

Talia El Hadaba

A premium residential and investment address in North Hadaba, Hurghada

- ✓ Prime location near the German Consulate in North Hadaba
- ✓ Boutique project on a 400 sqm plot with 3-street exposure
- ✓ Full finishing, rooftop swimming pool, and attractive unit mix
- ✓ Delivery within 1 year with a compelling 15% cash discount

**Investor & End-User
Deck**



Executive Project Snapshot

A concise overview of the core facts that matter most to local and international buyers.

400 sqm

Project land area

North Hadaba

Schools Street, Hurghada

**Near the
German
Consulate**

3 Streets

Strong frontage and
visibility

2B + G + 4

Two basements, ground,
four repeated floors

**Full
Finishing**

Move-in and rental friendly

1 Year

Expected delivery timeframe

**15% Cash
Discount**

Clear purchase advantage

Commercial message: Talia El Hadaba combines location credibility, legal confidence, quick delivery, and a strong cash-purchase incentive—making it easy to position for both lifestyle buyers and ROI-focused investors.

Location That Sells Itself

North Hadaba offers practical living, urban convenience, and a recognizable address in Hurghada.

1

Near the German
Consulate

2

On 3 streets for visibility &
access

3

Urban coastal
setting

Why this address works commercially

- ✓ Recognizable landmark positioning near the German Consulate supports credibility and easy orientation.
- ✓ North Hadaba remains attractive to both Egyptian end-users and international buyers seeking a central lifestyle address.
- ✓ 3-street exposure improves façade value, daylight potential, and first-impression impact.
- ✓ Convenient city positioning supports daily-use living and short/medium-stay rental appeal.

Prime Address | Strong Visibility | International
Appeal

Location value summary

- ✓ Easy to market in both Arabic and English.
- ✓ Close to a known diplomatic landmark.
- ✓ Suitable for owner-occupiers, expats, and investors.
- ✓ Helps protect resale and rental positioning.

Project Identity & Product Concept

A boutique project designed to balance elegant living with investment logic.



Boutique Scale

400 sqm project area encourages a focused, manageable, and more exclusive product feel.

Efficient Mix

Hotel rooms plus 1, 2, and 3-bedroom layouts broaden the buyer and tenant base.

Fast Utility

Full finishing and short delivery timing make the project easier to occupy or monetize quickly.

Modern Appeal

Rooftop amenities and practical services support a premium yet attainable market position.

Unit Mix & Buyer Fit

A diversified product line helps broaden demand and improve sell-through potential.

Investor-
friendly

Hotel Rooms

Ideal for compact hospitality use, short stays, and entry-level investors.

Sales Positioning

Entry price + easy liquidity

Flexible
demand

1 Bedroom

A strong match for singles, couples, holiday-home buyers, and rental investors.

Sales Positioning

Holiday use + rentability

Balanced
utility

2 Bedrooms

Well suited for small families, long-stay residents, and more stable monthly rentals.

Sales Positioning

Family comfort + occupancy

Lifestyle
anchor

3 Bedrooms

A premium option for larger families and end-users who value space and location.

Sales Positioning

Premium living + identity

Lifestyle & Amenity Value

Designed to align with local comfort needs and international buyer expectations.

Rooftop swimming pool

Intercom system

Rooftop lounge

Wi-Fi ready infrastructure

Elegant lobby

Optional housekeeping

Elevator

Rental management services

Security cameras

Green contract value proposition

Smart access

Full finishing

Amenity Strategy

Deliver the look and feel of a premium lifestyle project without losing practical affordability.

Payment Plan & Cash Discount Strategy

Clear financial options improve conversion while the cash incentive creates immediate perceived value.

Installment Option

50%

Down payment

**Up to 18
Months**

Balance period

Best for buyers who want flexibility

- ✓ Spreads the commitment over a short and disciplined timeline.
- ✓ Suitable for end-users planning occupancy after delivery.
- ✓ Maintains access to the project with manageable liquidity.

Cash Buyer Advantage

15% OFF

Strongest value proposition in the offer stack

100% List Price → 85% Cash Price

- ✓ Creates instant buying power and perceived equity from day one.
- ✓ Improves the investor's future resale margin and yield efficiency.
- ✓ Easy to communicate, easy to remember, and highly persuasive in closing.

Investment Opportunity & ROI Logic

This project is commercially attractive because its pricing mechanics support both capital protection and upside.

1. Lower Entry Cost

The 15% cash discount reduces acquisition cost and creates immediate value leverage.

2. Rental Potential

A central Hadaba address and full finishing improve the project's practical rental readiness.

3. Resale Potential

A recognized location and boutique positioning help support future exit appeal.

4. Faster Monetization

Delivery within 1 year shortens the path between purchase and occupancy or income generation.

Key message: the discount is not only a savings tool—it is an ROI accelerator.



Why the 15% Cash Discount Is a Major Selling Weapon

This is the strongest single commercial hook in the presentation and should be repeated clearly in every sales conversation.

A

**15% lower
purchase
price**

Buyers lock in a meaningful reduction immediately.

B

**Better
perceived
equity**

The discount creates instant value before future appreciation.

C

**Higher yield
efficiency**

The same rental income is earned against a lower acquisition cost.

D

**More exit
flexibility**

A lower basis gives room for smarter resale pricing later.

Sales script: “Cash buyers do not just save 15%—they buy future value at a lower entry point.”

SWOT Analysis

A professional sales presentation should acknowledge both advantages and market realities.

Strengths

- ✓ Prime North Hadaba location near the German Consulate
- ✓ 3-street frontage improves visibility and façade appeal
- ✓ Full finishing, rooftop pool, and practical service package
- ✓ 15% cash discount and delivery within 1 year

Weaknesses

- ✓ Boutique plot size limits the scale of large resort-style amenities
- ✓ Short installment period may not suit every budget-sensitive buyer
- ✓ Smaller inventory means less price diversity over time

Opportunities

- ✓ Rising interest in centrally located Hurghada properties
- ✓ Appeal to local users, expats, and investor buyers
- ✓ Potential for short/medium-stay rental positioning
- ✓ Cash discount can trigger faster purchase decisions

Threats

- ✓ Competitive projects in the same district
- ✓ Construction cost inflation and FX sensitivity
- ✓ Market sentiment shifts affecting buyer timing

Who Should Buy Talia El Hadaba?

The project can be positioned differently depending on the buyer profile.

Local Lifestyle Buyer

- ✓ Wants a practical and well-located home in Hurghada.
- ✓ Values full finishing, easy access, and a presentable address.
- ✓ Appreciates the project's livability and rooftop amenity.

International / Expat Buyer

- ✓ Attracted by a recognizable area near the German Consulate.
- ✓ Prefers a polished project with English-friendly presentation.
- ✓ Seeks a holiday or long-stay base with management potential.

Investment Buyer

- ✓ Looks for lower entry cost through the 15% cash discount.
- ✓ Targets resale uplift and rental-readiness after delivery.
- ✓ Benefits from the project's flexible unit mix and location appeal.

Positioning Note

The most effective sales approach is to tailor the narrative:

- Sell lifestyle and convenience to end-users.
- Sell confidence and clarity to foreign buyers.
- Sell the 15% cash discount and faster value creation to investors.

Why Buy Now?

Urgency should be professional, evidence-based, and tied to real buyer benefits.

Prime location near the German Consulate in North Hadaba

Boutique supply with 3-street exposure and strong visibility

Delivery within 1 year shortens the wait to occupancy or monetization

Full finishing supports easier move-in and rental readiness

15% cash discount creates immediate financial advantage

Decision Summary

Talia El Hadaba is not simply another residential offer.

It is a commercially smart product: strong address, clean positioning, fast utility, and a discount structure that is easy to close.

For the right buyer, it is both a lifestyle decision and an investment decision.

Talia El Hadaba

A polished address for living.
A practical opportunity for investment.

- ✓ Prime North Hadaba location near the German Consulate
- ✓ Rooftop pool, full finishing, and mixed unit offerings
- ✓ Delivery within 1 year
- ✓ 15% cash discount for the strongest buying advantage

Prepared in English for local & international clients



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