



Company Profile



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Company Overview

Chartered surveyors delivering precision and trust in real estate

With over 50 years of professional expertise dedicated to the local market, Archers is a premier authority in real estate advisory across the UAE and beyond. Our leadership team's extensive experience includes dedicated service provision to the largest banks, developers and government institutions in the Middle East, demonstrating our proven track record in providing actionable insights and driving exceptional outcomes.

By leveraging our deep local experience and strong relationships with key industry stakeholders, we help our clients overcome their pain points and navigate complex real estate decisions with confidence. We excel in combining this local expertise with international best practices to deliver tailored practical deliverables to meet our clients' needs. At Archers, we don't just deliver advice - we deliver quality solutions.

As an RICS-regulated and ISO 27001 certified firm, Archers prioritises trust, data security and efficiency in every aspect of our work. Our technology-forward approach, bolstered by our status as an RICS Tech Affiliate, ensures seamless integration of advanced tools to enhance accuracy, speed and client satisfaction. Our focus on efficiency and compliance combined with a client-centric ethos enables us to provide unparalleled service while maintaining the highest ethical and professional standards. Our work has also received numerous industry recognition and accolades across real estate valuation, advisory and property technology, complementing our regulatory, professional and technical credentials.



Company Statement



OUR MISSION

To provide real estate advice that clients can defend, rely on, and act on, grounded in evidence, professional standards, and 50+ years' UAE market experience. Built to remain resilient, our approach adapts to changing conditions to ensure advice stays robust, relevant, and dependable.



OUR VISION

To become the go-to advisor for institutions, investors, and decision-makers across the MENA region who value clarity, credibility, and accountability in real estate. We aim to set a higher standard for the industry, where advice is not only technically sound, but also forward-thinking, adaptable, and trusted in practice by banks, auditors, regulators, and clients navigating increasingly complex markets.



Credentials and Accreditations

Regulated by RICS

The Royal Institution of Chartered Surveyors, founded in 1868, is the global standard for property professionalism. As a chartered body, RICS ensures the highest standards of governance and trust, and we voluntarily adhere to its regulations, underscoring our commitment to excellence. This provides Independent governance, ethical standards and professional oversight.



ISO 27001:2022 Certified

ISO 27001:2022 certified (Information Security Management System), we maintain robust information security practices in line with international standards, demonstrating our dedication to cybersecurity, data protection, and organizational resilience. This ensures independently audited controls protecting sensitive client and valuation data.



Local Approvals & Accreditations

Accredited with the Real Estate Regulatory Authority of Dubai (RERA) and Abu Dhabi Real Estate Centre (ADREC), enabling compliant valuation reports, including for gifting and granting. We are approved by the Federal Tax Authority (FTA) for corporate and capital gains tax valuations, with our reports accepted by the Dubai International Financial Centre (DIFC).



RICS Tech Partner

The RICS Tech Partner programme is a global collaboration platform for innovative data and technology, producing thought leadership, content and market insight for the profession. As an approved Tech Partner, Archers combines real estate expertise with innovative technology and data to deliver practical, forward-looking solutions for clients.



Leadership



**Rus Kolinko MA Global Risk
Managing Partner**

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With 20 years' experience in the UAE real estate industry, Rus is a seasoned professional who has been at the forefront of the market since the introduction of the UAE freehold law. He has worked across all asset classes including residential, commercial, mixed-use and development land, delivering valuation and advisory assignments for banks, corporates, investors and institutional stakeholders for loan security, financial reporting, investment analysis and strategic advisory.

He has extensive expertise in valuation, market analysis, and strategic risk management. Holding a Master's in Global Risk from Johns Hopkins University and a Bachelor's in Business, Rus is also an RICS-registered valuer, Associate Member of RICS, Member of the Society for Risk Analysis and a certified FMVA (Financial Modelling & Valuation Analyst). He combines valuation expertise, risk analysis, data analysis and business acumen to provide global perspectives and enhanced due diligence to clients worldwide.

Rus has signed off over 30,000 RICS Red Book-compliant reports for clients including banks, top-tier developers, and private entities. He also has a proven track record in operational performance, strategic planning, team management, and experience in real estate brokerage and insurance sectors.



**Kamraan Khan MRICS FCMI
Partner & Built Environment Lead**

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Kamraan is a multi-disciplinary MRICS chartered building & valuation surveyor and Fellow of the Chartered Management Institute with over 20 years of international real estate experience and 9 years' UAE experience across all asset classes.

Kamraan has held senior roles in real estate consultancy & banking in the UAE, spearheading building consultancy, valuation, project management, & asset optimization. His expertise enables him to deliver value-add solutions across the entire real estate lifecycle.

Kamraan advises banks, blue chip companies, UHNWIs, family offices, & government entities on high-value & flagship projects globally, providing due diligence across a broad range of mandates. A trusted RICS-approved counsellor, assessor & WiredScore-accredited professional, he is also an accomplished public speaker, with media appearances including Dubai Eye, Bloomberg, & Reuters as well as conferences & seminars across the Middle East showcasing his real estate knowledge.

Leadership



Masroor Ahmed
Chief Operating Officer & Board Advisor
coo@archersmena.com

With over 22 years of financial services experience across asset management, wealth management and investment funds, Masroor brings extensive expertise in institutional operations, strategic planning, client management, governance and business development. He previously served as Chief Operating Officer of Aventicum Capital Management Qatar, a joint venture between Credit Suisse and the Qatar Investment Authority, where he oversaw business operations, new initiatives, client onboarding, product development, vendor management and the delivery of strategic projects.

Masroor joined Aventicum in 2013 and played a key role in the growth and development of the business from its early stages. His experience spans a broad range of asset classes including listed equities, fixed income, foreign exchange and OTC derivatives, with exposure to markets across the UK, Europe, United States and Japan. He has also served on the Board of Directors of the AQS MENA Fund since 2024.

Before Aventicum, Masroor held roles with BlueCrest Capital Management and Endeavour Capital Management in London, supporting institutional investment and trading activities. At Archers, he works with the leadership team on financial institution relationships, strategic partnerships and institutional business development, while providing senior operational and strategic input across the business. Masroor holds a BSc (Hons) in Business and Business Information Technology from London Metropolitan University.



Raed Saab AssocRICS
Head of Abu Dhabi
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With 17+ years of UAE real estate experience, Raed specialises in valuations across commercial, residential, mixed use, office, and industrial assets. He holds a Masters in Real Estate Investment and Finance from Heriot Watt University and is an AssocRICS member and RICS registered valuer. As Head of Abu Dhabi for Archers, Raed leans on his extensive Abu Dhabi real estate expertise across various sectors and asset classes.

Before joining Archers, Raed held senior roles with leading firms, most recently within the Commercial Valuation division at Cavendish Maxwell in Abu Dhabi and roles at Khidmah and Tameer Holdings. Raed has delivered RICS and IVSC compliant valuation reports for banks, developers, corporates, and private clients, including substantial portfolios exceeding AED 1 billion and entire master communities (including West Yas, Yas Acres, Mamsha Saadiyat, Al Reef and Pixel), feasibility analysis, industrial facilities, and high value assets across Abu Dhabi, Al Ain and the Western Region.

Raed has advised major financial institutions such as ADIB, ADCB and HSBC, and prominent organisations including Mubadala, Imkan, Lulu, Al Masaood and ADCG, earning a reputation for accuracy, clarity, and reliability. Raed is fluent in English and Arabic and is known for his analytical approach, client care, due diligence, and high quality reporting.

Key Services

By leveraging our deep local experience and strong relationships with key industry stakeholders, we help our clients overcome their pain points and navigate complex real estate decisions with confidence. Our focus on efficiency and compliance combined with a client-centric ethos enables us to provide unparalleled service while maintaining the highest ethical and professional standards.



PLANT, MACHINERY &
BUSINESS ASSET VALUATION



REAL ESTATE
VALUATION



DATA ANALYTICS
AND DIGITAL SOLUTIONS



BUILT
ENVIRONMENT



STRATEGIC
ADVISORY

Real Estate Valuation

We provide a comprehensive and transparent valuation process, underpinned by robust methodology and impactful data technology to deliver precise and insightful reports in full compliance with the highest international standards, including those set by the **Royal Institution of Chartered Surveyors (RICS)** and the **International Valuation Standards Council (IVSC)**. All our reports are **RICS Red Book-compliant**, and are signed off by a **RICS-registered valuer with 10+ years' experience** (and **RERA/ADREC** approval as required).

We cover all asset classes including **residential** (offplan, ready, full developments), **commercial** (offices, retail, full buildings, industrial) **specialist assets** (hotels, schools, plant and machinery, resorts, islands), **development plots** and **under construction** properties.

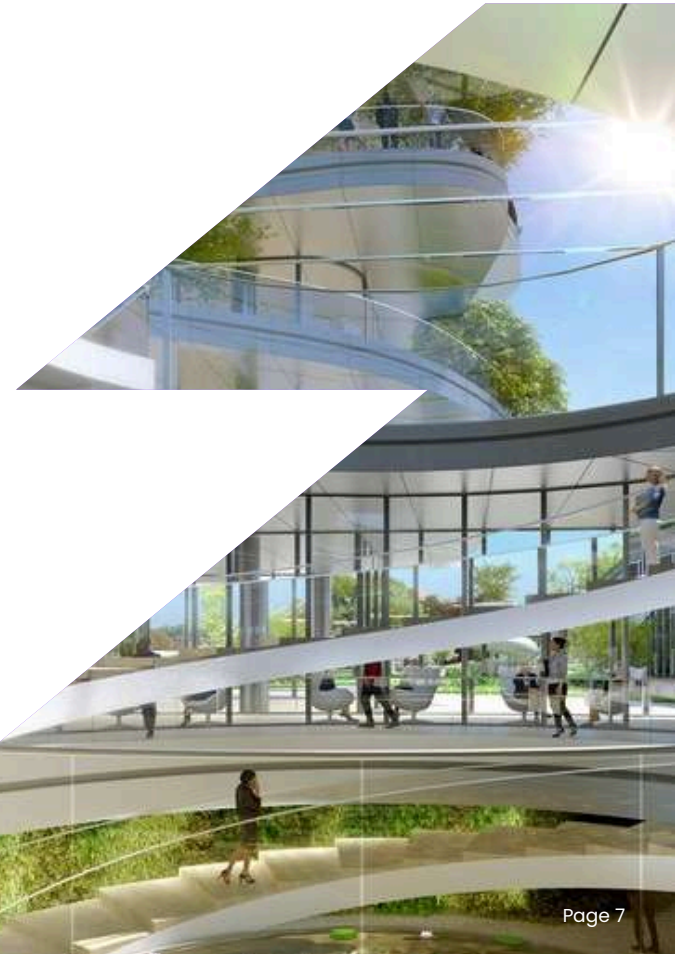
OUR VALUATION SERVICES COVER ALL TANGIBLE ASSET CLASSES, WITH A CLEAR FOCUS ON:

COMMERCIAL VALUATION

- Loan Security Valuation
- Internal Valuation
- Cross-Border Valuation
- Market to Market IFRS requirements
- Topography and Sustainability Analysis
- Acquisition Analysis
- Audit requirements
- Corporate Tax

RESIDENTIAL VALUATION

- Loan Security Valuation
- Internal valuation
- Audit Requirements
- Master Development Umbrella Valuation
- Cross-Border Valuation
- Market to Market IFRS requirements
- Pricing Studies
- Topography and Sustainability Analysis



Plant, Machinery & Business Asset Valuation

Plant, machinery and business asset valuation forms a critical component of financial reporting, lending, restructuring, and transaction decision-making. At Archers, we apply the same disciplined, standards-driven approach used across our real estate practice to the valuation of **operational and income-generating assets**, ensuring outputs are robust, transparent, and aligned with international and local requirements.

These services are typically engaged in connection with **financing**, financial reporting & audit compliance, **corporate tax**, insurance, **business restructuring/insolvency** & **asset verification**.

Our approach is grounded in **recognised valuation frameworks** including the RICS Red Book, IVS and IFRS, providing confidence to **auditors, lenders, and stakeholders**. Our methodology is designed to ensure **defensible and decision-ready outputs**.

WE ADVISE ON THE VALUATION OF A WIDE RANGE OF PLANT, MACHINERY & BUSINESS ASSETS, INCLUDING:

- • Manufacturing and industrial plant and equipment
- • Mechanical and electrical systems
- • Hospitality, healthcare, and leisure operational assets
- • Logistics, warehousing, and distribution equipment
- • Fit-out, specialist installations, and tenant improvements
- • Business assets and operational infrastructure
- • Portfolio-level asset registers and mixed asset classes



Built Environment

At Archers, we provide a comprehensive range of built environment consultancy services designed to support property owners, investors, and occupiers in maximizing the value and performance of their real estate assets. Our team delivers technical expertise and strategic advice across a wide array of areas, including **condition surveys, technical due diligence, project management, reinstatement cost assessment, reserve fund studies** and building performance optimization. Whether you're undertaking due diligence for acquisitions, planning renovations/repairs, establishing capex/opex or managing asset life cycle needs, we offer tailored solutions that ensure every aspect of your property aligns with your objectives.

Our approach is centered on delivering practical outcomes that meet the challenges of a dynamic real estate environment. By combining **deep technical knowledge** with an understanding of **local market** demands, we guide you through complex projects with clarity and confidence. From **identifying risks** to unlocking enhancement opportunities, Archers are your trusted partner in safeguarding, futureproofing and elevating your property investments.

- Construction Progress Reports
- Reinstatement Cost Assessments
- Document Reviews
- Homebuyer Reports
- Bill of Quantities Review
- Condition Surveys
- Condition Overview
- Reserve Fund Studies
- Life Cycle Costings
- Project Management
- Technical Due Diligence
- Snagging
- Defect Analysis
- Costings



Strategic Advisory

Our strategic advisory services are **custom-built** to empower you with the insights and strategies necessary to make informed, forward-looking decisions about your real estate portfolio. We partner with clients across the region to provide **bespoke advice** on acquisitions, disposals, development planning, and portfolio optimization. With a **data-driven and market-informed approach**, our goal is to help you navigate the complexities of the real estate landscape and achieve your long-term objectives.

Our expertise spans **market research, benchmarking analysis, financial modeling** and asset **positioning** to ensure that you have a clear roadmap for success. Whether you're seeking to capitalize on growth opportunities or mitigate risks, Archers delivers actionable strategies tailored to your specific needs. Trust us to be the advisor you rely on for strategic clarity and value-driven results in today's competitive market.

- Feasibility Studies
- Highest & best use
- Market research
- Benchmarking analysis
- Masterplan advisory
- Investment advisory

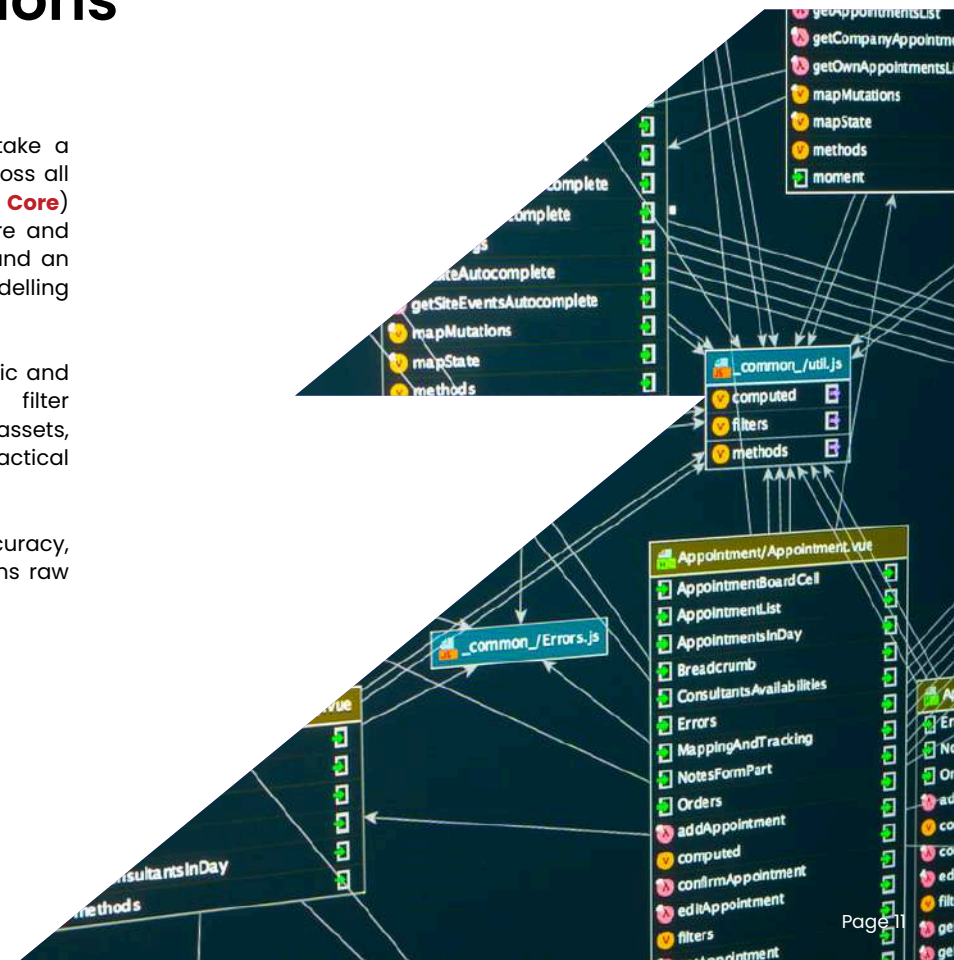


Data Analytics and Digital Solutions

Our data capability supports every part of our valuation and advisory work. We take a disciplined approach to collecting, structuring and interpreting market information across all emirates, even where transparency is limited. Our proprietary internal CRM (**Archers Core**) underpins this process with organised workflows for case management, data capture and analysis, supported by recognised standards as an **ISO 27001** certified organisation and an **RICS Tech Partner**. We also use our own bespoke report generation and valuation modelling software, which can be tailored to specific client requirements.

Our digital approach focuses on clarity from complexity. We work with extensive historic and current data sets, applying data normalisation and structured validation to filter inconsistencies and identify commercially relevant signals. This allows us to benchmark assets, track market cycles and deliver valuations and insights grounded in evidence and practical market knowledge.

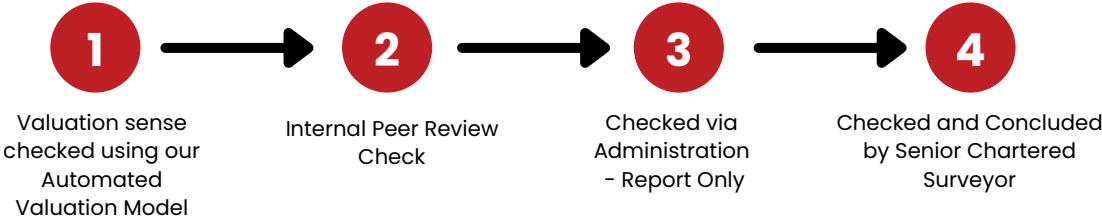
Our systems remain intentionally lean and adaptable, designed to support accuracy, traceability and informed decision making. The result is a reliable framework that turns raw information into clear intelligence aligned with our clients' reporting and advisory needs.



Valuation Diligence Process

Our valuation reports are meticulously prepared in accordance with the globally recognized standards set by the Royal Institution of Chartered Surveyors (RICS) and the International Valuation Standards Council. Leveraging a technology-driven approach, we incorporate rigorous sense-checking methodologies, including advanced technical data analysis and the continuous integration of Automated Valuation Models (AVMs) to ensure accuracy, reliability, and market alignment.

4-Step Checking Process



01	Terms of engagement / Instruction received from Client
02	Conflict of interest checks
03	Valuation Inspection Undertaken
04	Market Research / Data Analysis
05	Report Compiling
06	Quality Assurance - internal 4 step checking process
07	Draft report issuance
08	Final Report issuance after Client Review

Professional Valuation Standards, Approaches and Methods

As required by our **RICS-regulated** status, all valuations undertaken by Archers are prepared in accordance with the **RICS Valuation – Global Standards** (Red Book Global), incorporating the International Valuation Standards (IVS) and the Emirates Book Valuation Standards (EBVS).

Our reports comply with relevant RICS Red Book Valuation Practice Statements (VPS), with a clear basis of value, transparent assumptions and full disclosure of methodology applied. As required, reports are prepared by approved valuers registered with the **RICS Valuer Registration Scheme** (VRS), **RERA** (Dubai) and **ADREC** (Abu Dhabi).

- RICS Red Book Global
- International Valuation Standards
- Emirates Book Valuation Standards
- Dubai Real Estate Valuation Guide 2025
- RERA – Dubai compliance
- ADREC – Abu Dhabi compliance
- UAE Federal & Emirate requirements
- Registered & approved valuers

In accordance with the RICS and IVS framework, Archers applies the **appropriate valuation approaches** depending on the nature of the asset, the basis of value, the purpose of the valuation and the availability of market evidence. These approaches include:



- **Market** Approach
- **Income** Approach
- **Cost** Approach

Within these approaches, the **most appropriate valuation methods** may be adopted, including:



- Comparison method
- Investment Method
- Residual Method
- Profits Method
- Cost Method

Professional Governance, Independence & Risk Management

Archers maintains internal governance procedures designed to ensure independence, professional integrity and quality assurance across all valuation assignments. All valuation reports are subject to internal review procedures and are overseen by a **senior RICS-registered valuer** with over **10 years' UAE market experience**, ensuring that professional judgement, market evidence and valuation methodology are applied consistently and in accordance with recognised professional standards.

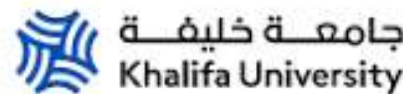
Archers operates in accordance with the **RICS Rules of Conduct** and professional ethics framework, with internal procedures in place to manage conflicts of interest, maintain independence of professional opinion and safeguard client confidentiality.

The firm also maintains **Professional Indemnity Insurance (PII)** appropriate to the nature and scale of its professional services, providing an additional layer of assurance to clients and stakeholders.

These governance procedures, combined with structured internal review processes and documented audit trails, support the delivery of valuation advice that is independent, transparent and professionally robust.

- RICS Rules of Conduct
- Senior RICS-registered oversight
- All reports signed off by RICS valuer with **10+ years UAE market experience**
- Professional indemnity insurance
- Conflict of interest check & management
- Documented audit trails

Clients we have served



Technology Initiatives

Archers maintains a robust technology infrastructure designed to enhance analytical capability, operational efficiency, governance and reporting consistency across all valuation and advisory assignments. Our technology environment is structured to support data integrity, workflow control, evidence-based analysis, efficiency and transparent reporting in accordance with internationally recognised professional standards, including **Regulated by RICS** status and **ISO 27001 certification** (Information Security Management Systems).

Having been awarded **RICS Tech Partner** status, we are at the forefront of emerging property technology and digital solutions that improve transparency, analytical rigour and operational efficiency across the real estate valuation and advisory process. The crown jewel at the heart of this is “**Archers Core**”, winner of the *Property Valuation Technology Excellence award 2026* at the MEA Business Awards.

Technology & Tools Used

Archers Core – Proprietary CRM and Valuation Platform

Archers has developed a proprietary internal platform known as Archers Core, which serves as the central operating system for our valuation and advisory practice. The platform integrates client relationship management, instruction tracking, workflow management and report generation within a unified environment.

Archers Core supports structured data capture, assignment monitoring, document control and internal workflow oversight across all stages of an instruction. It also provides comprehensive audit trails and standardised reporting functionality, helping to promote quality control, speed, consistency, efficiency and accountability throughout the valuation process.

Market Data and Intelligence Platforms

To support evidence-based valuation analysis, Archers utilises established market intelligence platforms including Property Monitor, providing access to transactional evidence, market comparables and wider real estate market intelligence across the UAE. These tools support informed professional judgement and a robust evidential basis for valuation conclusions. We also have an inbuilt tool within Archers Core that flags and highlights value discrepancies based on historic data and previous valuations.

Bespoke Financial Modelling and Analytical Tools

Archers maintains a suite of bespoke financial models designed to support complex valuation scenarios and advisory mandates. These include models for discounted cash flow analysis, development feasibility, residual land valuation, investment analysis and sensitivity testing. These analytical tools assist in assessing cash flow performance, development viability, pricing assumptions and risk variables in a transparent and structured manner.



Proprietary Valuation Management Platform

Archers Core is our award-winning, proprietary, cloud-based valuation management platform developed by Archers to manage the full lifecycle of valuation instructions. The system replaces fragmented email and spreadsheet processes with a structured digital workflow covering client management, valuation execution, reporting and invoicing. Key features include:

End-to-End Valuation Workflow

Archers Core manages the entire assignment process from initial instruction through to final report issuance. Property details, valuation inputs, market evidence and supporting documentation are captured within a structured workflow, enabling efficient assignment management and consistent reporting standards.

Integrated CRM and Client Management

The platform includes a fully integrated CRM that tracks leads, clients, companies and referral partners. It provides visibility across valuation instructions, communications, documentation and lead sources while maintaining a clear audit trail of activity.

Digital Report Generation

Archers Core incorporates a template-driven reporting engine that captures valuation inputs including property information, comparable evidence, specifications and photographs. These are automatically mapped into structured valuation reports, enabling efficient and consistent report production.

Client Portal and Workflow Automation

External clients, consultants, brokers and partners can submit valuation requests through a dedicated portal and track progress in real time. Automated notifications keep all stakeholders informed as assignments progress through the valuation process.

Financial and Operational Integration

The platform integrates valuation records with invoicing and billing functionality, including automated VAT calculations and payment tracking. Assignments, reports and financial records remain fully linked for operational transparency.

Governance, Security and Data Integrity

Archers Core maintains secure document storage, role-based access controls and comprehensive audit logs recording key actions and approvals across the system. This supports governance, regulatory traceability and internal quality assurance.

Technology-Driven Efficiency

By combining valuation workflow management, structured data capture and automated reporting within a single platform, Archers Core enhances operational efficiency, strengthens data integrity and supports the consistent delivery of professional valuation services.



Data Protection

Policies & Procedures

From **Archers Core** (our proprietary CRM and valuation management platform), we maintain the following data security and integrity controls:

Access Control: Role-based permissions ensuring users only access information relevant to their role, applying the principle of least privilege.

Authentication: Secure email-based authentication with managed sessions. No user passwords are stored within the system.

Audit Trail: Full logging of create, update and delete actions with timestamps and user attribution, ensuring complete operational traceability.

Infrastructure Security: Hosted on AWS using Aurora PostgreSQL (encrypted at rest) within a private VPC, with no public database exposure.

File Security: Documents stored in AWS S3 using encryption and time-limited presigned URLs to prevent unauthorised access.

Network Security: Private networking with restricted access via bastion/NAT config, preventing direct external database exposure.

Data Integrity: Structured data models and controlled soft-delete processes to minimise data loss risk.

Monitoring & Alerting: Real-time error monitoring and alerting via system monitoring tools.

Governance and Professional Compliance

Archers maintains an information security management framework aligned with **ISO/IEC 27001 (Information Security Management Systems)**, supporting structured policies for the protection of confidential client information, controlled system access and secure handling of valuation documentation.

As a **RICS regulated** firm, Archers operates in accordance with the **RICS Rules of Conduct** and global professional governance framework, requiring strict controls relating to confidentiality, independence, professional competence, complaints handling procedures and professional indemnity insurance.

All valuation assignments are undertaken in accordance with the **RICS Valuation – Global Standards (Red Book Global)** incorporating the International Valuation Standards (IVS) and local regulations, ensuring that valuation processes, documentation and reporting standards are consistent with recognised international and regional professional guidance.

Operational Data Protection Measures

- Access to systems is based on role and reviewed when team members join/leave the organisation.
- The principle of least privilege is applied across all systems and internal platforms.
- Regular backups and AWS-managed resilience support database recovery and system continuity.
- Changes to production systems follow controlled deployment processes.
- Sensitive client data is not exposed externally – only accessible through authenticated application layers.

Yours faithfully,

P.K.L.

Rus Kolinko
Managing Partner



ARCHERS

Valuation & Advisory

Thank You

Archers Valuation and Advisory

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