



### **About REAL**

The Real Estate Syndicate of Lebanon - REAL - is a national representative body, was founded and launched its work at the beginning of 2013, seeking to provide various services and support the different entities operation in the real estate sector in Lebanon.

REAL's main goal is to enhance the overall image of the real estate industry in Lebanon, in order to give the profession the proper recognition as a major player in the country's economy.

Moreover in order to maintain the integrity of the profession as a whole, REAL collaborators, who are from the different regions of Lebanon, will follow the code of ethics, as defined by the syndicate and its members.

### **REAL Objectives**

To reach a more professional real estate market, REAL syndicate has already started working in this direction via 3 axes:

- Establishment of a regulatory framework represented by the syndicate. This syndicate, which is a member of the international real estate federation, includes a large number of companies and persons dealing in the real estate sector
- Launching the educational and training programs in order to develop the professional level of brokers. From this standpoint, the syndicate has introduced, in collaboration with the American University of Beirut, a "Real Estate Brokerage Certificate" in regard to which it began offering classes at the beginning of March 2013
- Working towards the ratification of a legal framework regulating the real estate brokerage profession. The syndicate will spare no effort to pursue this goal and to exert the necessary pressure to obtain a law that will limit work in the real estate sector to professional members only. Without such a law, the real estate sector would, to adopt the profession's language, resemble a building...without any foundations

### **Why become a REAL member?**

Improve your position in the market

Gain credibility by associating with the best in the industry:

- Be a member of a unified network of professional that cooperate on making deals and sharing referrals between members

- Follow a code of ethics and a set of guidelines for all members to enhance their work experience
- Have access to a committee that helps with conflict resolutions in real estate deals

Develop and Enhance Your Real Estate Expertise:

- Educational courses, with aim for accreditation and certification programs at leading universities such as AUB
- Attend sessions on best practices in the area of sales, registration process, negotiation, real estate law, property valuation and mortgage, etc.
- Have access to real estate statistics and reports

Improve the Real Estate Broker/Consultant Profession:

- Lobby for laws that help the industry as a whole
- Implement recommendation of unified procedures that gradually strengthen the association members in the sector
- Standardization of forms and templates (commissions, letters, mandates, sales contracts)

Other Benefits:

- Special discounts at related events, exhibitions and services (group insurance, etc...)
- Have online website access to contact information of all REAL members
- Display of REAL logo on members business cards and websites
- Posting members news and updates in the REAL newsletter
- Gain exposure for your company and its listings