

Coldwell Banker Egypt and Estate Waves Partner to Launch Meta Egypt, the First Metaverse-Based Platform Showcasing 450 Real Estate Projects

Cairo, 8 May 2023: Coldwell Banker Egypt has recently announced the launch of its innovative platform, Meta Egypt, which promises to transform the real estate industry in the country. Created in partnership with Estate Waves, Meta Egypt is an all-inclusive virtual reality platform designed to showcase over 450 real estate projects from major development companies across Egypt.

At a press conference held on May 8, 2023, Karim Zein, CEO of Coldwell Banker Egypt, underscored the company's dedication to incorporating cutting-edge technology to drive sales growth and deliver a dynamic experience to their clients. Ahmed Sobhy, CEO of Meta Egypt, echoed this sentiment and emphasized how the platform will assist customers in making informed purchase decisions while also presenting opportunities for real estate exports.

As the first platform of its kind, Meta Egypt utilizes metaverse technology to offer customers an unparalleled virtual experience when exploring properties. With investments totaling EGP 150 billion, Meta Egypt will showcase over 30,000 residential, commercial, and administrative units from 100 of Egypt's largest real estate development firms. Customers will be able to take virtual tours of each unit with a 360-degree view, preview dimensions and internal divisions while also viewing all specifications and details of the property.

Aside from providing virtual tours and Metaverse technology, Meta Egypt also offers a comprehensive array of services. Customers will have the opportunity to communicate with marketing officers to obtain precise details about units that interest them. Additionally, they can meet with real estate development companies, marketers, finishing and interior design firms, as well as real estate financing institutions and banks. Meta Egypt partners with a CRM platform to ensure the protection and security of customer data.

"The launch of Meta Egypt marks a new era for real estate marketing in Egypt, leveraging Coldwell Banker Egypt's two decades of experience as the country's premier real estate brokerage firm," remarked Karim Zein, CEO of Coldwell Banker Egypt. "We are excited to collaborate with Estate Waves in launching this platform, which demonstrates our unwavering commitment to providing innovative solutions to our clients."

Ahmed Sobhy, CEO of Meta Egypt, added, "Our goal is to make Meta Egypt the largest virtual real estate market based on modern technology, leveraging virtual reality to provide customers with an opportunity to discover the newest projects in Egypt and make informed decisions. The platform will open doors to new opportunities for real estate exports."

Meta Egypt is poised to become the largest platform for real estate services in Egypt, delivering a unique and dynamic experience for customers while driving sales growth for development companies throughout the country.

Coldwell Banker

Coldwell Banker landed in the middle east in 2001 after exceeding the trust and commitment standards and becoming the market leaders in real estate ever since, with more than 400 real estate projects and more than 300 real estate consultants dedicated to offering premium quality service that caters to various market segments with the highest return on investment. The company's core values and integrity in providing the real value of quality living begin with its professional consultants being customer-focused and evolve to subtle comprehension of what home means while offering unrivaled assistance.

Coldwell Banker brand is the oldest and most established residential real estate franchise system in North America. It was the original real estate "start-up." founded by young entrepreneurs Colbert Coldwell in 1906 and later Benjamin Banker, Coldwell Banker changed the way people bought and sold homes across America, ultimately becoming one of the most trusted real estate brands in the world. More than 100 years later, the Coldwell Banker network is still continuously recognized for its innovation and leadership across 3,000+ offices in 49 countries and territories.

About Meta Egypt:

Meta Egypt is the pioneer of a real estate portal conveying all types of its developers' products, such as off-plan and ready-to-deliver inventory, in 360° virtual dimensions, easing visualization and creating an effective customer experience through the virtual journey undertaken by the sales agents.

Meta Egypt can deliver a comprehensive real estate experience to our clients' doors through our one-stop-shop in the metaverse world.

Meta Egypt is keen on delivering customer satisfaction, through attaining its values through the services it develops; accordingly, its leading virtual concept provides clients with an end-to-end dynamic, transparent experience, portraying every edge of the presented unit in terms of measurement, look and feel, etc. in accordance with the unit's physical on ground display.

The new system will enable visitors not only to wander in the virtual world accompanied by Coldwell consultants, but also to see the prices and details of all successive pieces of furniture and electrical appliances in the world that are rented from the local market, which were made with the largest in the Egyptian local market.

Meta Egypt not only provides virtual services but also tackles a secured CRM platform to keep track of all its interactions and client data, aiming for a fully integrated VR cycle.