

# RESIDENTIAL CONSULTANCY MIDDLE EAST

KSA | UAE | MENA



# Strategic sales and marketing consultancy for high-impact residential developments.





## ► The Opportunity

# Residential real estate in the Middle East is evolving. And accelerating.

From the Kingdom of Saudi Arabia to the United Arab Emirates and throughout the wider GCC, landmark masterplans are transforming the region's urban landscape. Demand is rising. Expectations are too.

To succeed, developers must go beyond delivery. It takes local intelligence, cultural fluency, and commercial precision. From product mix and pricing to marketing and launch strategy.

**At Knight Frank, we help you get it right from day one.**





# Knight Frank Residential Consultancy, Middle East.

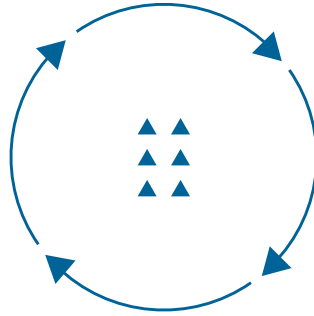
We are the regional residential consultancy service line of Knight Frank - one of the world's most respected property firms. Our team is based in the Gulf and deeply embedded in its residential markets.

We work with sovereign entities, giga-projects, and private developers to shape residential products that sell, stand out, and set new benchmarks.





## ► What We Do



We provide end-to-end strategic support - from vision to launch - tailored for high-value residential developments.

“

Every strategy is bespoke.  
Every outcome is commercial.  
Every insight is backed by experience.

”

### Our services include:

- ◆ Product definition, unit mix and pricing strategy
- ◆ Brand and identity advisory
- ◆ Buyer profiling and sales targeting
- ◆ Go-to-market planning and positioning
- ◆ Marketing channel mix
- ◆ Sales team structure and broker activation
- ◆ Post-launch support and performance tracking



# From vision to velocity. Our residential strategy framework.

We don't just advise. We align every part of the residential lifecycle to your development goals, buyer segments, and market conditions.

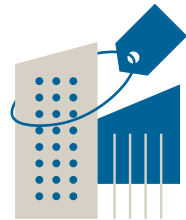
Our approach is structured, strategic, and adaptable. Built to move with you at every stage.



## Market intelligence and insight

Local demand analysis  
• Regulatory factors •  
Competitive positioning

► Establishes a clear picture of market gaps and project potential



## Product definition and pricing

Unit mix design •  
Phase-by-phase pricing  
• Absorption modelling

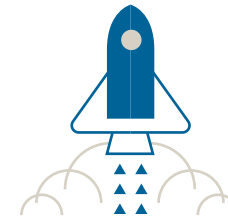
► Aligns product to demand, with price points optimised for value



## Brand and marketing strategy

Narrative and identity development • Cultural fluency • Messaging framework

► Builds emotional and commercial relevance in a crowded market



## Sales strategy and launch execution

Release planning •  
Buyer journey mapping  
• VIP engagement

► Activates demand through tailored sales roadmaps and channel strategy



## Ongoing performance review

Dashboards • CRM integration • Phasing recalibration

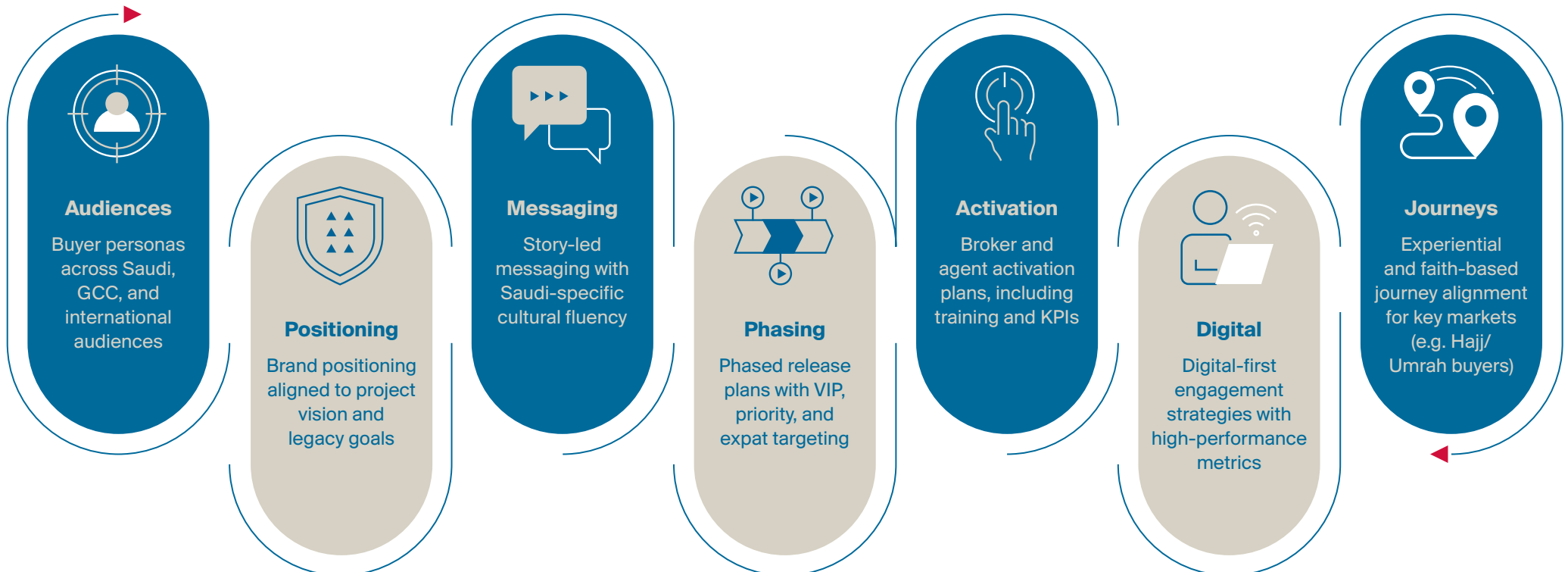
► Keeps strategy agile post-launch and momentum strong throughout

# Tailored go-to-market strategies, built for MENA dynamics.

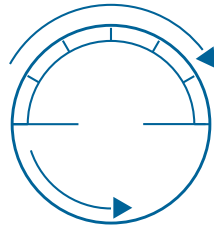
Our GTM frameworks are never off-the-shelf. They're shaped around each project's vision, buyer profiles, cultural context, and commercial drivers.

“  
Our strength lies in understanding not just what you're selling, but who you're selling to, and why.  
”

We develop and deliver:



## ► Sales And Broker Strategy



# High-performance sales operations. Designed for scale and trust.



**Sales performance is never left to chance. We systemise excellence, and train for consistency.**



### Our services include:

- ◆ Sales team structuring and recruitment
- ◆ Commission frameworks and incentive modelling
- ◆ Broker education programmes tailored to local and international buyers
- ◆ KPI development across conversion, absorption, and service quality
- ◆ VIP client management protocols (including HNWI segmentation)
- ◆ Global agent partnerships for cross-border reach

# Branded residences require more than a strong brand, they demand the right strategy.

Knight Frank is a global leader in branded residential developments, with deep experience advising on premium partnerships and culturally aligned positioning across the Middle East.



**We help you define the brand experience and convert it into tangible market advantage.**



## Our advisory covers:

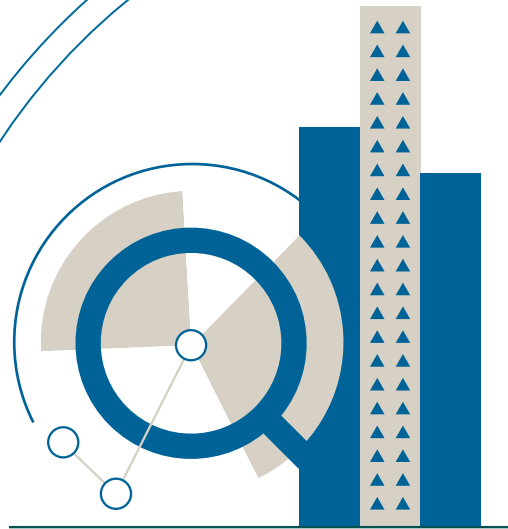
- ◆ Market demand and pricing analysis for branded residences
- ◆ Brand partner selection and negotiation support
- ◆ Strategic development positioning in line with luxury benchmarks
- ◆ Integration of wellness, sustainability, and lifestyle drivers
- ◆ Cultural and religious alignment for high-value Saudi and GCC buyers







# Strategy only works when it's supported by sharp tools.



## What we deliver:

- ◆ Real-time pricing dashboards
- ◆ Benchmarking reports and competitor matrices
- ◆ Buyer journey maps and persona frameworks
- ◆ Interactive sales visualisation tools
- ◆ Market updates and quarterly performance reviews
- ◆ Phasing and absorption models built on live market data
- ◆ CRM systems and lead tracking dashboards

We combine strategic thinking with actionable tools to help clients track, test, and refine performance at every stage.



**Every insight is built to move the needle. Every tool is designed to drive decisions.**



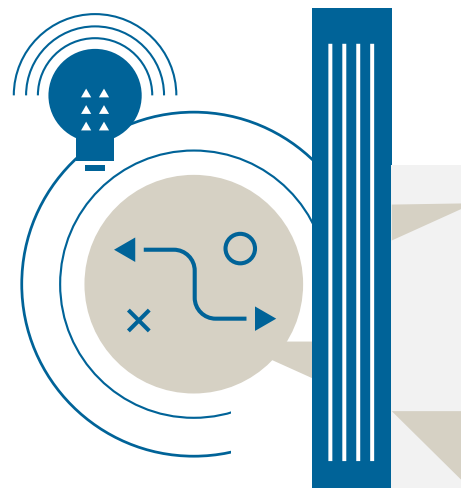
# We don't walk away when the doors open.

## Lasting Success

Residential success is a long game, and we stay involved to ensure momentum, agility, and long-term value creation.



Whether you need to shift sales tactics, re-align pricing, or activate a second-phase strategy, we stay close to the detail.



## Our post-launch services include:

- ◆ Sales performance monitoring and recalibration
- ◆ Lead conversion optimisation across all buyer segments
- ◆ Broker reviews and incentives alignment
- ◆ Community engagement strategies for early residents
- ◆ Reporting and analytics for ongoing board-level visibility



Because the end of a launch is just the start of your brand's legacy.





# ► Our Offices

**740+ OFFICES**

**OVER 50 TERRITORIES  
27,000+ PEOPLE  
1 GLOBAL NETWORK**

To work responsibly, in partnership, to enhance people's lives and environments.

## The Americas

4 Markets

Bahamas | Barbados | Canada  
United States of America

237  
OFFICES  
11,500+  
PEOPLE

## United Kingdom

4 Markets

England | Scotland  
Wales | Jersey

71  
OFFICES  
2,800  
PEOPLE

## Europe

22 Markets

Austria | Belgium | Bulgaria | Czech Republic | Denmark | Finland | France | Germany | Greece | Hungary | Iceland | Ireland | Italy | Monaco | Netherlands | Poland | Portugal | Romania | Serbia | Spain | Sweden | Switzerland

106  
OFFICES  
1,110+  
PEOPLE

22  
OFFICES  
630+  
PEOPLE

## Africa

11 Markets

Botswana | Egypt | Kenya | Malawi  
Morocco | Nigeria | South Africa | Tanzania  
Uganda | Zambia | Zimbabwe

Dubai  
Riyadh

7  
OFFICES  
400+  
PEOPLE

## The Middle East

4 Markets

Bahrain | Qatar  
Kingdom of Saudi Arabia  
United Arab Emirates

## Asia Pacific

### 16 Markets

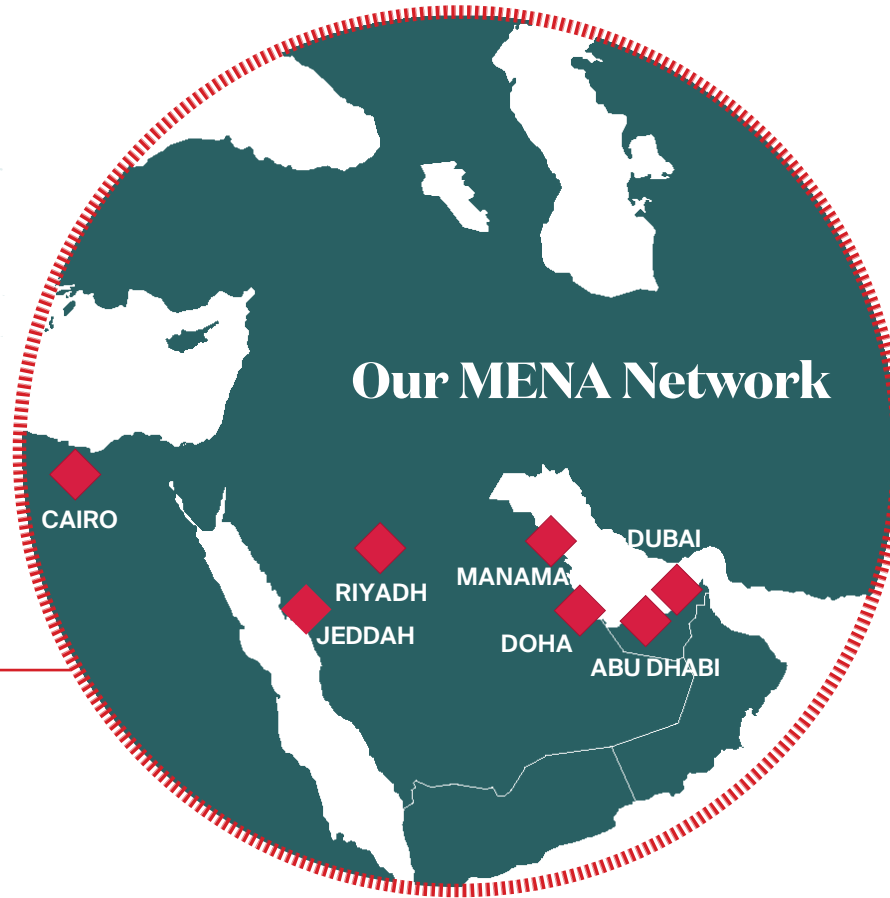
Australia | Cambodia | Chinese Mainland | Fiji  
Hong Kong SAR | India | Indonesia | Japan  
Malaysia | New Zealand | Philippines | Singapore  
South Korea | Taiwan | Thailand | Vietnam

299

OFFICES

11,000

PEOPLE



# Residential Consultancy



If you're developing residential real estate in the Middle East - and want it to succeed at scale - we'd love to support your journey.

From giga-projects to branded residences, we bring strategic clarity, local insight, and long-term partnership to every engagement.

## Commercial Transactional Services

- Capital & Debt Advisory
- Capital Markets
- Data Centres
- Hotel & Leisure Capital Markets
- Industrial & Logistics
- Land Sales
- Occupier Strategy & Solutions
- Offices

## Valuation & Advisory Services

- Commercial Valuation & Advisory
- Hospitality Valuation
- Plant & Machinery Valuation
- Residential Valuation

## Residential Transactional Services

- Exclusive Project Sales
- Interior Services
- Mortgage Advisory
- Private Capital & Family Enterprises
- Prime Residential, UAE
- Qatar Residential

## Project & Development Services

- Building Consultancy
- Cost Management
- Fit Out Management
- Programme Management

## Consulting Services

- Education Consultancy
- ESG Consultancy
- Food & Beverage Consultancy
- Healthcare Consultancy
- Hospitality, Tourism and Leisure
- PPP & Deal Advisory
- Real Estate Consultancy
- Research
- Residential Consultancy
- Retail Advisory
- Strategy, Economics & Geospatial



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KSA | UAE | MENA

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