

THE PROPTech TIMES

INNOVATING REAL ESTATE THROUGH TECHNOLOGY



MR.
RAHEEL RINCH

MANAGING DIRECTOR
AMAN BUILDERS & DEVELOPERS

LETTER *From The* EDITOR

Dear PropTech Community,

It gives me immense pleasure to welcome you to the inaugural edition of the PropTech Club Magazine! This publication marks a significant milestone in our journey to reshape the real estate industry in Pakistan through the power of technology and innovation.

When we launched PropTech Club, our vision was to create a thriving community that bridges the gap between real estate professionals, technology enthusiasts, and investors. Our mission is to foster collaboration, share knowledge, and drive the adoption of advanced PropTech solutions across the industry. With this magazine, we aim to provide a platform for thought leadership, industry insights, and success stories that inspire and guide our community members.

Over the past few years, we have witnessed remarkable transformations in the real estate sector. From digital marketing strategies that enhance project visibility to data analytics that drive informed investment decisions, technology has become a game-changer. Through PropTech Club, we are committed to being at the forefront of this revolution, facilitating dialogue and collaboration that will lead to sustainable growth and innovation.

This magazine is not just a publication; it is a testament to the dedication and passion of our members. Each page is filled with insights, events, and initiatives that reflect our collective commitment to excellence and progress. I encourage you to actively engage with this content, participate in our events, and contribute your ideas as we continue to build a stronger and more vibrant PropTech community.

Thank you for being a part of this journey. Together, we can make a lasting impact and redefine the future of real estate in Pakistan.

Warm regards,
Atif Arafin
Founder, PropTech Club
CEO, Landtrack.pk

VISIONARY LEADERSHIP

BEHIND AMAN BUILDERS & DEVELOPERS

MR. RAHEEL RINCH

MANAGING DIRECTOR

About Mr. Raheel Rinch: With a remarkable vision for transforming urban landscapes, Mr. Raheel Rinch has been leading Aman Builders & Developers towards new heights in the real estate sector. As the Managing Director, he brings over two decades of experience, ensuring that every project aligns with his high standards of quality, trust, and customer satisfaction. Under his guidance, Aman Builders & Developers has become synonymous with reliability and excellence in Karachi's property market.



AMAN BUILDERS & DEVELOPERS

Founded with a commitment to integrity and innovation, Aman Builders & Developers has established itself as a trusted name in Karachi's real estate industry. With a deep understanding of market needs and an unwavering focus on quality, Aman Builders has completed a variety of landmark projects that continue to add value to the city.

KEY PROJECTS

- **Aman Golf View** - Located near the prestigious Malir Cantt area, this project features premium apartments with views of the golf course and proximity to Jinnah International Airport.
- **Aman Grand Tower** - Offering 3, 4, and 5-room executive apartments with modern design and state-of-the-art features with prime access to schools, offices, and commercial centers.
- **Athar Aman Castle** - Experience resort-style living with a swimming pool, fitness center, and flexible payment plans, making it a prime investment opportunity. It is 45% complete and set for mid-2024 possession.

"BUILDING MORE THAN STRUCTURES; CREATING LEGACIES."





AMAN GOLF VIEW

EXPERIENCE LUXURY LIVING AT AMAN GOLF VIEW

2, 3 & 4 BEDROOMS | LUXURY APARTMENTS

MAIN JINNAH AVENUE, NEAR MALIR CANTT, KARACHI



Discover the Epitome of Luxury Living Located on Main Jinnah Avenue, just a few minutes away from Jinnah International Airport and Shahrah-e-Faisal, Aman Golf View offers an unparalleled living experience. Nestled in a prime location near Malir Cantt, these 2, 3 & 4 bedroom luxury partments provide a serene environment with modern amenities.

KEY FEATURES

Prime Location

A prestigious address with easy access to major landmarks, ensuring convenience and connectivity.

Modern Amenities

Enjoy a state-of-the-art gymnasium, an indoor community hall, covered car parking, a kids play area, and much more.

High Investment Potential

Benefit from an average annual ROI of 20-25%, making it a wise choice for investors.

Why Choose Aman Golf View?

1.Strategic Location

Just minutes away from the airport and major commercial areas.

2.Top-notch Amenities

Offering a luxurious lifestyle with everything you need right at your doorstep.

3.Solid Investment

With steady appreciation and high rental demand, it's an investment that pays off.

For Booking & Inquiries



+92 300 8695659



/amanbuildersanddevelopers

APPROVED BY



A PROJECT BY





NAYA NAZIMABAD
A MARK OF PRIDE

PEACE APARTMENTS

MODERN LIVING WITH FLEXIBLE PAYMENT PLANS

Peace Apartments offers an exceptional opportunity for homeownership in Naya Nazimabad, a well-planned residential community. Designed to cater to the diverse needs of modern families, these apartments come with a unique payment plan: Pay **just 1%** in monthly installments and make homeownership more accessible than ever.

Located in a serene environment with access to parks, mosques, and a host of other amenities, Peace Apartments provide a perfect blend of comfort and convenience. Each unit is designed with attention to detail, offering contemporary interiors, spacious layouts, and a vibrant community setting.

KEY HIGHLIGHTS

Flexible Payment Plan

Own your home with just 1% monthly installments.

Modern Design

Elegant interiors and well-thought-out layouts to suit your lifestyle needs.

Prime Location

Nestled in the peaceful setting of Naya Nazimabad.

Amenities

Access to a mosque, parks, sports facilities, and community centers.

JUST **1** %
MONTHLY
INSTALLMENT

EXPERIENCE THE PEACE OF MIND THAT COMES WITH LIVING IN A
SECURE, VIBRANT COMMUNITY AND THE FINANCIAL EASE OF
A LOW MONTHLY PAYMENT.

FOR MORE INFORMATION: **+92-21-111-511-611**



Redefining Luxury Living in Karachi

Titan One, situated in the prestigious **Collachi Housing Society, Gulshan Iqbal, Karachi**, is a stunning example of modern architecture and luxury real estate. This project, developed with meticulous attention to detail, offers a blend of sophistication, comfort, and technological integration, setting new benchmarks for high-end residential living.

KEY FEATURES



Prime
Location



Elegant
Design



Smart
Living



Exclusive
Amenities



Flexible
Payment Plans



Titan One is more than just a residence; it's a lifestyle choice for those who seek the best in real estate, combining prime location, luxury, & cutting-edge technology.

FOR MORE INFORMATION: **03090834449**

INTERNATIONAL COLLABORATION



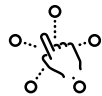
X



D R I V E N B Y



Forging **New Frontiers** in **Real Estate** Technology



The 24th Fintech Exhibition in Riyadh witnessed a ground-breaking collaboration between two industry innovators: Fortify and MY TM. This strategic partnership is set to redefine the landscape of the KSA real estate market by integrating advanced PropTech and FinTech solutions that will transform traditional real estate processes.

Driving **Innovation** & **Efficiency**



As the real estate sector evolves, the need for faster, more efficient, and reliable solutions has never been more critical. Fortify, known for its state-of-the-art real estate management software, and MY TM, a leader in digital financial solutions, have joined forces to deliver unparalleled value to the industry. This collaboration will empower real estate developers, investors, and property managers with cutting-edge tools that streamline operations, enhance transparency, and improve overall market efficiency.

A New Benchmark for **Technological Integration**



This partnership sets a new benchmark for technological integration in real estate, combining the power of Fortify's PropTech innovations with MY TM's FinTech expertise. Together, they aim to provide seamless solutions for property transactions, financial management, and investor relations, bridging the gap between technology and real estate to create a more connected and efficient industry.

Looking Ahead to **PropTech Convention '24**

**PROPTech
CONVENTION**

The excitement doesn't stop here. As we approach the PropTech Convention '24, where leaders from across the region will convene to explore the latest in real estate technology, this collaboration stands as a testament to the transformative potential of PropTech and FinTech. This partnership highlights the critical role that innovation plays in the future of real estate, not just in KSA but across the globe.

Together, We Innovate and Inspire!

With Fortify and MY TM leading the charge, the future of real estate is bright. This collaboration is more than just a partnership; it is a commitment to pushing boundaries, setting new standards, and driving the industry forward.

JOIN US AS WE CONTINUE TO EXPLORE NEW FRONTIERS IN REAL ESTATE TECHNOLOGY. THE FUTURE IS HERE, AND IT'S POWERED BY INNOVATION.

STRATEGIC COLLABORATION

EMAAR

PAKISTAN

X



Alfaluh Investments

PIONEERING REAL ESTATE INVESTMENT

Alfalah Investments and Emaar Pakistan have embarked on an exciting collaboration, marking a significant step towards transforming Pakistan's real estate investment landscape. This partnership leverages the expertise of two industry giants—Alfaluh Investments from the financial sector and Emaar Pakistan from the real estate sector—who will work together to explore the potential of Real Estate Investment Trusts (REITs). By combining the financial acumen of Alfalah with Emaar's leadership in high-end real estate, this collaboration aims to unlock new opportunities for investors.

democratizing real estate investments, as it allows a broader range of individuals to access high-value real estate projects that were traditionally reserved for large-scale investors. Alfalah Investments' deep understanding of financial markets and Emaar's established reputation in delivering luxury real estate developments form the backbone of this innovative approach.

Together, the partnership aims to democratize real estate investments through fractionalization, making premium real estate projects more accessible to a wider range of investors.



One of the key innovations driving this partnership is the focus on fractionalization of real estate assets, a concept that allows investors to purchase smaller, more affordable shares in premium real estate projects. This is particularly important for

This groundbreaking approach allows individuals to invest in high-end real estate that was traditionally out of reach, unlocking new opportunities for portfolio diversification and long-term growth.

The collaboration not only stands as a testament to the evolving landscape of real estate investment in Pakistan but also emphasizes both parties' commitment to stability, growth, and creating innovative opportunities for investors.

**STAY TUNED FOR UPDATES AS THIS COLLABORATION CONTINUES TO SHAPE
THE FUTURE OF PAKISTAN'S REAL ESTATE INDUSTRY!**

MR. ATIF ARAFIN'S VISION

FOR REAL ESTATE INNOVATION AT

THE GLOBAL PROPTech SUMMIT 2024

RIYADH - SAUDI ARABIA

At the prestigious Global PropTech Summit 2024 in Riyadh, **Mr. Atif Arafin, CEO of PropTech Convention** and a pioneer of PropTech innovation in Pakistan, delivered an inspiring address titled "Navigating New Frontiers: Integrating PropTech Innovations for Sustainable Real Estate Growth in Saudi Arabia."



Key Highlights from the Speech:

Data as the New Gold:

Mr. Atif highlighted **DataState.ai**, a platform enabling data-driven decision-making, essential for sustainable growth and aligned with Saudi Arabia's Vision 2030.

AI & Automation

He emphasized the role of AI and startups like Creative 3D and Fortify.biz in creating efficient, future-ready cities that contribute to Vision 2030.

AR & VR:

He highlighted the potential of AR/VR for remote property tours, allowing investors worldwide to explore projects like NEOM, making real estate investments more transparent.

PropTech Club Saudi Arabia Chapter:

He launched the PropTech Club Saudi Arabia Chapter and MENA PropTech platform to connect real estate innovators and foster collaboration across the region.

A VISION FOR TOMORROW

In closing, Mr. Atif emphasized that the journey to a smarter real estate future requires unity, innovation, and shared vision. He invited leaders, investors, and stakeholders to join forces in building sustainable, data-driven cities and training the next generation to position Saudi Arabia as a global PropTech leader.

DATASTATE.ai

Decisions Driven By Data



PIONEERING DATA-DRIVEN REAL ESTATE DECISIONS



Recognized at the HBL P@SHA ICT Awards 2024!

We are proud to announce that DataState.ai, an innovative product of Landtrack.pk, has been honored in the **Big Data category** at the prestigious HBL P@SHA ICT Awards, held in Islamabad on September 23rd, 2024. This accolade is a testament to our unwavering commitment to revolutionizing the real estate sector through advanced data analytics and AI-driven insights.

Empowering Informed Decisions in Real Estate

In a market often clouded by uncertainty and speculation, DataState.ai stands out as a beacon of clarity and reliability. Designed to empower real estate stakeholders with actionable insights, DataState.ai leverages historical data and predictive analytics to provide accurate projections and risk assessments. Whether you're a developer, investor, or homebuyer, this tool is your guide to making informed decisions that maximize returns and minimize risks.

Transforming the Future of Real Estate

The recognition at the HBL P@SHA ICT Awards highlights the groundbreaking impact of DataState.ai in transforming traditional real estate practices. By integrating big data with sophisticated AI algorithms, we are not only enhancing decision-making processes but also setting a new standard for transparency and efficiency in the industry. This award is a milestone that motivates us to continue pushing the boundaries of what's possible in real estate technology.

Looking Forward to New Horizons

As we celebrate this achievement, we are also excited about the future.

DataState.ai is poised to become the go-to platform for data-driven real estate decisions in Pakistan and beyond. With ongoing enhancements and new features in development, we aim to provide our users with even more powerful tools to navigate the complex real estate landscape.

JOIN US IN REVOLUTIONIZING REAL ESTATE WITH DATASTATE.AI—BUILDING A SMARTER, TRANSPARENT, AND EFFICIENT MARKET FOR BETTER DECISION-MAKING.



THE PROPTech CLUB'S 1ST OFFICIAL MEET & GREET

Connecting Real Estate Professionals Across Regions

On **October 2nd, 2024**, The PropTech Club held its inaugural Meet & Greet at **Karachi Club Annexe**, marking the start of a transformative journey in Real Estate technology.



KEY HIGHLIGHTS

Global Network, Local Roots

Expanding from Karachi to Dubai, The PropTech Club bridges local expertise with a global network, fostering valuable international connections.

Learning & Resources

Launching a digital magazine to deliver expert insights, articles, and videos, making industry knowledge accessible to all members.

Transparency & Integrity

Built on values of transparency and ethical practices, the club is committed to revitalizing Pakistan's real estate sector and contributing to national growth.

Selective Membership

A trusted network, where each member is carefully vetted, ensuring integrity and high standards across the club.

JOIN THE PROPTech REVOLUTION

BE PART OF A FORWARD-THINKING COMMUNITY THAT'S DRIVING REAL ESTATE TRANSFORMATION THROUGH TECHNOLOGY AND INNOVATION.

SCAN TO JOIN
OUR WHATSAPP COMMUNITY



+92 323 2675312

The PropTech Club

About **PROPTech** CONVENTION

Pioneering the Future of Real Estate & Technology

The PropTech Convention is Pakistan's premier annual gathering, bringing together the brightest minds in real estate and technology under one roof. Since its inception, this event has become a cornerstone for innovators, industry leaders, and professionals who are driving the transformation of the real estate sector through cutting-edge technology.

Our Journey So Far:

3 SUCCESSFUL SEASONS



2022 – Karachi

The inaugural event attracted over 500 participants, featuring discussions on PropTech innovations and future trends.



2023 – Karachi

Double the attendance with over 1,000 participants and a wider range of exhibitors showcasing groundbreaking technologies.



2024 – Lahore

Over 1,500 attendees, with interactive workshops and live demonstrations, pushing the boundaries of real estate innovation.

What Makes PropTech Convention Unique?

1. Diverse Attendee Base: Bringing together a wide range of stakeholders, from developers and investors to tech enthusiasts and policymakers.

3. Networking Opportunities: A chance to connect with key players in the industry and explore collaborative opportunities.

2. Innovative Exhibitions: A showcase of the latest technological advancements, from AR/VR to AI-driven analytics and smart home solutions.

4. Growing Impact: With each season, the convention has grown in scale and influence, setting new benchmarks for industry events.

By the Numbers:

3000+

Attendees
Over 3 Seasons

50+

Exhibitors
Showcasing Innovations

20+

Countries
Represented

100+

Industry Leaders
& Speakers

PropTech Convention is the ultimate destination for those looking to stay ahead of the curve in real estate and technology. Whether you're looking to network, learn, or showcase your innovations, this is the place to be.

ANNOUNCEMENT FOR

PROPTech CONVENTION '24

We are thrilled to announce the *Grand Return* of PropTech Convention '24, the most anticipated event in the real estate and technology calendar. Join us from **December 24th to 26th, 2024, at the Expo Center Karachi**, as we take this annual gathering to new heights, in conjunction with the 18th Build Asia.

WHAT TO EXPECT:

- **Three Days of Innovation:** Dive into the latest PropTech advancements and explore groundbreaking solutions that are reshaping the real estate landscape.
- **Global Reach:** Engage with exhibitors and speakers from around the world, representing the best in real estate technology and innovation.
- **Unparalleled Networking:** Connect with over 2,000 industry leaders, builders, developers, financial experts, policy makers, IT enthusiasts, and government officials.
- **Showcase of Innovations:** Witness the future of real estate with live demonstrations of AI-driven tools, smart home technologies, and much more.

BE A PART OF THE FUTURE

This year's event promises to be our most ambitious yet. Whether you're a **developer** looking to integrate the latest technologies, an **investor** seeking new opportunities, or a **tech enthusiast** eager to learn about the latest trends, PropTech Convention '24 has something for you.

SECURE YOUR SPOT TODAY!

Don't miss out on this unique opportunity to be at the forefront of real estate innovation. Mark your calendars and join us for a transformative experience that will shape the future of the industry.

FOR SPONSORSHIP & PARTICIPATION:



+92 323 2675312



www.proptech-convention.com



info@proptech-convention.com

BE THERE, BE INSPIRED, AND BE PART OF THE CHANGE!



THE BEST USE CASE OF REAL ESTATE IN PAKISTAN

Airbnb, a global leader in the short-term rental market, has significantly impacted the real estate sector in Pakistan. With the country's tourism industry on the rise, Airbnb offers a unique opportunity for property owners to generate substantial income through short-term rentals. Cities like Karachi, Lahore, and Islamabad have seen a surge in listings, catering to both domestic and international tourists.

The flexibility offered by Airbnb allows homeowners to rent out their properties for short stays, turning vacant properties into profitable assets. This model is

especially attractive in Pakistan's growing urban centers, where high property prices and rental yields present a lucrative opportunity for investors.

Moreover, with the government's emphasis on tourism and infrastructural development, the potential for Airbnb in Pakistan is only set to grow. Property owners are increasingly seeing the benefits of using platforms like Airbnb to capitalize on the country's untapped tourism market, making it one of the most promising investment avenues in the real estate sector.

UPCOMING WEBINAR



Airbnb: THE BEST USE CASE OF REAL ESTATE



Atif Arafin
Founder Landtrack.pk

Ali Siddiqui
Airbnb Specialist



PROPTech ACADEMY

UNLOCK THE POTENTIAL OF **Airbnb WITH PROPTech ACADEMY:
YOUR GATEWAY TO REAL ESTATE INNOVATION**

Learn the ins and outs of Airbnb and short-term rentals with our expert-led courses. Understand how to optimize for profitability, manage listings effectively, and leverage real estate for passive income.

Enroll Now at PropTech Academy – Master Airbnb & Real Estate!

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H&S
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AA BUILDERS & DEVELOPERS

Saima
GROUP

KARACHI

& IT'S VISION 2030

THE ROAD, INFRASTRUCTURE & IT'S SKYLINE



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