



Corporate profile

WELCOME TO THE REAL ESTATE EXPERTS. WELCOME TO BASIC LINES.



WHO ARE WE?

Basic Lines is a real estate transaction advisor, offering solutions to government bodies, financial services institutions, regional and local private entities and high-net-worth individuals.

Tailored to clients' needs and aligned with leading practice, our cost-effective real estate solutions comply with all local regulations.

VISION

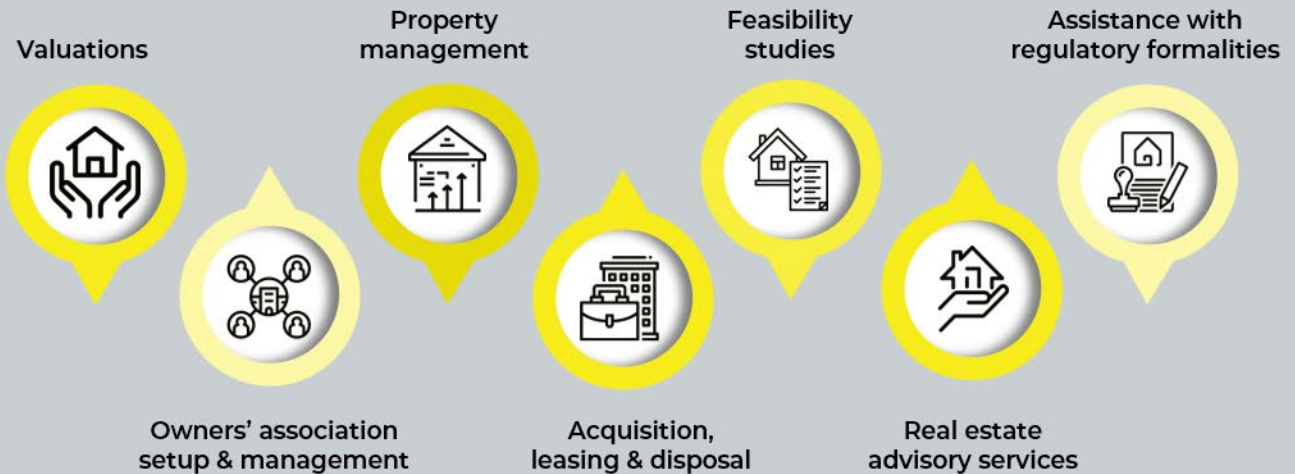
To be recognised as a leading regional real estate solution provider.

MISSION

To develop a reputation for excellence by designing and delivering innovative real estate solutions.

OUR SERVICES

We offer a comprehensive range of real estate solutions:



OUR KEY STRENGTHS

- o Qualified, experienced staff, registered with the Royal Institute of Chartered Surveyors (RICS) (UK)
- o Experienced modellers
- o Part of the Keypoint group
- o Established operations infrastructure

OUR CORE VALUES



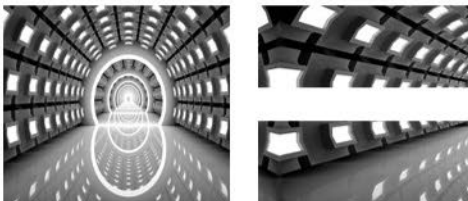
Trusted

Our clients trust our integrity and confidentiality.



Professional

Our qualified, experienced professionals deliver what clients need when they need it.



Innovative

Tailored to clients' needs and based on smart, innovative leading practice and solutions, our services add significant value without compromising on quality.

OUR COMPETITIVE ADVANTAGE

WHY DO CLIENTS WORK WITH BASIC LINES ?

Our experience and expertise

Our expert teams have worked on four continents; delivered a wide range of projects for a wide spectrum of clients; and earned a reputation for delivering value by giving our clients what they need when they need it.



Our specialist services

We offer expert advice on specific issues, tailoring innovative solutions based on leading practice.

Our professionalism

We provide the highest professional service and adhere to the highest ethical standards, giving our stakeholders comfort and confidence.

Our established operations infrastructure

We service our clients quickly and effectively, using tried and tested solutions where appropriate and tailoring innovative solutions where necessary.

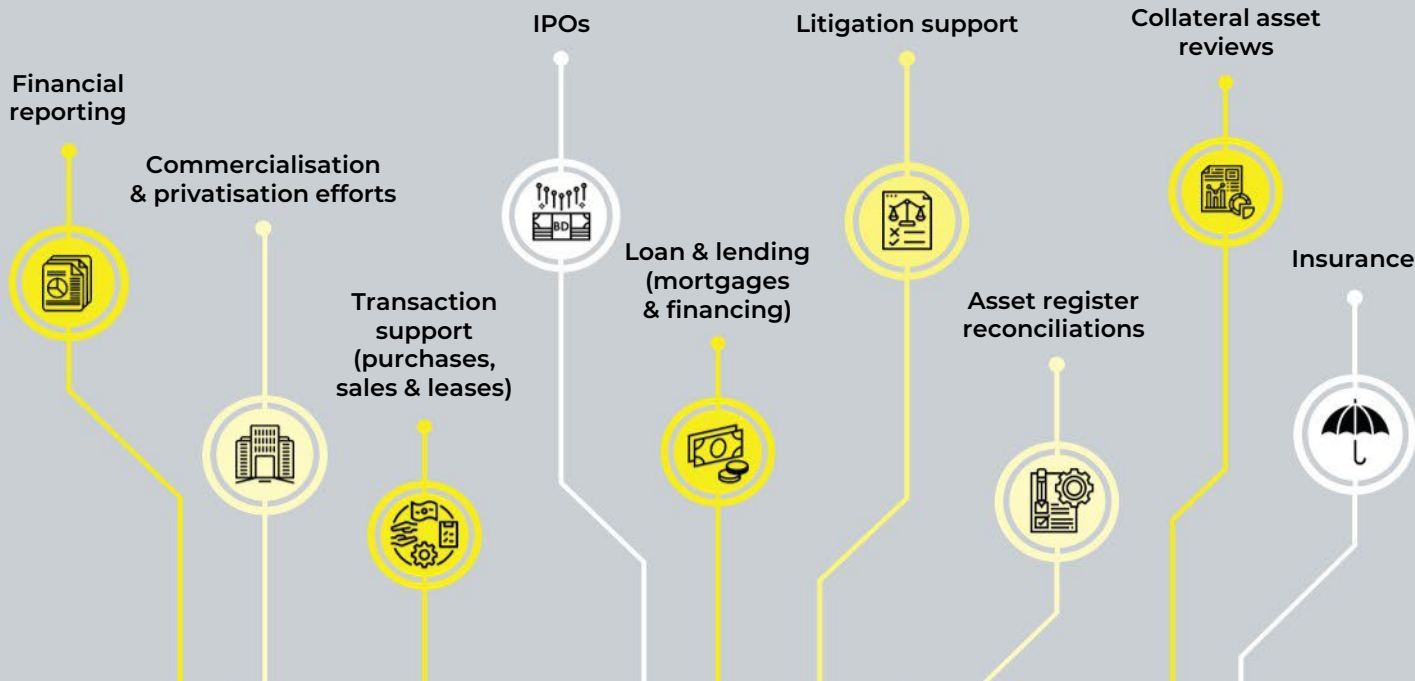
Adherence to international standards

Our understanding of international valuation (IVS) and accounting (IAS) standards empowers us to produce work according to international standards.

VALUATIONS

Our valuation services are provided by qualified, skilled, and experienced professionals, including members of RICS (UK).

Our team of experts, value land, residential property, shopping centres, industrial developments and leisure and hotel complexes, using internationally recognised methods and approaches including RICS valuation standards and international accounting standards. Basic Lines also provides feasibility studies and building condition surveys. Our valuations can be used for:





OWNERS' ASSOCIATIONS

Our owners' association managers are qualified experts with extensive experience.

We establish and manage owners' associations for joint properties and align operations with local regulatory frameworks, while always acting in owners' best interests. Our experts plan, arrange and organise board and general assembly meetings efficient and effectively, as well as developing strategic and financial plans. Our proactive management solutions help generate efficiency and cost savings.



PROPERTY MANAGEMENT

Basic Lines' property management team leases property across all asset classes - residential, commercial, retail, office, industrial and logistics.

Core functions include letting, contracting and responding to and addressing maintenance issues. As well as a range of other real estate assets, our team of experts have managed shopping malls and centres and have shopping centre management qualifications from internationally recognised institutions.



ACQUISITIONS & DISPOSALS

Basic Lines offers advisory services for acquisition and disposal and other transactions related, for all types of real estate.

Our team of experts helps clients to maximise asset values and guides them on every step of a transaction, including carrying out due diligence.

FEASIBILITY STUDIES

Our advisory and valuation team works with real estate investors and developers to assess the viability of real estate development and investment, helping to identify opportunities across the residential, office, retail, industrial, hospitality and mixed-use sectors.

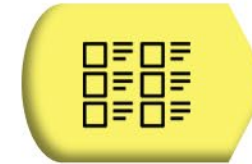
Assessing the feasibility of a real estate asset requires determining value and viability. Our approach enables investors and real estate developers to assess the long-term potential of a property or development by:



**Examining strengths
& weaknesses**



**Identifying operating
challenges**



**Addressing possible
scenarios**



**Suggesting
alternatives**

Using a future-focused lens, our experts analyse current market conditions to identify challenges and other factors that might impact strategy and performance. After understanding an asset's operating model, we develop scenarios based on reasonable assumptions in line with market conditions to assess the viability of strategic plans and objectives.

We then calculate expected returns and assess value, developing recommendations which reflect the viability of real estate investments.

REAL ESTATE ADVISORY SERVICES

We use our consultants' experience and qualifications to provide information and direction.

Our advisory team develops solutions based on significant valuation, corporate, market, management and financial experience, advising real estate developers and investors on how best to:



Articulate optimal options for leasing and sales strategies



Study impacts and set operational strategic plans



Assess the impact of financing and covenants on asset and portfolio performance



Identify market challenges, and assess demand and supply



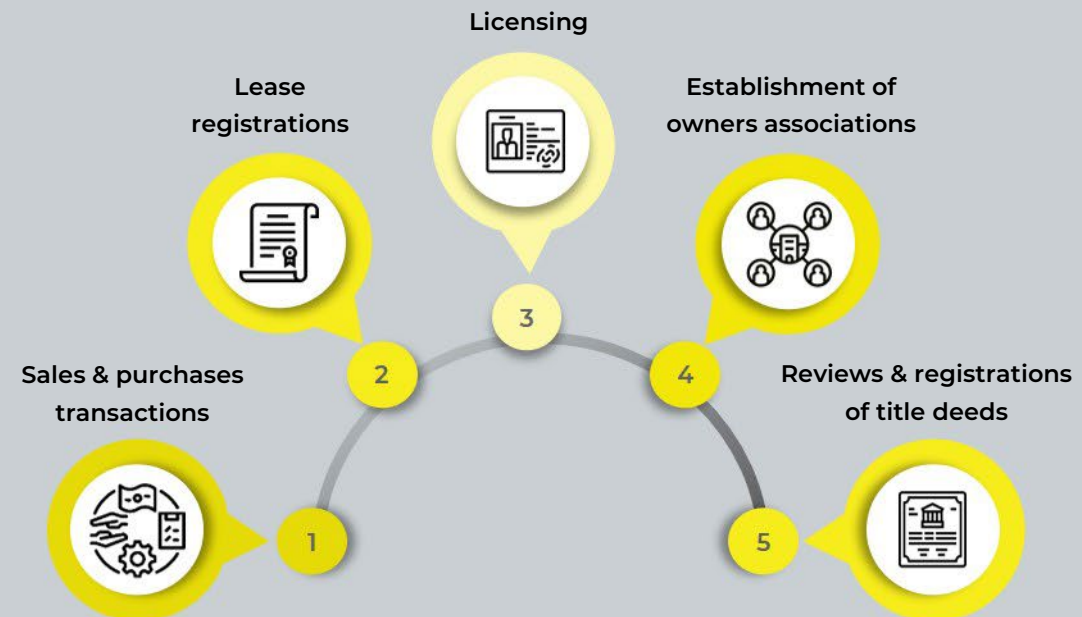
Maximise expected value and returns from real estate

REGULATORY FORMALITIES

We help connect clients with the relevant authorities and regulators.

Our established relationships with regulatory authorities in Jordan and Bahrain give us a deep understanding of real estate formalities and regulatory frameworks, ensuring our clients get access to accurate information and the direction required to expedite regulatory procedures.

We assist our clients with:





CONTACT US



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