



PROPERTIES™ EXCHANGE

C O R P O R A T E P R O F I L E 2 0 2 5

Redefining Real Estate
through Innovation, Integrity & Impact

www.pedxb.com

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Introduction

Welcome to Properties Exchange (PE DXB) a name synonymous with integrity, innovation, and impact in Dubai's real estate market.

Established in 2018 and backed by decades of combined experience, we have redefined how clients buy, sell, and invest across the UAE and beyond.

With AED 18B+ in closed transactions, 100+ RERA-certified professionals, and 8,000+ satisfied clients, we are more than a brokerage we are a bridge between vision and value.





Since our inception, Properties Exchange has stood for one core belief: real estate should be built on trust and transparency.

Our Story

From modest beginnings to becoming a multi-award-winning firm, our journey has been powered by innovation and guided by our founding principle “We value business ethics.”

Every client relationship is grounded in honesty, every recommendation backed by data, and every success driven by measurable results.

Our Founders, Our Foundation



Behind every great company stands a vision shaped by experience, resilience, and unwavering belief.

Mr. Ikram Abbasi and Mrs. Fareeda Ikram the founders of Properties Exchange Real Estate have been part of Dubai's property landscape since 2004, carrying over 23 years of experience through every phase of the city's transformation.

From witnessing the golden rise of Dubai's real estate market to navigating its most challenging times including the 2008 financial crash and the uncertainty of the global pandemic they've seen it all, adapted to every shift, and stayed committed to one core belief: trust and integrity always come first.

Their journey reflects more than just business it's about perseverance, people, and progress.

Today, Properties Exchange stands as their proudest achievement a symbol of vision turned into legacy, built not just to sell homes, but to shape futures.



Mr. Ikram Abbasi

Founder & Chief Executive Officer (CEO)

Vision in Motion

Behind every milestone at Properties Exchange stands a man whose vision has turned challenges into opportunities Mr. Ikram Abbasi, Founder & CEO.

With over 23 years in Dubai's property market, he has witnessed the city evolve from its early skyline to the global powerhouse it is today. Through every market cycle — the rise of Dubai's real-estate boom, the 2008 financial downturn, and the post-pandemic transformation his leadership remained anchored in one timeless principle: trust is the strongest currency.

Mr. Ikram's journey began long before Properties Exchange was born built on resilience, foresight, and the drive to create something lasting.

Today, his vision powers the company's growth, its people, and its promise:

to redefine how real estate is experienced, one relationship at a time.

It's never just about selling properties it's about building trust, value, and futures.

Mr. Ikram Abbasi

The Heart Behind the Vision

Every great vision needs a foundation of strength and for Properties Exchange, that strength is Mrs. Fareeda Ikram, Co-Founder and Director.

Her role has always gone beyond leadership she is the quiet force that nurtures the company's values of integrity, unity, and compassion.

With over two decades of experience across Dubai's evolving real-estate ecosystem, Mrs. Fareeda has been instrumental in shaping a culture where people come first from clients and partners to every member of the Properties Exchange family.

Her calm determination and empathetic leadership have guided the company through times of growth and challenge alike, ensuring that its foundation remains as strong as its ambitions.

A company's true legacy isn't in its buildings it's in the people it uplifts along the way.

Mrs. Fareeda Ikram



Mrs. Fareeda Ikram

Co-Founder & Managing Partner

Our Mission

To deliver seamless real estate experiences through innovation, ethics, and personalized service turning aspirations into achievements.



Our Vision

To be Dubai's most trusted and forward-thinking real estate brand inspiring confidence, shaping communities, and setting global benchmarks of excellence.

Our Core Values

At Properties Exchange, our values aren't just written they're lived.



Integrity

Honesty in every deal,
every day.



Innovation

Leveraging data,
technology, and creativity
to stay ahead.



Transparency

No hidden fees, no grey
areas complete clarity.



Client-Centricity

Every client deserves
attention, not automation.



Performance

We measure success
through results that
matter.



PE Reimagined & PE The Golden Pillar

Properties Exchange Real Estate has always been driven by one goal to build a company that grows with its people and evolves with Dubai.

In 2025, we took another major step forward with the opening of three dedicated offices in DAMAC Executive Heights, each designed with a clear purpose.

Our head office, PEDXB (1604), continues to serve as the central base of operations, where strategy, management, and client relations come together.

The 17th Floor PE Reimagined reflects our creative and digital vision, a space built for collaboration, media, and marketing excellence. It's where ideas take shape and the brand's modern identity comes to life.

And now, the 11th Floor PE The Golden Pillar marks our latest milestone. More than just an office, it stands as a symbol of progress, growth, and the strong foundation our company is built upon.

Opening three offices in one year isn't just expansion it's a statement of confidence, consistency, and belief in the people who make Properties Exchange what it is today.





Corporate Responsibility

We believe that success is meaningful only when shared.

From supporting local communities to adopting eco-conscious practices, Properties Exchange contributes to a sustainable, inclusive, and forward-looking real estate ecosystem for Dubai and the world.

Our Services



Property Sales & Marketing

Comprehensive marketing and sales strategies designed to maximize visibility, optimize pricing, and deliver superior returns for both developers and investors.



Consultancy & Advisory

Strategic guidance for developers, investors, and corporates from feasibility studies and portfolio management to investment structuring and market positioning.



Project Sales Teams

Dedicated, high-performing teams representing top developers across Dubai's off-plan market, ensuring consistent growth and investor engagement.



Property Management

End-to-end property management solutions from tenant sourcing to maintenance oversight ensuring lasting value and hassle-free ownership.



Mortgage Assistance

Expert in-house and partner support for financing solutions helping clients secure the best mortgage options, approval pathways, and rate plans across major UAE banks.



Migration & Relocation Support

Personalized relocation guidance for individuals and families moving to Dubai including documentation, community onboarding, and local lifestyle assistance.



Golden Visa Assistance (DLD Cube)

Dedicated support for investors and property owners eligible for the UAE 10-Year Golden Visa. We streamline the application process and help clients unlock long-term residency opportunities through real-estate investment.

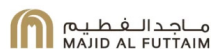


Market Research & Analytics

Insight-driven reporting powered by data analytics and AI tools empowering investors with clarity, foresight, and confidence in every decision.

Our Developer Network

Trusted partnerships with Dubai's most reputable names:
Our alliances ensure priority access, exclusive launches, and unmatched investor opportunities.



Achievements & Recognition



Emaar Alliance
Award 2024

For outstanding sales excellence



Bayut Agency
of the Year 2024

For transparency & ethical practices



Top 5 UAE Brokerages
(2024 & 2025)

Ranked among the nation's best performers



Most Innovative
Real Estate Company 2025

Recognized for digital transformation & performance marketing

Global Presence

While Dubai is our foundation, our vision extends far beyond borders.
Properties Exchange proudly operates with a global footprint in:



This reach empowers us to serve international investors, expatriate communities, and cross-border partners with localized expertise and seamless service delivery.

20+ Years
Experience

AED 18B+
In closed transactions

8,000+
Happy Clients

100+
RERA Certified Agents

50+
Developer Alliances

Contact Us

Contact Us



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