



عز العقارية
EZ PROPERTIES



With a forward
looking vision

"Ez" in Arabic means strength without noise, prestige without arrogance, and a status that is earned, not granted.

It embodies authenticity, confidence, and legacy.

But in our dictionary, it means even more — it is a commitment.

We chose "Ez" to represent our philosophy because it reflects everything we believe in:

- We value our clients.
- We elevate your property.



Basil Al Essa

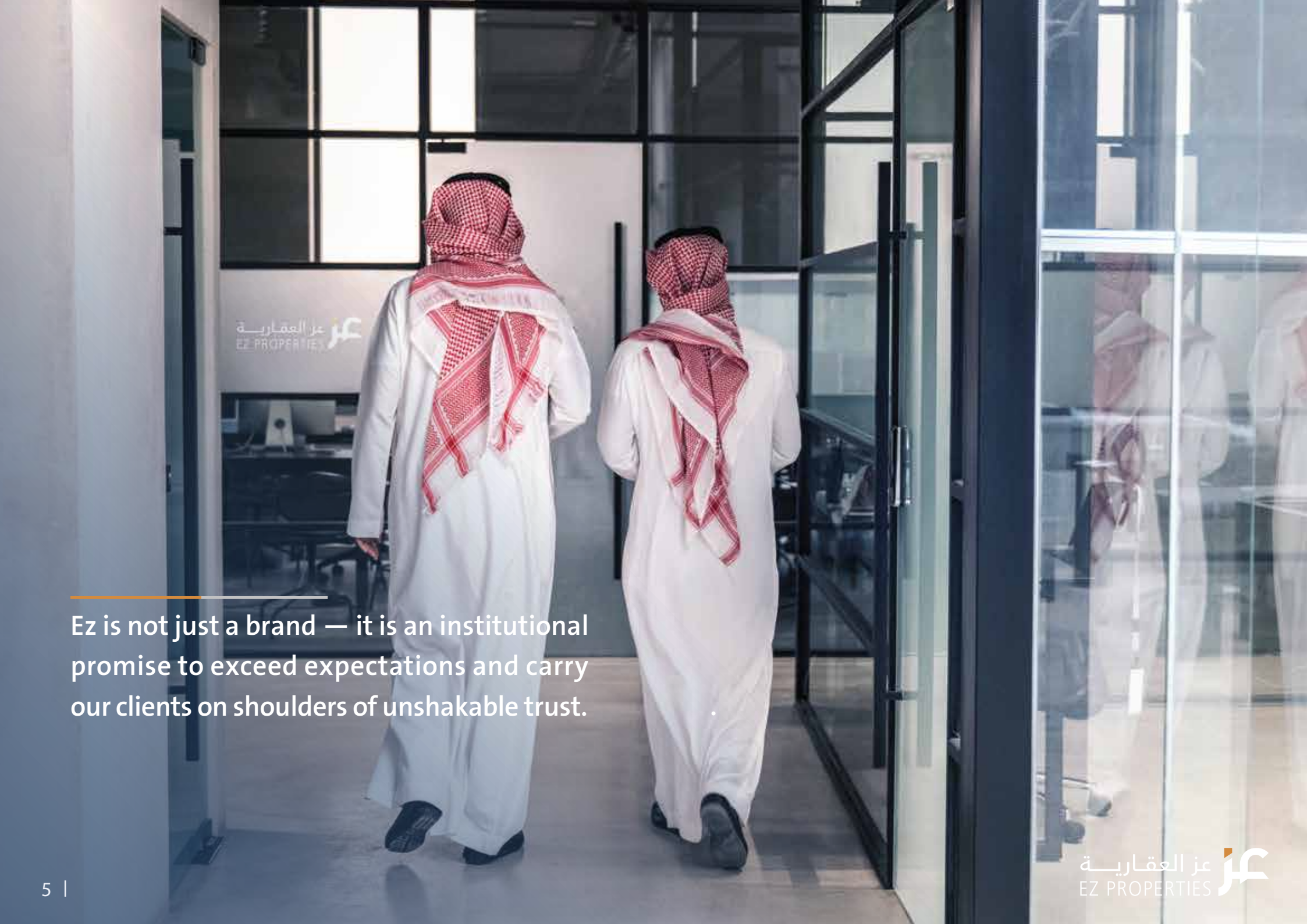
Chairman of the Board of Directors

Chairman's Message

We launched Ez Real Estate with a clear vision: to deliver professional real estate services grounded in trust and tangible results.

Our success stems from deep market understanding, strategic alliances, and a commitment to transparency and quality at every step.

We strive to be true partners to our clients — not just selling real estate but creating opportunities and sustainable investments with them.



Ez is not just a brand — it is an institutional promise to exceed expectations and carry our clients on shoulders of unshakable trust.

Board Members



Abdulrahman Al-Mudaifer

Board Member

Developed and enhanced several real estate portfolios
Contributed to founding companies in the real estate development sector
Chairman of Atlal Real Estate
CEO of Al-Qassim Investment



Abdulaziz Aba Alkhail

Board Member & Co-founder of Ez Real Estate

CEO of Ez Real Estate
Over 15 years of experience in public utility markets and business formation
Skilled in expanding commercial networks and forming strategic partnerships that diversify the client base
Extensive expertise in managing sales teams and achieving targets with confidence and efficiency



Basil Al Essa

Chairman of the Board

Chairman of Jawy Financial
Founder of PEM Strategy Consulting
· Developed multiple strategies for real estate and family-owned businesses
· Formerly worked in the strategy office at Emaar for several years

Our message



Professionalism in providing services effectively and with modern technologies, specialized in the management and supervision of an elite group of experienced experts.

Our Values



Trust , Efficiency
Innovation

Our Vision



To be a leading reference in providing smart and integrated real estate solutions, with a signature of quality in every project and a mark of trust in every interaction.



Our Services

Our services are built around integrated pillars that serve the needs of individuals, investors, and developers.

Real Estate Brokerage & Marketing

To provide comprehensive marketing solutions and comprehensive access to target customers.

Residential Property Marketing

Custom marketing strategies tailored to property type and audience

Digital marketing campaigns

Managing sales, purchases, and title transfers

On-site project presence

Client engagement and property matching

Brokerage Services

Buying and selling land and properties

Marketing and selling residential masterplans

Property Management

We aim to maximize asset returns through:

Professional marketing of vacant units

Rent collection and billing

Contract registration on the "Ejar" platform

Preventive maintenance and emergency response

Annual studies for efficiency improvement

Regular performance reports

Developer Services

We offer a range of support services for real estate developers and investors, including:

Feasibility and marketing studies

Risk and investment return analysis

Investor relations management

Our Real Estate Consulting and Market Analysis Services

Real Estate Consulting & Market Analysis In partnership with
PEM Consultancy:

Identifying optimal investment locations

Evaluating site competitiveness

Issuing comprehensive market reports

in EZ PROPERTIES

At Ez Real Estate, we don't follow a one-size-fits-all approach. We design each solution around the client's vision, knowing that excellence begins even before the client asks.

PEM – Strategic Partner



"A partnership that reinforces administrative depth and strengthens the foundation toward empowerment."

A consulting firm that has developed dozens of strategies and provided advisory services to real estate and family-owned companies.

Ez executes your strategy with
the utmost professionalism.





Objectives

This strategic partnership aims to empower Ez Real Estate to achieve a qualitative transformation that strengthens its readiness for sustainable growth, through key pillars that include:

Formulating Growth and Expansion Strategies: ■

Developing comprehensive growth plans based on market analysis and identification of promising opportunities.

Enhancing the Efficiency of Real Estate Assets: ■

Designing asset management strategies that improve investment efficiency and maximize returns.

Why Ez?

- We represent a new generation of companies that believe real value is created from within — not through imitation.
- Our leadership is built on deep real estate market understanding and firmly rooted experience.
- A creative marketing team that moves with insight — not reaction.
- We build relationships based on loyalty — for both clients and investors alike.



We do not promise much... we deliver more
We don't strive to be just an option... we strive to be the choice.

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Ez is at your service — if you're seeking a real estate partner who combines clear vision, unwavering credibility, hands that plan, and hands that deliver.

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