FIND A HOME FASTER THAN YOUR PIZZA GETS DELIVERED

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CONTRIBUTORS

Maytham Alhayki
Owner
Maytham Alhayki Real Estate

BACKGROUND With over 14 years of experience across multiple sectors, including real estate and financial services, Maytham has been instrumental in providing clients with comprehensive professional consultation on all matters relating to real estate, investing, and finance. Maytham’s vast experience has helped him create a wide and invaluable network of clients, contacts, and business associates in Bahrain, Saudi Arabia, and across the Gulf region.

IN HIS WORDS We believe that it’s our approach to customer service that really sets us apart. As a company, customer service is in our DNA. We believe that every customer interaction is an opportunity to make a lasting impression.

Ali AlShuwaikh
Founder and CEO
HomeSeekers

BACKGROUND With over a decade in the real estate and property development business, Ali is the CEO and Founder of HomeSeekers. He began his career in the Dubai market, which allowed him to grow and experience the industry. Ten years later, he moved the company to Bahrain, and through his years in the industry has gained valuable experience and a deep knowledge about the regional market.

IN HIS WORDS Considering that today we operate in the age of transparency, our platform is based on transparency, ethics, and accountability.

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They say that data is the new oil. And in a region that has based so much of its development on oil, we all need to heed data with the importance it deserves."
DEAR READER,

Dear Reader,

I’m excited to welcome you to the first-ever Propertyfinder Trends, Bahrain Edition. This is a biannual report of must-know data and analysis on the real estate market in Bahrain.

They say that data is the new oil. And in a region that has based so much of its development on oil, we all need to heed data with the importance it deserves.

The data we use is based on the asking prices as advertised on our site combined with our actual search metrics and the leads that are generated from our site. Analysis of thousands of data points yields insightful information on trends that help us all run and improve our business. Whether it be to convince a seller of a realistic price point or to give the insight to a consumer that they could upgrade to a new upcoming area for less than they are currently paying. The end goal of Propertyfinder Trends is to assist the real estate market.

Of course, the asking price will not always reflect the price achieved, but the trend gives us a valuable view on market sentiment. Not only that, it allows us to see how new upcoming areas are faring and how more traditional areas are affected.

We’ve also got insight from our clients, experts in their fields, giving commentary on how the Bahrain real estate market is changing and developing.

I hope you find this report informative, at times surprising, but above all, useful. Please let me know if there’s anything you would like to see in future issues, and best wishes on a successful rest of 2018. I look forward to what’s next.

Monsi Rabah
Regional Director,
Bahrain
The in-progress Waterbay is set on Bahrain Bay, one of the country’s premier mixed-use developments that will include a 10-story building that rivals five-star hotels around the world. Setting a new standard for luxury in Manama, Waterbay will include units ranging from one and two-bedroom apartments to four-bedroom penthouses. Once complete, it will become a staple in one of Bahrain’s most prestigious locations.

Located in one of Bahrain’s largest cities, Muharraq was actually once the capital of the Kingdom and offers a look into the heritage of the country. A number of projects underway in the area include Marasi, which features residential, commercial, and retail units extending over 846,000 square metres. With stunning sea view units, Marasi will also be home to shopping centres, a beach, traditional boat docks, and four upscale hotels. The first phase of Marasi is expected to be completed in 2019.
Bahrain’s rapid development and expansion is putting luxury at the front door for a number of Bahrain residents. Here is a sampling of new projects either just launched or in the pipeline.

Drawing inspiration from some of the world’s most avant-garde cities, Harbour Row is one of the country’s most anticipated projects, offering a wide variety of residential and retail units on Bahrain Financial Harbour’s waterfront. With world-class amenities, services, and brands, Harbour Row will offer around 475 residential units across six buildings. The total cost of the project is valued at approximately $150 million.
Recently opened, The Avenues certainly does not disappoint. Shoppers, diners, and visitors are estatic with the waterfront entertainment hub. Spread out over 200,000 square metres, The Avenues transforms the corniche with 1.5 kilometres of retail, recreation, and dining overlooking Bahrain Bay.

The old bazaar of the capital and the entrance of the souq offer some of the most authentic experiences in Bahrain. Built in 1949, it was home to governmental administrative offices and overlooked the sea.

One of Bahrain’s top attractions, The Bahrain National Museum was unveiled in 1988, and is built between Manama and Al Muharraq, with a stunning view of the coast. It is also home to the Bahrain National Theatre, which in itself is a work of art displaying both permanent and temporary exhibitions.
The Bahrain International Circuit (BIC) remains one of the country’s most visited attractions. In addition to hosting the Formula One Gulf Air Bahrain Grand Prix, the BIC is a popular venue for other events, and is famous for hosting the Bahrain International Air Show and Challenge Bahrain Triathlon.

A UNESCO Heritage Site, the Bahrain Fort reflects the rich history of the Kingdom through the many excavations that have taken place over the last half century. Digs have revealed residential, commercial, and military histories at the site, cementing the importance of the location to the development of Bahrain.

Known as one of the world’s most renowned Islamic museums, it was created to accommodate a valuable collection of the Holy Quran. The complex itself includes a school, a mosque, and a library, in addition to the museum that holds ten exhibition halls.

Enduring attractions and newcomers to the scene not only make sure visitors and residents are entertained, they also keep investor interest active. Here is a round-up of a few things that make Bahrain one-of-a-kind.
1. Property Trends
2. Long Term Price Trends
3. Performance Review
THE CONTEXT

The real estate market has experienced a lot of changes over the past year and prices across the Governorates in Bahrain have experienced fluctuations. To understand these fluctuations, we need to look at a combination of issues. The geopolitical nature of the region has undoubtedly affected the market and whilst search volumes have maintained and even grown, we have seen the conversions remain flat, impacting prices being achieved in the market.

As a consequence, price changes mean that increased purchasing power is now within reach for more residents keeping the market at sustainable levels. Investors have been able to take advantage of longer term capital gains whilst for residents, upgrading, moving to more desirable areas, and even becoming homeowners for the first time, is now a reality. This means that commissions may be lower but the volume of transactions remains strong with growth potential.

The introduction of the Real Estate Regulatory Agency (RERA) to the market is a significant step forward for the industry. The agency, anticipated to come this year, will increase consumer confidence and boost the sale sector of the real estate market. This will help in protecting investors and buyers, especially as the majority of purchases are done off-plan. With so many projects currently under development and many more in the pipeline, RERA’s presence will certainly help in regulating the procedures for investing in and buying properties in Bahrain. This increased protection will yield consumer confidence and in turn should see an increase in transactions in the market.

The most popular locations in Bahrain continue to be consistent, with Juffair and Amwaj Islands holding the top spots in the country when it comes to both residential sale and rental properties. While these areas remain popular for most living in Bahrain, there are a number of new and upcoming areas such as Al Hidd and Mahooz. Data shows that searches for these areas are consistently on the rise, signifying newly sparked interest, as new and affordable homes are becoming more available.

In other Governorates where there is more of a mix between affordable and higher priced properties, we have seen prices deviate slightly from the previous year. In some cities, we have seen a slight decrease, for example, Adliya and Amwaj Islands, whereas, Mahooz, has seen a slight increase in asking price.

<table>
<thead>
<tr>
<th>AREA</th>
<th>PRICE PER SQ M RENT</th>
<th>%CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Juffair</td>
<td>4.15</td>
<td>-4.47%</td>
</tr>
<tr>
<td>Reef Island</td>
<td>6.75</td>
<td>-2.22%</td>
</tr>
<tr>
<td>Manama</td>
<td>4.43</td>
<td>-1.58%</td>
</tr>
<tr>
<td>Sanabis</td>
<td>4.61</td>
<td>-4.12%</td>
</tr>
<tr>
<td>Seef</td>
<td>5.63</td>
<td>0.00%</td>
</tr>
<tr>
<td>Um Al Hasam</td>
<td>4.24</td>
<td>-16.75%</td>
</tr>
<tr>
<td>Zinj</td>
<td>4.03</td>
<td>0.00%</td>
</tr>
<tr>
<td>Tubli</td>
<td>3.73</td>
<td>-24.40%</td>
</tr>
<tr>
<td>Busaiteen</td>
<td>4.34</td>
<td>-0.92%</td>
</tr>
<tr>
<td>Al Hidd</td>
<td>3.26</td>
<td>-5.21%</td>
</tr>
<tr>
<td>Amwaj Islands</td>
<td>5.29</td>
<td>-7.37%</td>
</tr>
<tr>
<td>Janabiyah</td>
<td>3.48</td>
<td>-2.87%</td>
</tr>
<tr>
<td>Saar</td>
<td>3.78</td>
<td>-2.12%</td>
</tr>
</tbody>
</table>

"Investors have been able to take advantage of longer term capital gains whilst for residents, upgrading, moving to more desirable areas, and even becoming homeowners for the first time, is now a reality."
Searching for villas by highest price across all areas, will see the villas in Saar and some in Hamala top the list. Both of these areas have villas in compounds and also stand-alone homes.

This year, we have also seen an increase in the number of affordable villas on the market, in areas such as Muharraq, which has seen a listed average price per square metre of BD3.21. Villas for rent have seen asking prices reduce in the majority of areas with only a handful going against this trend. The Capital Governorate saw asking prices, reduce more than elsewhere (16%) between Q1 2017 and Q1 2018.

Despite being known for its lavish developments and islands, Al Muharraq Governorate recorded an average of BD3 per square metre in Q1 of 2018, less than Q1 of 2017 by just under 11%.

Villas in Saar (Northern Governorate) recorded an average asking price of BD2.97 per square metre in March of 2018, a 12% reduction from March of last year. Juffair (Northern Governorate) villa rentals were affected as well, with price per square metre reducing from BD4.44 to BD3.46.

This year, we have also seen an increase in the number of affordable villas on the market, in areas such as Muharraq, which has seen a listed average price per square metre of BD 3.21.

### VILLAS FOR RENT

<table>
<thead>
<tr>
<th>AREA</th>
<th>PRICE PER SQ M</th>
<th>RENT</th>
<th>%CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adliya</td>
<td>3.99</td>
<td>3.53</td>
<td>-12%</td>
</tr>
<tr>
<td>Juffair</td>
<td>4.44</td>
<td>3.46</td>
<td>-22%</td>
</tr>
<tr>
<td>Mahooz</td>
<td>3.72</td>
<td>3.43</td>
<td>-8%</td>
</tr>
<tr>
<td>Tubli</td>
<td>3.14</td>
<td>2.82</td>
<td>-10%</td>
</tr>
<tr>
<td>Busaiteen</td>
<td>3.48</td>
<td>3.49</td>
<td>0%</td>
</tr>
<tr>
<td>Al Hidd</td>
<td>3.38</td>
<td>3.33</td>
<td>-2%</td>
</tr>
<tr>
<td>Muharraq</td>
<td>3.10</td>
<td>3.21</td>
<td>4%</td>
</tr>
<tr>
<td>Amwaj Islands</td>
<td>4.67</td>
<td>4.37</td>
<td>-6%</td>
</tr>
<tr>
<td>Janabiyah</td>
<td>3.32</td>
<td>3.13</td>
<td>-6%</td>
</tr>
<tr>
<td>Budaiya</td>
<td>3.20</td>
<td>2.97</td>
<td>-7%</td>
</tr>
<tr>
<td>Hamala</td>
<td>4.03</td>
<td>3.57</td>
<td>-11%</td>
</tr>
<tr>
<td>Jannusan</td>
<td>3.15</td>
<td>3.04</td>
<td>-4%</td>
</tr>
<tr>
<td>Saar</td>
<td>3.34</td>
<td>2.97</td>
<td>-12%</td>
</tr>
<tr>
<td>Riffa</td>
<td>3.34</td>
<td>2.95</td>
<td>-12%</td>
</tr>
</tbody>
</table>

### APARTMENTS FOR SALE

<table>
<thead>
<tr>
<th>AREA</th>
<th>PRICE PER SQ M</th>
<th>SALE</th>
<th>%CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reef Island</td>
<td>1075.83</td>
<td>1066.58</td>
<td>-0.86%</td>
</tr>
<tr>
<td>Seef</td>
<td>940.15</td>
<td>976.06</td>
<td>3.82%</td>
</tr>
<tr>
<td>Juffair</td>
<td>714.29</td>
<td>717.81</td>
<td>0.49%</td>
</tr>
<tr>
<td>Sanabis</td>
<td>771.07</td>
<td>661.32</td>
<td>-13.9%</td>
</tr>
<tr>
<td>Manama City</td>
<td>734.58</td>
<td>733.86</td>
<td>-0.1%</td>
</tr>
<tr>
<td>Hoora</td>
<td>716.26</td>
<td>758.13</td>
<td>5.85%</td>
</tr>
<tr>
<td>Bahrain Bay</td>
<td>1250.00</td>
<td>1255.64</td>
<td>0.45%</td>
</tr>
<tr>
<td>Amwaj Islands</td>
<td>755.29</td>
<td>749.25</td>
<td>-0.80%</td>
</tr>
<tr>
<td>Busaiteen</td>
<td>677.47</td>
<td>702.19</td>
<td>3.65%</td>
</tr>
<tr>
<td>Al Hidd</td>
<td>591.07</td>
<td>528.39</td>
<td>-10.6%</td>
</tr>
<tr>
<td>Durrat Al Bahrain</td>
<td>1014.19</td>
<td>973.67</td>
<td>-4.00%</td>
</tr>
<tr>
<td>Dilmunia Island</td>
<td>637.60</td>
<td>689.40</td>
<td>8.12%</td>
</tr>
<tr>
<td>Muharraq</td>
<td>969.69</td>
<td>1149.23</td>
<td>18.52%</td>
</tr>
</tbody>
</table>
PROPERTIES FOR SALE - VILLAS

Ranging in size, style, and price, there is no shortage of villas in Bahrain for those looking to invest in a home. Hamala, Saar, and Amwaj Island are just some of the areas where extravagant homes can be found, with asking price per square metre for villas in Amwaj Island starting at BD820.38, which include beachfront homes and seven-bedroom mansions. Barbar and Bu Quwah on the other hand, offer villas that are more budget-friendly, if investors are looking for a more affordable purchase.

Prices for villas for sale have also declined across all four Governorates, and increases have only been recorded for a few cities.

Al Muharraq Governorate has seen a decrease of almost 6% from Q1 in 2017 to Q1 2018, with a similar trend in the Southern Governorate, which has recorded a price reduction of around 2.5%.

The average price per square metre for sale units in Janabiyah (Northern Governorate) saw a small reduction of 2%, falling from BD605.78 to BD592.95, with the average price per square metre for villas for sale in Amwaj Islands (Al Muharraq Governorate) at the same reduction.

Areas like Saar (Northern Governorate), Durrat Al Bahrain (Southern Governorate) and Bu Quwah (Northern Governorate) have maintained their average price, and the only noticeable increase was recorded for Tubli (Capital Governorate), with an increase of 6% in the average price per square metre, jumping from BD544.06 to BD577.75 when comparing Q1 2017 to Q1 2018.

There are a number of new, modern, and exciting developments that are currently in the works that will continue pushing the renaissance of the real estate industry in Bahrain, and projects like Waterbay and Marassi Bahrain will continue injecting new stock into the market.

VILLAS FOR SALE

<table>
<thead>
<tr>
<th>AREA</th>
<th>PRICE PER SQ M</th>
<th>%CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tubli</td>
<td>544.06</td>
<td>577.75</td>
</tr>
<tr>
<td>Amwaj Islands</td>
<td>837.73</td>
<td>820.38</td>
</tr>
<tr>
<td>Janabiyah</td>
<td>605.78</td>
<td>592.95</td>
</tr>
<tr>
<td>Bu Quwah</td>
<td>561.88</td>
<td>565.15</td>
</tr>
<tr>
<td>Saar</td>
<td>600.19</td>
<td>599.68</td>
</tr>
<tr>
<td>Durrat Al Bahrain</td>
<td>538.75</td>
<td>537.22</td>
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The average price per square metre for sale units in Janabiyah (Northern Governorate) saw a small reduction of 2%, falling from BD605.78 to BD592.95, with the average price per square metre for villas for sale in Amwaj Islands (Al Muharraq Governorate) at the same reduction.

Long term price trends are calculated by taking the average monthly price per square meter, indexed on January 2018. Data is based on median advertised price per square meter on propertyfinder.bh and may not reflect the actual transacted price.
LONG TERM PRICE TRENDS

TRENDS LINES FOR DIFFERENT PROPERTY TYPES SINCE JANUARY 2016

CAPITAL GOVERNORATE

Whilst villa rentals and villa sales have seen a decrease in price since the end of 2016, apartment sale prices have gradually increased since the beginning of 2016.

MUHARRAQ GORVERNORATE

Prices for properties in Muharraq Governorate have plateaued since 2016. Asking prices for apartments for sale have continued to plateau throughout 2017 and into 2018, whilst villas for both sale and rent and apartments for rent have shown a slight decline.

NORTHERN GOVERNORATE

The Northern Governorate held steady in 2016, with changes taking place in Q2 of 2017. Prices now are about the same as they were two years ago, with the exception of villa rentals, which dropped below prior prices.

SOUTHERN GOVERNORATE

Prices for apartments for sale have jumped over the past two years and even in challenging market conditions have maintained their pricing levels. The project at Durrat Marina nearing completion with phases being delivered over the time period may well be a cause of this trend. Meanwhile, the villa market has trended down over the past two years.

Long term price trends are calculated by taking the average monthly price per square metre, indexed January 2018.
A very popular residential area, properties in Saar are always in high demand, especially since it offers homes in different price ranges. Views have continued to increase, and leads have almost doubled from Q1 2017 to Q1 2018.

Well-liked for its central location, Al Hidd has seen more than triple both views and leads year over year.
Adliya

Boasting a central location and active nightlife, Adliya is a popular choice for young professionals and saw an increased number of leads from 2017 to 2018.

Busaiteen

Thanks to the number of schools, Al Busaiteen is a very popular area for families. Views reached an all-time high this year, with a 48.5% spike.

Most popular communities are based on the number of total leads and views. Data shows the change in number of leads and views in the most popular areas from Q1 2017 and Q1 2018.
One of the country’s most popular areas, and known for its modern apartments and high rise towers, Juffair has seen a steady stream of leads and views with a substantial 66.5% increase in views from the first quarter of 2017.

Interest in Bahrain’s most impressive man-made island, and one of its most popular freehold areas, never slows. Always popular for those looking at what the Bahrain market has to offer, we see our views increasing significantly. These views also resulted in an increase of 47.7% for leads.
A well-established suburb outside the capital, Seef has had a consistent rise in views since the start of 2018. Views have increased by a staggering 86.6% in March 2018, compared to March 2017. This reflects the desirability of this trendy and high-end area.
A well-liked area for singles and young expats, Al Mahooz is located in the centre of the capital, and is close to the city’s social and nightlife scene. Leads for Mahooz have doubled from Q1 2017 to Q1 of this year.

Janabiya's closeness to the Causeway and the availability of mid-rise apartments makes it a very desirable location. Views and leads, as expected, continue to rise.
As one of the most sought-after areas for villas and compounds, properties in Saar are still very much in demand, especially for families. Leads and views have continued to increase, peaking in March of this year.

Amwaj remains a very popular freehold location in Bahrain and has seen a steady increase in the number of views and leads for both rent and sale.

Most popular communities are based on the number of total leads and views. Data shows the change in number of leads and views in the most popular areas from Q1 2017 and Q1 2018.
With villas that range in size and a close proximity to the Causeway means Janabiyah continues to attract the attention of both renters and buyers. Leads always remain strong and March year on year growth was impressive.

A tranquil neighbourhood with an abundance of villas, views and leads for properties in Riffa continue to increase, reaching record views in March of this year.
A steady increase in leads and views can be seen for Adliya, where apartments are clearly the more desirable property type.

As prices become more affordable in Budaiya, we have seen an increase in views. However, the relative attractiveness of the area (or lack of it) when compared to other similar priced areas, is likely to be the cause of the smaller ratio of leads.

Most popular communities are based on the number of total leads and views. Data shows the change in number of leads and views in the most popular areas from Q1 2017 and Q1 2018.
As more villas become ready for tenants, views and leads for Al Jasra villas reached an all-time high in March of 2018.

Interest in Tubli remains on the rise, especially as it maintains its competitive pricing against similar areas. The number of leads have been on a steady upward climb since 2017.
Often consumers like to look in desirable areas, without necessarily intending to rent or buy. This could be adversely affecting the data in Juffair, as views recorded are significantly higher than leads.

One of the highest gainers in views from 2017 to 2018, Hamala has increased the number of views by four times when it comes to rentals, as prices have dropped in the area, indicating that users are enticed by affordable homes.
CONTRIBUTORS

New Developments in Bahrain’s Real Estate Market

How Is The Bahrain Real Estate Market Changing?
NEW DEVELOPMENTS IN BAHRAIN’S REAL ESTATE MARKET

It is unfortunate that in our current market, with transactions surging, not all real estate owners, tenants, or buyers are experts in the detailed work it takes to transact.

However, the new presence of the long-awaited Real Estate Regulatory Authority (RERA) and regulations recently issued are finally bringing closure to multiple issues and uncertainties in the real estate market in the Kingdom of Bahrain. RERA will change the entire course of real estate in 2018, and for many years to come.

These newly introduced laws will bring clarity and transparency to a number of issues. Here are a few examples:

**The Presence of Unauthorised Real Estate Brokers**

Strong ethics and transparency by real estate agents in Bahrain are, by far, the most in-demand traits in this competitive market. Their presence would ensure successful closures of business deals from one side, and clients’ satisfaction and confidence in the real estate sector from the other.

By August 31, 2018, all real estate transactions will require the broker or developer to present their (RERA) license number prior to completing any deal. Penalties will also be imposed for non-compliance and will include license suspension or cancellation, violations registered against the business’s Commercial Registration, or shutting down the business in extreme cases.

**Stalled Projects**

One of RERA’s aims is to put an end to stalled real estate projects, once and for all, which has caused damage to the freehold market more than any other factor adversely affecting the industry.

**Anti-Money Laundry Compliance**

The presences of RERA will help halt inconsistent property valuations and will help sort out conflicts of interest between a broker and a valuator. RERA will require submissions of valuations and will keep detailed records of every single valuation completed in the market. This in turn will allow the oversight agency to examine and review the facts and ensure adherence to new regulations.

The anti-money laundering compliance departments will also protect buyers in instances where developers are asking for paid installments for projects which are behind a pre-agreed timeline. The resale value for developers has now also been capped to BD 500. Additionally, RERA will monitor and regulate delays in fee and commission payments to brokers, as well as solve any conflict or legal issues that might arise between brokers, buyers and sellers.

RERA will establish and implement the needed transparency and professionalism to the real estate market in Bahrain and will become fully responsible for that sector. In its own ways, RERA will set best practices and protect renters, buyers and investors, and ultimately, boost the Bahraini real estate market.

One of RERA’s aims is to put an end to stalled real estate projects, once and for all, which has caused damage to the freehold market more than any other factor adversely affecting the industry.
How is the Bahrain Real Estate Market Changing?

Over the last five years, Bahrain has seen a surge of investments and new developments. Bahrain has always been an active renter’s market, but now there has been a remarkable increase in transactions over the past few years. So, what's changed to make this happen?

1. Supply and demand for affordable properties
   The demand for properties is being driven more by end-users than ever before. According to statistics published by the Ministry of Housing, the number of residential applications pending allocation of units currently stands at 55,000 and is estimated to grow by 5,000 each year. This alone is contributing to the higher demand for residential units in the Kingdom.

   The upcoming supply of free-hold properties will also create broader price ranges for properties, flexible payments plans, and higher rental yields for investors, than the current (still stellar) average of 7%. This in turn will lead to better opportunities for investors, which will increase demand on free-hold properties.

2. A growing tourism economy
   A total of BD 13 billion has been invested in tourism infrastructure, which includes expansion of the current airport which will increase the capacity of travellers to 14 million. In addition, the expansion of Saudi causeway will increase road capacity by up to 132%.

   Other major developments include a number of 5-star resorts including Hawar Islands, Marrassi Beach, and Al Jazeera Beach. In addition, a number of shopping malls are also being developed, such as the Dilmunia Mall and the Marassi Galleria shopping complex.

3. RERA on the scene
   The Real Estate Regulatory Authority will certainly boost local real estate investments in various ways. The creation of laws like required escrow accounts for off-plan properties will increase consumer protection, and will result in great confidence in buyers, with more deciding to buy in Bahrain.

   The training and development of real estate professionals in Bahrain is also an important change, which will ensure ethical practices, accountability, and professionalism in the industry, that will lead to greater efficiency and better service.

4. Digital tech changing the game
   Whether you’re looking to buy or rent a home, finding the right property has never been more efficient, transparent and convenient. Online portals and mobile apps make it easy for anyone to view all types of property listings and have a better understanding of the pricing in different areas, along with photos and detailed descriptions of the properties. However, this is only the tip of the iceberg in the real estate world, as technology continues to transform and improve how consumers and industry professionals interact with the market.

According to statistics published by the Ministry of Housing, the number of residential applications pending allocation of units currently stands at 55,000 and is estimated to grow by 5,000 each year.
CONSUMER SEARCHES EXPLAINED
1  Top Searched Areas
2  Top Searched Keywords
3  User Behaviour
### TOP SEARCHED AREAS FOR APARTMENT RENTALS

As one of Bahrain's most sought-after areas, apartments for rent in Amwaj Island hold the top spot for searches on our website, with a 13% increase in the number of searches when compared with Q1 of 2017. The high-rise apartments of Juffair are still in high demand, as the area secures the second highest number of searches for apartment rentals.

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### TOP 10 SEARCHED AREAS FOR APARTMENT FOR SALE

Juffair still holds the top spot when it comes to sale searches for apartments, with an increase of 24% when comparing Q1 2017 and Q1 2018. This is mainly due to the new stock becoming constantly available in Juffair, as it is one of the most popular freehold areas in the country. Amwaj Island, another popular freehold area, is the second highest searched location when it comes to apartments for sale.

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**TOP 10 SEARCHED AREAS FOR VILLA RENTALS**

Family-friendly Bahrain is known as an expat’s paradise for villas. Saar is #1 in that regard. It firmly holds its place as the most searched area when it comes to finding villas for rent in Bahrain, thanks to the high number of villas and compounds in the area. It dominates the number one spot with more than three times the number of searches of runner-up Amwaj Island.

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**TOP 10 SEARCHED AREAS FOR VILLAS FOR SALE**

Also ranking as the most searched-for area for villas for sale is Saar, which has recorded a significant 45% increase in the number of searches when compared with Q1 of 2017. Amwaj Island is ranked second highest in searches for villas for sale, as it offers lavish, beach-front homes.

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Data from propertyfinder.bh search volume from January 2018 - March 2018.
Keywords provide great insight when it comes to must-haves for consumers on the hunt for a property, and can help play a role in analysing search habits. Typically, consumers who enter keywords are also more serious or are at later stages of their journey.

Our data shows that most users are searching for properties with pools, and for the property to be ‘inclusive’ (i.e., for fees and utilities to be included in rent).

Tip: Using popular keywords improves a listing's relevance to a wider audience. Agents should use keywords in the descriptions of their listings whenever possible so their properties get in front of the people who most want to see them.
USER BEHAVIOUR

When and how are consumers using our portal?
Here’s what you should know to optimise your performance.

PHONE LEADS

Friday, known for being more of a family day and a time for people to unwind, shows a significant drop in number of calls. It’s no surprise that most calls take place on Saturday and Sunday. Saturday is an active day for calls, as users have more free time to make those enquiries. Sunday, as the start of the week is usually when users and agents are both more active.

EMAIL LEADS

It’s convenient for people to send out a quick email when they are browsing on the weekend, which explains the spike in enquiries sent out on Fridays and Saturdays, especially that agents will see these emails first thing when they get to work. This trend continues into the first two days of the week, where people are usually more active in their search, with the number of emails sent peaking on Monday.

PHONE LEADS PER HOUR

Most calls come in at midday, peaking between 11 am and 12 pm, as most users are on their midday break, giving them the time to make those phone calls. As the working day ends, there is another peak from 4 to 5pm, when users are also freer to make calls.

EMAIL LEADS PER HOUR

Peaking at around 1pm, we can see that people are also using their midday breaks to send out email enquiries. There is also another increase in the number of emails sent, at around 4pm, as the working day winds down.
WE ARE
PROPERTYFI
1
What Sets Us Apart

2
Our Performance

3
Awesome Agent Winners
WHAT SETS US APART

Some of the things that we’re proud of, and that get us excited to show up to work every day!

1. A DASHBOARD WITH AI

Our all-new Dashboard is the epitome of technology, using Artificial Intelligence (AI) to generate targeted suggestions for agents to optimise their performance. The data available on the Dashboard gives our clients an edge over their competition, tailored to the communities where their listings are, and provides an overview of their performance.

2. THE SCIENCE OF DATA

We’re at the cutting edge of data science and analytics in the region, having heavily invested in new technologies which will bring more and more consumer intelligence to the market. We create data-driven tools to help our clients optimise their marketing spend.

3. REGIONAL DOMINANCE

There are seven countries in the GCC and Northern Africa that operate under the Propertyfinder umbrella. Our market dominance in different countries provides a diversified look at the real estate conditions regionally, and allows us to experiment, succeed, and iterate on a much larger scale than the competition.

4. myCRM

Our CRM system is one of our strongest weapons. Built specifically for Propertyfinder Group, it is an essential tool that sets us apart from others. It’s a true testament to our innovation and development, as we deploy weekly updates to ensure that our interface and platform are up-to-date and are performing as well as they should be.

5. OUR EVENTS

We value the two-sided relationships that we have with our clients, and our events are all about that! Be it CEO Breakfasts, training sessions or relaxed evenings at our networking events, our aim is to continue learning from our clients.
WE RECOGNISE TALENT

Our Awesome Agent Awards were launched last year to recognise the best in the business and help them stand out. Our intention in rewarding talent in the sector is to celebrate success and lead by example.

FRIENDLY AMS

Our dedicated Account Managers combine digital marketing and local expertise, whilst maintaining strong working relationships. Their main focus is helping clients get the maximum return on investment with us, and to ensure positive results and a strong rapport with Propertyfinder.

WE KNOW GOOGLE

We decided to focus on growing our natural SEO traffic because this always results in better quality users and better-quality leads for our clients. The result? We’re providing more listing views and leads for our clients quarter on quarter. Over the past year, propertyfinder.bh has delivered almost 200,000 leads to its clients, with numbers projected to increase in 2018.

GROWTH

We have seen incredible growth in Bahrain, be it in the number of leads we are providing, the number of listings on our website, as well as the services and technology products that we are delivering to our clients.
As Bahrain’s number one property portal, our main aim is to be the best tool for marketing properties for companies, developers and agents, as well as help end users find their perfect home.

Over the past year, we have continued to excel across all performance metrics and are proud to have the largest market share and highest number of site visitors in Bahrain.

**193,341**

**VISITS**

We have the most engaging content, ensuring users view more pages on our site than any other.

**1.1 million**

**PAGE VIEWS**

We’re the best at re-engaging our users, getting more visits per person than any other portal.

**LEADS**

We continue to generate the highest number of leads for our clients compared to any other portal in Bahrain, which is one of the metrics we use to measure our success. Total leads have increased 46% from last year, with numbers projected to increase throughout 2018.

**VISITS**

Visits and site sessions have also increased to 193,341 and 153,919, respectively, and have recorded an increase of 56%.

Source: propertyfinder.bh internal statistics tracking data.
Sessions, Users & PVs: Google Analytics January 2017 – March 2018
AWESOME AGENT WINNERS

Launched last year, our Awesome Agent Awards are just one way that we recognise talent in the country, and help agents stand out. We love celebrating their success, and most importantly, we love being a part of it. Being recognised isn’t just a celebration, it’s important to a consumer who is looking for the best agents. Recognition will lead to more consumers trusting their sale or rental property transaction with that agent.

OCTOBER 2017
Karim Yazji
Ask Real Estate

Karim from Ask Real Estate closed sales on Reef Island for two penthouses, worth BHD 1.5 million, saving his client time and money. Karim’s hard work also resulted in an exclusivity deal for Ask Real Estate, where they are now exclusively handling a brand-new tower for the owner of Tilal Towers.

NOVEMBER 2017
Mohammad Younis
Landmark Bahrain

Focusing on selling properties in one of Bahrain’s major freehold projects, Burj Kadi, Mohammad was able to successfully sell seven units in the tower, as well as completing the rent deals for these properties.

DECEMBER 2017
Shehbaz Makki
Pegasus Real Estate

Shehbaz’s experience has helped him grow in the real estate market where his knowledge of the local market helped him succeed and enabled him to close 15 deals in December for residential units across different areas in the country.

JANUARY 2018
Waleed Darwish
Manazel Real Estate

Waleed had a successful start to the year, finalising 17 deals in January. Our Awesome Agent is known for being patient with his clients, and spending time with each and every one of them to better understand what they need and what they are looking for.

FEBRUARY 2018
Bilal Mohammed
Riverwest Properties

Bilal has established himself as a key player in the real estate market in Bahrain, utilising Propertyfinder to grow along with the market, closing 12 rental deals and three sales deals in January, as well as securing six deals with landlords to exclusively rent their properties.

DO YOU HAVE WHAT IT TAKES TO BE AN AWESOME AGENT?

Do you stand out from the crowd? We want to hear from you!

Submit your nomination by emailing sara@propertyfinder.bh
BZZZZZZZZ... HEAR THAT? THESE ARE THE BUZZIEST BUZZWORDS OF 2018

To help you out, we compiled Propertyfinder-approved definitions.

**AGILE TALENT**
refers to talent that is flexible or remote, which is a direction that businesses are turning to these days
“We’re looking for new agile-talented employees to join the team.”

**BITCOINS**
a type of digital currency in which encryption techniques are used to regulate the generation of units of currency and verify the transfer of funds, operating independently of a central bank
“Today I took out my mobile and bought a sandwich with bitcoins.”

**BITHEADS**
connected to another word, bithead is the name given to those investing in bitcoins
“That bithead just doubled his investment with his last purchase.”

**BLOCKCHAIN**
a digital ledger in which transactions made in bitcoin or another cryptocurrency are recorded chronologically and publicly
“We can take a look at the blockchain to see a history of transactions.”

**GREEN**
using fewer resources to conserve energy and minimise the impact on the environment. Solar energy, the use of local materials, and waste reduction are all examples
“I’m proud to work in a green office building that uses the sun for power.”

**INTERNET OF THINGS (IOT)**
a way to describe connectivity, being connected to everything and connecting devices to the internet
“I’ve connected my home automation to my mobile, tablet and the cloud – and that’s the Internet of Things (IoT).”

**IPO**
Initial public offering an act of offering the stock of a company on a public stock exchange for the first time
“That startup needs more liquidity in order to grow, so I bet it will IPO soon.”

**LIFEHACK**
coming up with a new and easier way to accomplish something
“I read the best life hack about folding my shirts.”

**REIT (REAL ESTATE INVESTMENT TRUST)**
a company that invests in real estate through property or mortgages and often trades on public exchanges like a stock, allowing investors of all sizes to get an ownership stake in ventures such as apartment complexes, hospitals, office buildings, warehouses, hotels and retail space, and gain revenues from these assets which it pays out to shareholders as dividends
“REITs raise money from a variety of investors and in turn give them access to real estate ownership.”

**SMART HOME**
a home equipped with lighting, heating, and electronic devices that can be controlled remotely by smartphone or computer
“You can contact your smart home on the Internet to turn down the AC, double check the doors are locked, and check the Ph balance in your swimming pool.”
FIND A HOME FASTER THAN YOU FIND PARKING AT THE MALL

propertyfinder.bh
STOP SEARCHING. START FINDING.