

COMPANY
PROFILE

JSK
HOLDING

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OFFICIAL CRITERIA

NAME & ADDRESS

Name

JSK Real Estate S.A.R.L

Call Center

00 961 **9 621 620** | 00 961 **1 756 056**

Mobile

00 961 **70 2000 76**

AGENCIES (BROKERAGE DEPARTMENT)

- *Ashrafieh Agency* – Gemmayze - Gouraud St. - Zoghbi Bldg. - GF.
- *Hazmieh Agency* – Mar Roukoz St. - Najib Hatem Bldg. - GF.
- *Zalka Agency* – Zalka Highway - Ste. Therese Bldg. - GF.
- *Kesserwan Agency* – Soon
- *Jbeil Agency* - Voie 13 - Byblos 2412 Center - GF.
- *Head Office:* Jbeil- Voie 13- Byblos 2412 Center – 3rd Floor

E-mail: info@jskre.com

Website: www.jskre.com

Facebook: www.facebook.com/jskre

Instagram: www.instagram.com/jsk_holding

OFFICIAL CRITERIA

SUMMARY

Date of Activity: 2010

Legal Status: Company with limited liability responsibility

Employees: 30 employees

Major Shareholders: JADE ZOGHAIB (60%), SAMAR HASSAN (40%)

MAIN EXECUTIVES

Name: JADE ZOGHAIB

Post: Founding Partner

Education: Master's degree in Real Estate Management (ESSEC)

Master's degree in Finance (SKEMA)

Accreditation: Royal Institute of Chartered Surveyors (RICS)

Name: SAMAR HASSAN

Post: General Manager

Education: Master's degree in Business Administration (American University of Beirut)

BANKING RELATIONSHIP

Account Bank: Banque Libano-Francaise (BLF)

STRUCTURE OF ORGANIZATION

JSK Real Estate S.A.R.L is a “company with limited liability responsibility” & its internal ultimate authority is the Board of Directors.

The General Manager is held exclusively responsible for daily management.
The main lines of businesses are:

BROKERAGE

JSK
BROKERAGE

Sales & Marketing of
exclusive “Projects”

JSK
PROJECTS

Asset Management

JSK
ASSET MANAGEMENT

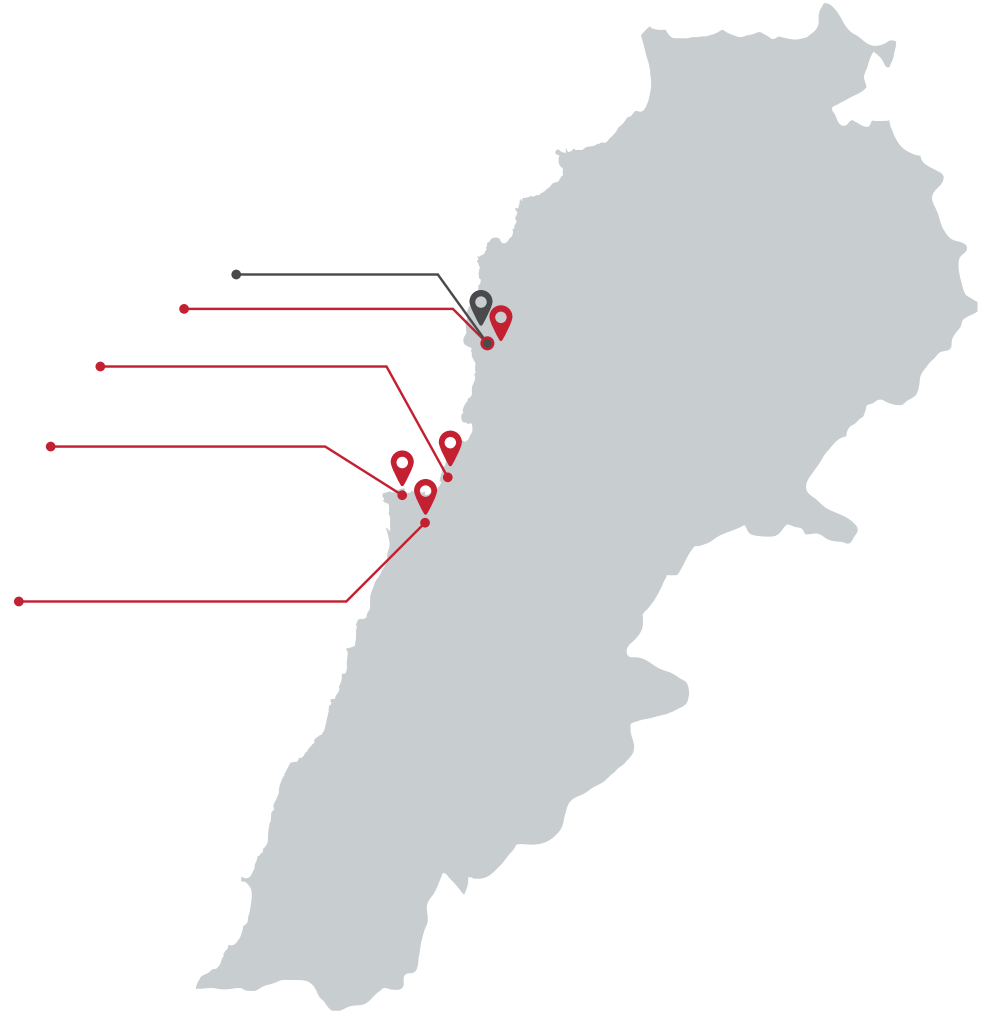
EXECUTIVE SUMMARY

NETWORK



By keeping leasing & acquisition of real estate properties at the heart of its business, JSK Real Estate is aiming at providing a full package with:

1. A network of regional “agencies” with in-depth local market knowledge.
2. Contacts with key financial institutions to help clients obtain financing at the best prevailing rates.
3. Legal consultancy to ensure proper closure of the transaction.



EXECUTIVE SUMMARY

SALES & MARKETING



This line of business is at the heart of the JSK Real Estate activities, with an excellent track record during which JSK Real Estate has successfully handled diverse residential & commercial projects in Lebanon.

With its panel of services, JSK Real Estate acquired a local recognition of excellence in the real estate industry:

1. Market research (competitors' profiles, synthesis)
2. Product definition
3. Development brief to architect
4. Feasibility study
5. Pricing strategy
6. Financial model
7. Marketing strategy & implementation
8. Showings & sales
9. Contract negotiations
10. Legal follow-up with purchasers
11. Deal closure
12. Filing of all legal documents
13. Client relationship management until handover
14. Negotiation with banks if requested in order to:
 - Secure a line of credit for financing the project
 - Secure an under-construction loan for purchasers
15. Meetings with legal/tax advisors on behalf of the owner



EXECUTIVE SUMMARY

ASSET MANAGEMENT



The core of our strategy lies in understanding investors' specific needs and appetites in terms of Risk & Return to build a tailored policy statement. We are focused on the most efficient use of investor capital, and on that account we select and allocate assets that maximize the overall portfolio return and ensure risk diversification.

The selection is based on our understanding of the market trends as well as the behavior of the different real estate classes: residential, commercial, raw land etc...



FOUNDING PARTNER

Jade Zoghaib graduated with a Master's degree in Real Estate Management from ESSEC Business School – France & a Master's degree in Management/ Finance from SKEMA Business School – France. Jade has more than 20 years of international & national experience in the real estate sector.

For 6 years, he worked at KPMG Paris where his main duties were in the fields of audits, IPO and consultancy for funds & investment for real estate companies. Some of his clients were BNP Paribas, Allianz, Cogedim, Vectrane, ATIS Real, CBRE, DTZ, Jones Lang Lassalle. Jade then moved to BEARINGPOINT Paris for 1 year and worked as a consultant for two key property management companies: Group La Poste & EDF.

In 2007, Jade decided to move back to Lebanon and worked as a freelancer for 2 years in the field of real estate transactions & property management. During this period, he got his accreditation of a Six Sigma Black Belt.

Jade founded JSK Real Estate in 2010 & brought his portfolio to the company. Jade holds a majority of the shares (60%) and held the position of General Manager until 2017 when he passed the position to his partner Samar Hassan.

Jade holds an RICS accreditation and is currently working on “International Real Estate company model applied to Lebanon” for his thesis. RICS stands for Royal Institute of Chartered Surveyors and it is considered the world's leading professional body for qualifications and standards in land, property & construction.



GENERAL MANAGER

Samar Hassan is a founding partner of "JSK". Over the past years, she held several roles in the company; she was heading "JSK Projects" where she oversees all projects held exclusively by JSK and she also headed JSK Brokerage – Ashrafieh Agency and sat on the management board of JSK Holding.

Her Journey started in finance roles at "LIBANPOST" at the time where she collaborated with a team from "CANADAPOST" coming to improve the postal system in Lebanon. She then moved into a 10-year experience with a multinational company based in Lebanon covering the Middle East Area and Africa. She moved up the ladder of the company

and held many positions in Finance and Business Development. She was based for 7 years in Lebanon and for 3 years in Vienna – Austria covering additionally Eastern European Market – including Russia.

Samar graduated with an MBA from The American University of Beirut in 2000. She was on the Honor List many times during her studies at AUB.

In April 2017, Samar was appointed as the new General Manager of JSK Real Estate.



SOME OF
OUR CLIENTS

JSK
PROJECTS

OUR CLIENTS

Ivy Residence / Ashrafieh - Beirut

DESCRIPTION

In the heart of Geitawi, Ashrafieh, a new residential development redefines your sense of home. It is a place both connected to the city yet simultaneously sheltered in a cozy neighborhood setting. It captures the sense of family, culture and happiness that makes each day both special and unique. Nine typical apartments of 185sqm and 1 penthouse of 100sqm & a spacious terrace.

VALUE OF PROJECT

USD 5 million

DEVELOPER

M1 Real Estate

CONTACT PERSON

Ziad Dagher



OUR CLIENTS

Paddock / Hippodrome - Beirut

DESCRIPTION

Paddock is a modern residential project located in the Hippodrome area in the heart of Beirut in a safe & calm area, 10 minutes away from Beirut International Airport. The project is a 14-floor building consisting of 24 luxury apartments with sizes varying from 133sqm to 267sqm as well as lofts of 174sqm, 180sqm & 199sqm.

VALUE OF PROJECT

USD 12 million

DEVELOPER

PrismaInvest Holding

CONTACT PERSON

Antoine Abdo



OUR CLIENTS

Y Zone / Yarze – Baabda

DESCRIPTION

Y Zone is a high-end residential project in Yarze, Baabda. The project is located in a calm & luxurious surrounding, 15 minutes away from Beirut International Airport. It consists of 45 apartments (42 simplexes & 3 duplexes) varying in size from 164sqm to 509sqm. The majority of the apartments enjoy a private garden or terrace.

VALUE OF PROJECT

USD 40 million

DEVELOPER

MADEV S.A.L

CONTACT PERSON

Sami Maamari



OUR CLIENTS

Yarze Hills / Yarze – Baabda

DESCRIPTION

Located in the heart of Yarze, “Yarze Hills” offers 35 luxurious well-designed residential apartments for your selection. Each of these apartments is designed with different privacy and luxury outlines. Duplexes are designed based on a new concept of “vertical villas” containing a lush garden and a panoramic pool. Our design evokes casual elegance, with open flowing living spaces that seamlessly interact with its outdoor environment.

VALUE OF PROJECT

USD 25 million

DEVELOPER

Hat Development

CONTACT PERSON

Hassan Wazni



OUR CLIENTS

Dbayeh 529 / Dbayeh - Metn

DESCRIPTION

Strategically located on the Dbayeh highway, Dbayeh 529 offers the ambitious businessmen and businesswomen the perfect office space he or she strives for. Many office sizes are available: 60sqm / 85sqm / 145sqm / 230sqm & 460sqm.

VALUE OF PROJECT

USD 17 million

DEVELOPER

Kallassi Group

CONTACT PERSON

Jean Kallassi



OUR CLIENTS

Les Nymphes De Faqra / Faqra

DESCRIPTION

Les Nymphes De Faqra is a two-block zone divided into four spacious duplex residential chalets each. Each chalet's size is 180 sqm and enjoys its own private garden. For those who seek to indulge in their own typical "Chalets Suisse", Les Nymphes De Faqra provides 8 elegant duplexes where nothing can disturb one's peace of mind.

Les Muses de Faqra is your modern chalet in Tilal Faqra with 8 beautiful chalets sized between 100sqm and 250sqm.

VALUE OF PROJECT

USD 10 million

DEVELOPER

BOLDMARK S.A.L

CONTACT PERSON

Pierre Obeid



OUR CLIENTS

Adma Rise / Adma

DESCRIPTION

Adma Rise is the new residential project catered to you! Consisting of 11 buildings holding more than 100 apartments, young families and newlyweds will without a doubt find the perfect one that suits them best. This project is located in the heart of Adma's prestigious Blue Zone and provides a serene and calm living, yet is still strategically located near many points of interest. With a smart location, gym and pool, you'll be sure to forget all about your stressful days.

Enjoy your luxurious new home at an unbeatable price and easy payment terms.

VALUE OF PROJECT

USD 25 million

DEVELOPER

West Gate

CONTACT PERSON

Dr. Joseph Semaan



OUR CLIENTS

Tabarja Hills / Tabarja

DESCRIPTION

Only 2 minutes away from Tabarja highway, Tabarja Hills is ideal for those who are looking for the perfect environment, with easy access into the city. The project represents a distinctive architecture, granting all apartments in the 5 buildings a panoramic sea and mountain view. Sizes of apartments from 110sqm to 250sqm. All apartments enjoy a swimming pool, a gymnasium and green areas.

VALUE OF PROJECT

USD 20 million

DEVELOPER

TreeStone Development

CONTACT PERSON

Daniel Haddad



OUR CLIENTS

Parc 11 / Jbeil - Byblos

DESCRIPTION

Parc 11 is located in Mehrine – Jbeil and is composed of 11 blocks providing many types of apartments with sizes ranging between 100sqm & 200sqm. Parc 11 is your ideal residence in the heart of Jbeil surrounded by beautiful green spaces.

VALUE OF PROJECT

USD 17 million

DEVELOPER

BASSIL DEVELOPMENT

CONTACT PERSON

Said Bassil



OUR CLIENTS

Domaine de M / Mechmech – Annaya – Jbeil

DESCRIPTION

Domaine de M is a master development in Mechmech - Jbeil / close to Mar Charbel Shrine. It consists of many projects: Terrasses de M (18 chalets of 2 bedrooms each), The Nest (24 chalets of 2 bedrooms each), Domaine de M (18 villas – duplex and triplex with gardens).

VALUE OF PROJECT

USD 20 million

DEVELOPER

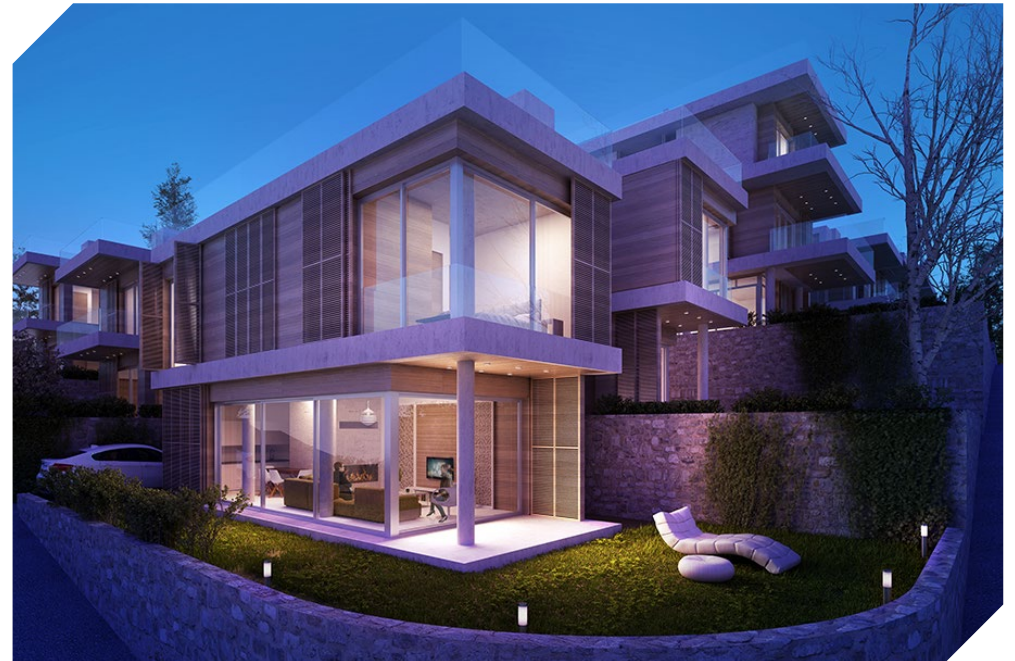
Domaine de M S.A.R.L

DEVELOPMENT MANAGEMENT

ZEUS S.A.L.

CONTACT PERSON

Paul Noun



OUR CLIENTS

Le Sommet / Laklouk - Jbeil

DESCRIPTION

A gorgeous piece of heaven rests calmly on Laklouk's summit. With breathtaking sceneries, fresh air, and an out of this world view, Le Sommet compels its residents into a peaceful state of mind. This project offers a perfect blend of leisure, sports, relaxation and the ultimate outdoors. After long hours and nights of city lights, traffic jams, and bundled up work; an escape emerges from the gorgeous mountains of Laklouk. Chalets with various sizes are available, such as studios, one-bedroom, two-bedrooms and three-bedrooms all strategically built in well defined area-types such as Youth, Family, Villa and Hotel.

VALUE OF PROJECT

USD 60 million

DEVELOPMENT MANAGEMENT

Zeus SAL

CONTACT PERSON

Robert Hussein



OUR CLIENTS

Batruna Parc / Batroun - North

DESCRIPTION

Located in a very calm area in Batroun, “Batruna Parc” enjoys a nice sea view in a very friendly environment. The project is built in the shape of the letter “V” around a pool, providing security, privacy and leisure to its residents. The project is composed of 8 buildings, 68 apartments (16 duplexes and 52 simplexes) with sizes starting from 155sqm.

VALUE OF PROJECT

USD 15 million

DEVELOPER

Sakr Real Estate

CONTACT PERSON

Robert Husseini



SOME OF
OUR CLIENTS

JSK
BROKERAGE



