

# CORPORATE PROFILE



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# 01. WHAT IS OCTA

### **Like-minded Team**

who has committed to delivering luxury beyond measure, designed a story of their own.

### **With 20+ Years of Experience**

among Dubai's leading developers, backed by a team with a wealth of experience and a tremendous network in the real estate sector, OCTA was born.

As the premier development management firm in the industry, we at OCTA Develop offer advanced leading solutions with a focus on "exclusive branded residences" for the property development and investment sector aiming to minimize risk, increase efficiency, and maximize profitability.



**OCTA SERVES AS A STRATEGIC INTERMEDIARY  
IN THE REAL ESTATE INDUSTRY**

connecting developers with real estate agencies and executing sales and marketing strategies. Positioned between developers and real estate agencies, OCTA operates as a master agency overseeing sales transactions.

**OCTA ENSURES DEVELOPERS DIVERSIFY  
THEIR SALES CHANNELS**

avoiding overreliance on a single agency or few agencies. By mitigating dependency on any one agency, OCTA ensures maximum engagement with the real estate market at all sales stages, overcoming capacity limitations and distractions from other projects.

**DEVELOPERS CAN SEAMLESSLY**

INCORPORATE OCTA AS AN ALL-IN-ONE

solution for their sales, sales operations, and marketing requirements.

WHAT WE DO



# 02. OUR STORY

# THE DEVELOPER'S DNA

**WE DEVELOP** . Battlefields . Alliances . Reliance . Ingenuity

100+  
Employees

12+  
Developers

20+  
Years of  
Property Expertise

1600+  
Brokerage  
Firms

11+  
BN AED  
Sales

15000+  
Real Estate  
Brokers

4000+  
No. of  
Units Sold

2200+  
Units  
in Pipeline

20+  
Brands





DEVELOPERS





Fortune 5  
DEVELOPMENTS

DARGLOBAL

G&Co.



fortimo<sup>®</sup>

IRTH



# BRANDS



ELIE SAAB

MOUAWAD



FRANCK MULLER  
GENEVE



R O V E  
HOME





# PROJECTS



**MISSONI**



**PAGANI**



**W**  
DUBAI  
DOWNTOWN  
THE RESIDENCES



**ELIE SAAB**  
**VIE-À-VIE**  
AT THE FIELDS



**MARRIOTT RESIDENCES**  
DUBAI  
BUSINESS BAY



**ELIE SAAB**  
*Edition*  
*Jasmine Lane*



**R O V E**  
HOME



**MOONSTONE**  
*interiors by* **MISSONI**



**R O V E**  
HOME  
MARASI DRIVE



  
J ONE



senses  
AT THE FIELDS



DGI  
LIVING



THE GOLF RESIDENCE  
— fortimo® —



S O C I O



SKYHILLS  
RESIDENCES

# 03. LEADERSHIP

FAWAZ SOUS  
Chief Executive Officer



With two decades of solid experience in the real estate industry, a previous principal at Damac and Emaar, who plays a pivotal role of influencing the upcoming communities and projects that have shaped the Dubai skyline.

EXPERIENCE COVERED ACROSS:  
Central Europe, UAE, Egypt, KSA, Qatar

DONNA LEE ELLIOTT  
Chief Sales Officer



Leading from the front with an unbeatable work ethic, Donna Lee-Elliott has gained an enviable reputation while proving her vast range of abilities with Developers within the UAE's property market.

EXPERIENCE COVERED ACROSS:  
Great Britain, UAE

ELIAS QARUT  
Head Of Marcoms



An integrated marketing and communications professional with over two decades of experience in the MENA region. Elias approaches challenges from a holistic -360 degree approach that will tap into the insight as well as the communication touchpoints that the task requires.

EXPERIENCE COVERED ACROSS:  
Kuwait, Lebanon, UAE, Oman, South Africa, Morocco, Egypt, KSA

GOPINATH RAO  
Head Of Design



With over 20 years of experience in Interior Design Management, Fit-out & FFE Project Management, Gopinath has successfully delivered projects in various countries. Formerly the Director of Interior Design at DAMAC Properties LLC.

EXPERIENCE COVERED ACROSS:  
UAE, UK, KSA, Oman, Qatar, Jordan, and India



# 04. WHY OCTA

## **RISKS OF ENGAGING WITH INDIVIDUAL BROKERAGE FIRMS OR BROKERS CLAIMING EXCLUSIVE SALES PROJECTS**

### **1. INDIVIDUAL BROKERAGE COMPANIES**

Opting for individual brokerages carries inherent risks. These firms often prioritize selling prime units to maximize commissions, leading to challenges in engaging other brokerages for selling the remaining project units.

This lack of cooperation among brokerages can result in unsold units, putting developers at risk of reclaiming them at the end of the contract term.

### **2. CLIENT PRIVACY & MARKET COMPETITION**

Brokerage firms are hesitant to deal with other broker firms due to client privacy concerns and market competition. This reluctance poses the risk of the developer's project not being adequately exposed to the market, potentially impacting sales.

UNSTOPPABLE  
DRIVE

## RISKS OF ENGAGING WITH INDIVIDUAL BROKERAGE FIRMS OR BROKERS CLAIMING EXCLUSIVE SALES PROJECTS

### 3. BROKERAGE COMPANIES WITH CLAIMS OF EXCLUSIVE SALES TEAMS OR SIDE BUSINESSES

Some brokerages attempt to address the limitations of individual brokerage setups by establishing new companies or divisions, claiming to offer exclusive services. However, these efforts often fall short as the market is aware of the affiliations behind these operations, undermining their effectiveness.

### 4. SETTING UP OWN SALES TEAM

Alternatively, developers can establish their own sales team. However, OCTA's studies have highlighted the costs, time, and efficiency associated with such an endeavor. Onboarding OCTA offers a 'plug and play' option, reducing time and cost to market.

With extensive experience and established relationships, OCTA efficiently penetrates the market & achieves sell-through. While setting up an in-house sales team may be viable for developers with a solid project pipeline, it requires careful consideration of costs and justifications.

UNSTOPPABLE  
DRIVE

# 100+ EMPLOYEES

VOICES OF DIVERSITY

- Arabic
- Chinese
- English
- Indian
- Russian
- Italian
- French
- Turkish
- Persian
- Spanish
- Romanian
- Portuguese
- German
- Dutch





# 05. OCTA SALES SERVICES



SALES

# SALES STRATEGY & ADVISORY

## **TAILORED SALES STRATEGY & PLAN**

Develop a tailored sales strategy based on agreed objectives & timelines to ensure execution with the utmost efficiency and maximum cost-effectiveness.

- In-house development detailed analysis of competition project offerings, market intelligence & comparable studies. USPs, and sale performance.
- Comprehensive advisory on size & unit mix and amenities relevant to the project/ Market appeal.
- In-house project training material development.
- Advising on inventory release, bulk sales transactions, pricing, price drive & customer offer packaging.

## **BROKER ENGAGEMENT SERVICES**

- Devising & activating broker engagement to optimize results based on a selected set of agents active in the micro market & product offering.
- Prelaunch, launch and post-launch services with agent activation.
- Access to OCTA bond brokers | +15000.
- Access to investors launch briefings – public & in-house.
- Access to OCTA 100 club.



# OUR NETWORK



& MORE

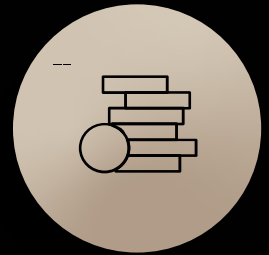




# OPERATIONS

# OPERATION MANAGEMENT SERVICES

The bespoke OCTA SALESFORCE CRM SYSTEM aims to streamline performance and maximize the efficiency of operation for your real estate. It includes innovative diagnostic assessments that identifies inefficiencies, centralizing systems , costs savings, and optimizing client experience throughout the process.



## COLLECTION

- Managing and collecting the outstanding accounts
- Receivables from clients and customers



## MIS

- M.I.S reporting - weekly
- Sales dashboard, pipeline
- Summary, availability & Highlights of weekly transactional updates
- Inventory management services
- SPA/OTP-unit bookings and SPA sign-offs handling +5 functions



## DLD SERVICES

- Surveyor Work
- Project Registration
- Unit Registration
- Escrow Account Opening Assistance



## ADMINISTRATION SERVICES

- Monitor and report on activities/ timelines to ensure efficiencies that meet developer & customer expectations.
- Develop all documents / templates needed, and releasing marketing collateral in a timely manner that maintains market interest in alignment of the project timeline



## LEGAL SERVICES

- In-house legal services, legal Documentation creations
- Including exceptional cases
- Access to legal advice



## CUSTOMER SERVICE

- Customer service team overseeing the relationship with customers
- Post-sales services



## SALESFORCE CRM

- Latest in technology CRM software system
- Developed & customised for OCTA PROPERTIES
- Agents' management
- Client management
- Inventory management

# 06. HOUSE OF OCTA

Branded MarComs



# HOUSE SERVICES

Marcoms Solutions



Branding



PR  
& TRAINING



Creative



Activation  
& Events



Media



Strategy  
& Planning



Digital  
Marketing



Content  
Creation



# 07. HOUSE OF OCTA

Branded Interior Design



# HOUSE SERVICES

## Interior Design



Concept Design



Fully Coordinated  
Technical Design  
BIM/CAD



FF & FE Staging  
Services



Procurement



Project  
Management



Space  
Planning



Brand  
Coordination



# 08. PROJECTS



URBANOASIS  
BY  
**MISSONI**



URBANOASIS  
BY  
MISSONI

465  
No. of Units

90%  
Sold Percentage

- First ever Missoni branded residence in the region
- From Miami to Dubai
- Developed by Dar Al Arkan





DUBAI  
DOWNTOWN  
THE RESIDENCES



DUBAI  
DOWNTOWN  
THE RESIDENCES

383  
No. of Units

97%  
Sold Percentage

- W by Marriott Branded Residences
- Developed by Dar Al Arkan
- Located in Downtown Dubai
- Uninterrupted views of Downtown





J ONE



J ONE

257  
No. of Units

100%  
Sold Percentage

- A luxurious residential project
- Located in Downtown Dubai
- Developed by RKM Durar Properties LLC





PAGANI

PAGANI

96  
No. of Units

65%  
Sold Percentage

- First ever Pagani takes essences in a living space
- Waterfront & Burj Khalifa views
- Presented by Dar Al Arkan





**DG1**  
LIVING



# DG1 LIVING

222  
No. of Units

75%  
Sold Percentage

- DG1 Living
- Developed by Dar Al Arkan
- Located in Business Bay
- Uninterrupted views of Dubai Canal and Downtown Dubai





MARRIOTT RESIDENCES  
DUBAI  
BUSINESS BAY



MARRIOTT RESIDENCES  
DUBAI  
BUSINESS BAY

153  
No. of Units

100%  
Sold Percentage

- Marriott Residence
- Developed by Furtune 5
- Located in Business Bay





senses  
AT THE FIELDS

# sensøs

AT THE FIELDS

136  
No. of Units

100%  
Sold Percentage

- A luxurious residential project
- Located in Meydan
- Developed by G & Co and Fortune 5





ELIE SAAB À VIE  
AT THE FIELDS

ELIE SAAB  
VIE-À VIE  
AT THE FIELDS

ELIE SAAB  
VIE-À-VIE  
AT THE FIELDS

638  
No. of Units

100%  
Sold Percentage

- Elie Saab branded Town Houses
- Located in Meydan
- Developed by G & Co and Fortune 5





**ELIE SAAB**  
*Edition*  
*Jasmine Lane*



**ELIE SAAB**  
*Edition*  
*Jasmine Lane*

**138**  
No. of Units

**100%**  
Sold Percentage

- A luxurious residential project
- Located in the prestigious Jumeirah Golf Estates in Dubai
- Developed by Durar Group





THE GOLF RESIDENCE  
— fortimo® —

# THE GOLF RESIDENCE

fortimo®

200  
No. of Units

100%  
Sold Percentage

- A luxurious residential project
- Located in Dubai Hills Estate
- Developed by Fortimo Real Estate Development





ROVE  
HOME

# ROVE HOME

384  
No. of Units

100%  
Sold Percentage

- An urban living project
- Located in Downtown Dubai
- Developed by IRTH Development LLC.
- Branded by Rove





S O C I O

# S O C I O

332  
No. of Units

100%  
Sold Percentage

- A ready to move in project
- Located in Dubai Hills Estate
- Developed by Dubai Hills Estate LLC





MOONSTONE  
*interiors by* **MISSONI**



MOONSTONE  
*interiors by* **MISSONI**

223  
No. of Units

80%  
Sold Percentage

- Missoni's signature beachfront living.
- Located in Ras Al Khaimah
- Developed by Durar F5 FZ LLC
- Branded by Missoni





SKYHILLS  
RESIDENCES

# SKYHILLS

RESIDENCES

1135  
No. of Units

100%  
Sold Percentage

- A luxurious lifestyle that adds a touch of elegance
- Located in Umm Squeim
- Developed by HRE Real Estate Development LLC





R O V E  
HOME  
MARASI DRIVE

R O V E  
HOME  
MARASI DRIVE

809  
No. of Units

New

- A smart living experience with 50+ amenities
- Located in Business Bay
- Developed by IRTH Signature Development LLC
- Branded by Rove



[LINK TO HIGHLIGHTS](#)

Thank you for your Titanium Partnership.

