming pool, quietness, neighborhood ...etc.

You will never ever find that style of life in down town or in the heart of the city itself.

In addition to the new social work that may participate in you and your family as well.

- **Cost of living:**

Most of the compounds are taking a deposit at the beginning to spend the turn over of it on the compound facilities such as: common lighting, gardens, water, etc.....

- **Rentable:**

With an increasing number of compounds seekers each year along with the sustained new community, rents are likely to remain buoyant well into the future. Also the increasing

influx of expatriates living in the region will also ensure the demand for rental accommodation remains high.

- **Sellable:**

New compounds property prices should remain and excellent investment opportunity in the longer term, as the area is relatively unknown in real estate terms and the demand is rapidly increasing.

- **Payment facilities:**

Most of the new compounds are selling their properties on credit basis or payment terms, to facilitate it to buyers getting a new home with no capital money to be paid on the spot.

The other department Individual, it takes the responsibility of selling and letting properties such as villas, apartments, shops, offices, commercial places. Hereunder we will give u our renting process:

### **Register with Trenta**

Our local real estate agents need as much information as possible about the type of property you are looking for, so we can quickly find your ideal home. At our branches you will be introduced to an environment where innovation and high tech are at the forefront of our business. You will be offered a coffee or tea before being introduced to the appropriate multilingual member of staff to assist you in your search.

- **Register online:** [www.trenta.net](http://www.trenta.net)

- **Search requirements:**

Once we have a clear understanding of your requirements we can show you a selection of properties that match your needs and budget. Often viewing can be arranged at the same day.

- **Choosing property:**

Once you have found a suitable property and supplied us with some basics details your information will be forwarded to the staff for taking a step forward in it.

- **Negotiating the price:**

We help you in reaching a compromise negotiation about the fair price of the property you select.

- **Rental agreement:**

We will draw up the relevant paperwork, forming an agreement to be signed by both parties. This will be in dual languages Arabic-English.

- **Rent and deposit:**

An advance rental payment is required on signing the agreement. A security deposit is also required from the tenant. This will be returned to you at the end of the rental term, subject to the details of your agreement.

- **Completion of contracts:**

Congratulations, keys are now handed over and you can move in to your new home.

### **References:**

1. **Al-Ahly for Real Estates development.**

- Dara Gardens project in 6<sup>th</sup> of October city.
- Grand residence (New Cairo).
- Kattameya Residence. (New Cairo).

2. **Misr For Investment & Development.**

- Kattameya Palms. (New Cairo).

3. **EL Sharqioun For urban development .**

- Fountain Park. (New Cairo).

4. **6<sup>th</sup> of October for Developing & Investment Company (SODIC)**

- Beverly Hills (Buildings & Villas) in El- Sheik Zayed.

5. **Egyptian Real Estates Group**

- The administrative Tower in Giza & The residential tower in Mohandiseen.

6. **Arabian Company for Investment & Estates development.**

- The residential Tower in Garden City.

7. **Al Arabia Real Estate Development Company.**
  - Bellagio "New Cairo"
8. **El Ashrafya For touristic Development.**
  - Dina Beach Resort " El-Ain El-Sokhna"
9. **El Madayen For construction Development & R E Investment.**
  - Fleur Des Villes "New Cairo"
10. **Arabian Company for Estates & Tourism Investment.**
  - The residential tower in Garden City.
11. **Alico.**
12. **BBC World Service.**
13. **Pyramids Insurance Company.**
14. **Sheraton Sharm.**
15. **Raya Holding Company.**
16. **Taki Company.**
17. **DNC Japanese Company.**
18. **Royal & Sun alliance.**
19. **Siemens Company.**
20. **Schlumberger.**
21. **Arabian Cement Company.**

**Current Projects:**

- Fleur Des Villes "New Cairo"
- Dina Beach Resort " El-Ain El-Sokhna"
- Bellagio "New Cairo"

**TRENTA Branches:**

**Trenta Projects head office:**

51 Beirut St., Heliopolis, Cairo.

**Mohandessin Branch:**

31 Zamalek sports club passage, Gammet El Dowel El Arabia St.

**Zamalek Branch:**

2 Dr. Taha Hussein St., in front of Yamama Center.

**New Cairo Branch:**

Road 90 – Masraweya District – Building D16.

**You can either:**

• **Call us at:**

Mohandessin Branch: 33475100, 33458258 Fax: 33458358

Zamalek Branch: 27383339, 27381359 Fax: 27362665

Heliopolis Branch: 26909951/2/3 Fax: 26901948

New Cairo Branch: 29200082 - 29200802

• **Register online:** [www.trenta.net](http://www.trenta.net)

**Conclusion:**

Be 100% sure with Trenta.