

# Key Factors for the Development and Growth of Real Estate Companies

There is no doubt that a large number of real estate companies operating in the Egyptian real estate market have shown unusual capacity, competitiveness and presence that is unprecedented. Several key factors led to such level of distinction and maturity. These factors can be summed up as follows:

## *1- Choosing distinctive young calibers:*

50 % of the success of any company lies in its working team and in developing its personnel who constitute its capital and whose performance is a reflection of how successful is its working system.

## *2- Approaching Opportunities:*

To search for real opportunities, understand market needs, work constantly on harmonizing the market and its requirements and have precedence in ceasing opportunities.

## *3- Strategy:*

Corporate strategies are the backbones upon which a company builds its structure and establishes a well developed system that would help all its different sectors to work and innovate. Every company has its own set of strategies that is consistent with the nature of its field of work and suits its employees, and which helps it to reach its desired position in the market.

There are several basic features that the top management in any company should enjoy in order to achieve all of the above:

**1- Vision:** the top management and decision makers should have a clear vision of how to achieve their desired goal.

**2- Ambition:** to have an ambitious view that is expandable.

**3- Justice:** achieving justice is a significant step and a key to success, for justice achieves harmony between employees and stability within the company.

**4- Well-timed Decisions:** to take decisions in a timely manner that is consistent with the company's strategies.

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