



EXPATKEY PROPERTIES

The only key you need

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Real Estate is more or less like gymnastics; it takes years to perfect. It takes flexibility, enthusiasm and precise profiling of buyers and property to bring about deals on a win-win basis.

The unmatched experience, integrity and professionalism that Expatkey Team possesses simply resonate their firm motto: 'Quality Living'; ensuring satisfaction at all levels for stakeholders involved in the buying and selling process.



The foundation of Expatkey's success

For over a decade, Expatkey Properties has set the benchmark in Sri Lankan real estate - providing exemplary services to a broad range of clients with integrity, expertise and passion. Expatkey is one of Sri Lanka's most successful real estate companies, specializing in project marketing and sales of homes and condominiums, as well as interiors of hotel and condominiums and resort properties. The company provides pre-construction sales and marketing expertise to numerous medium and large-scale projects throughout Sri Lanka.

Expatkey has incorporated global standards to the local market bringing in the best practices and marketing techniques into Sri Lanka. Expatkey's network extends to high net worth individuals, private equity funds, large fund managers in the Far East and the Middle East.



An internationally recognized team

With a penchant for attracting outstanding people, Expatkey has built a core group of unique marketers that are unmatched in vision and passion. The inception of Expatkey took place in 2002, after having just started her prolific career in real estate, Lina Ehsan, alongside Ehsan Zaheed, were inspired to set up Expatkey because they felt they could bring to the industry what was lacking; world class professionalism and standards.

Expatkey originally worked with Foreign Missions who needed insight into the local market. Expatkey has grown into a company that provides numerous services such as home sales, furnishing and letting, resale, commercial properties, investor services, development management, taxation, valuation, structured deals and financial structuring with banks.

The Team

Lina Ehsan **Founder/Director of Expatkey Group**

Lina Ehsan, Executive Director of Expatkey Properties, has been an energetic, professional and vital force in the real estate industry since 2000. Lina has been responsible for successful pre-construction marketing and sales programmes, distressed resale programmes, and rental programmes for major new housing and condominium projects in Sri Lanka. She also conducts Research and Development, and provides in-depth knowledge for foreign missions and international real estate companies such as CBRE, Air-Inc. USA, and ECA International UK. In addition to all of the above, she also coordinates with private equity firms and fund managers from Hong Kong and Singapore, that seek her professional advice on bulk purchases of condominiums and beach properties in Sri Lanka and Maldives.

Ehsan Zaheed **FCA, MIPA (AUST.)** **Director of Ehsan Ventures & Co-Founder of Expatkey Group**

Ehsan has worked in the financial services industry since 1995. His background includes working with Ernst & Young Chartered Accountants, insurance companies, financial institutions and investment companies. This background has forged an international network of business contacts with financial expertise.

He is the Chairman and Co-Founder of Expatkey Properties. As a fellow member of the Institute of Chartered Accountants of Sri Lanka and the National Institute of Public Accountants Australia, he counts over 25 years of corporate experience both locally and oversea in the Banking, Insurance, Wealth Management and Real Estate sectors.

The Team

Loshini Selvarajah **CEO, Expatkey Properties**

Loshini is the best friend you've yet to meet – she connects with anyone in a heartbeat! Which explains why she enjoys traveling so much and meeting new people all over the world. She's traversed the Middle East, Australia, the US and South East Asia, and she's far from done.

Equipped with a degree in Political Science, she delivers high level strategy and solutions to optimize operations and productivity at Expatkey Properties. She brings 5 years of business development and high level online marketing expertise including business analytics, lead conversion, social media management, Google Analytics, blogging, etc. Fluent in 4 languages – English, Malay, Hindi and Tamil, Loshini glides effortlessly between cultures and is an enthusiast of the saying “labels are for jars”. Fittingly, her other favourite quote is “Life isn't about waiting for the storm to pass, it's about learning to dance in the rain” which eloquently captures her ubiquitous energy and passion for living life to the full.

Nadeem Sheffdeen **Director - Interior Design** **Founder of Masterpieces (Pvt) Ltd**

Sheffdeen is the Director - Interior Design, as well as being the founder of Masterpieces (Pvt) Ltd, a premier interior design firm in Sri Lanka. He has over 30 years of experience across diverse industries having worked with the Capital Maharajah Organization and various international brands such as Pepsi Cola and Procter & Gamble. Masterpieces was established in 1999 which deals with some of the leading architects, apartments, hotels and shops in the country and is also the premier interior designer for most of the Embassies. They also export interior solutions to England, America and Australia. The inclusion of Sheffdeen has given life to Expatkey Interiors, a new subsidiary dedicated to managing and appeasing all interior requirements a client might have.

Expatkey's Services

Sale: Working with Expatkey is an unrivalled experience. Innovative management, combined with cutting-edge marketing and communication strategies, guarantee our clients knowledgeable and personalized service through the entire sales process, in association with reliable experts who handle related banking, legal, tax and notary matters. The purchase or sale of your property is more than just a simple transaction: it is a significant life decision. That is why we pride ourselves in getting to know you well, understanding your culture, priorities and wishes, and providing total support.

Rental: Thanks to our expertise and in-depth knowledge of the luxury property market, entrusting Expatkey with the rental of your property or finding you an available property to rent (seasonal or otherwise) is an effortless experience. We pride ourselves in personalised customer care; you can be assured that Expatkey will be with you every step of the way.

Management: Expatkey will guide you through the entire management process, matching your requirements to a selection of the best professionals in a range of services at competitive rates:

- Maintenance (house, garden and pool, etc.)
- Building works: from architect to site supervision
- Monthly financial statements, (electricity, water, maintenance contracts, etc.)
- Utility services, (water, post, telephone, gas/electricity, etc.)
- Tax and insurance
- Managing serviced apartments

We supervise the preparation of a personalised management plan covering every detail.

Re-defining market challenges

ExpatKey's Specialty

Expatkey is a leader in turning around projects that failed to achieve their pre-sales targets. Expatkey's highly structured programme, developed through experience in every conceivable market, targets the development, branding and marketing of a troubled project to ensure its success.

Reliable & Trustworthy

"CBRE one of the world's largest real estate services firm, over the past 4 years sends commercial inquiries to Expatkey Properties for diverse clientele. During this tenure they have experienced that working with Expatkey has made decision-making on property in Sri Lanka much easier. The in-depth knowledge across the various geographies of Sri Lanka coupled with great professionalism and enthusiasm of Expatkey Properties has always been complimented by CBRE time and again"

- Richard Ellis Experience in Sri Lanka

"I have known Expatkey properties and Lina Ehsan for the past several years. I worked with them for two projects and was quite satisfied at the outcome. One of the projects involved furnishing an apartment, which was done in style and according to tight timelines. They were very thorough in their execution with feedback submitted at each stage of the development They are a professional outfit and I have no hesitation in recommending Expatkey properties for anyone who requires real estate requirements or advice"

- Husein Esufally - Chief Executive Officer - Hemas Holdings PLC



A valuable partner in all your real estate needs

A Vital Part of the Development Team

Expatkey Properties becomes an indispensable part of your development team, impacting on all areas of the pre-sale and selling phases

Our Broker Network

Our strategic partnerships bring clients from around the globe to every project we represent. This group is the creme de la creme of the global industry and covers every special product we encounter. And our reputation among the entire brokerage community is stellar. Expatkey Properties is known to represent only the best developers in the industry.

International Network

We have strategic partnerships around the world and have had successful sales programmes in UK, Australia and Canada. Our overseas market has become an integral part of our marketing strategy.

Competition Analysis

Our research department is second to none. We will provide ongoing evaluations of comparables, the competition, evaluation of new project openings, local re-sales and a regular analysis of incentives, features, promotions and inventory of competitive product.

Website

With one of the most sophisticated new websites in the country, our site attracts thousands of unique visitors monthly from around the globe. The Expatkey Properties website will feature your project which will be advertised with the programme. Furthermore, Expatkey will advertise your project on Google, as well as in local newspapers, magazines, editorials and all relevant international media. Visit us at www.expatkey.com

A valuable partner in all your real estate needs

Sales Programme Planning and Management

Programme planning is a science and programme management is a skill. Expatkey Properties have earned a reputation for sales success over many years. We plan and manage the Sales and Marketing Programme from start to finish; initiating the sales plan and working with our sales team in its execution.

Database Management

Expatkey Properties has invested significantly in technology and web-based tools and applications, which allow us to scientifically assess the impact of every campaign. Our cutting-edge technology allows us to provide reports of leads and sales; channeling prospects; summarizing and collating advertising results, drafting customer profiles, target markets, areas of response and the effect of media; after sales service, and follow-ups.

Advertising

We work with the advertising group to develop the strategy and creativity necessary for attracting our target market and generating sales..

Presentation Centre

We direct the overall imaging and design of the presentation centre including renderings, floorplans and presentation kits

Architecturals

We review and provide input into the marketability of the building design, amenities, landscaping and most particularly the suite layouts.



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