



## Links Gulf Real Estate A new identity, the same peace of mind

There is an exciting change in the UAE property market. Links Gulf Real Estate, formerly Links Real Estate, a Links Group Company, now stands alone as an independent sector leader.

The new company, one of the UAE's leading property brokers, has implemented positive changes to improve its service here and abroad. After consultation on both government and customer levels, the Board of Directors have appointed new management, modernised the company logo and changed the trading name to Links Gulf Real Estate.

### Leading the industry into the future

One of the biggest developments has been the appointment of their new Managing Director. **Zarah Evans** is a seasoned professional with 17 years experience in international business, her previous role focusing on the growth of a well known Real Estate and Relocation Company. She is a respected member of the Dubai business community, and a member of all recognised commerce groups, including ABIG, IBWG and BBG.

### The highest business standards and practices

According to Zarah, 'It is clear that there are many international investors who like what they see in the UAE. We have a Government committed to sustained growth and with a clear vision of the future. As one of the key real estate companies, we must work to support that vision and to ensure the highest of business standards and practices'.

'We are strengthening the brand image of Links Gulf Real Estate and are maturing our sales and marketing team. We recognise the importance of balancing our on-the-road sales force with an effective back office administration that supports clients from a wide range of jurisdictions'.

### Supported by experienced professionals

Links Gulf Real Estate's commercial and residential sales team has recently been enhanced with the appointment of Chad Arbid as Director of Sales, boasting over 11 year's management experience in Dubai and Australia in both real estate and associated industries.

Zarah says, "Chad complements my experience in sales and marketing and together we guide our team by example".

### Focused on customer satisfaction

Chad comments, "Our teams are excited by the regulations being introduced into the industry and together with exclusive listings and sole agency appointments, we look forward to growing our business whilst maintaining a strong focus on customer service and operating with a professional code of business ethics".

He continues, "Our clients are clearly becoming more sophisticated and knowledgeable. We are able to offer them access to expertise in the freehold market, short and long term leasing, marketing support and total property management packages. With the landmark developments now covering a wider geographic and demographic base we will demonstrate versatility and a commitment to our customer's needs".

Contact us today. For solutions to all your property requirements, call **800-links (800-54657)**.

**Live the life you deserve.**

