



# Company Profile

# Index

The Message From CEO	2
About Us	3
Our Vision and Values	4
Who We Serve	5
Our Services	6
Real Estate Valuation	7
What is Real Estate Valuation?	8
Valuation Standards Framework	9
Valuation Approaches	10
Valuation Standards	11
Purposes of Valuation	12
Professional Credibility	13
Coverage & Contact Information	14

# The Message from CEO



## Eng Ghassan Tayeb, CFA

At OptiVal, we believe that our work does not begin with numbers. It begins with you. We listen before we analyze, and we understand your goals before we assess your assets.

Our philosophy is simple and clear: we are not merely service providers; we are partners in success.

We see ourselves as an extension of your team, and our success is directly tied to yours. As your trusted advisor, we dedicate our expertise to help you achieve your aspirations.

Our core values are unwavering : integrity, accuracy, independence, and responsibility. These principles guide our daily work and empower us to deliver genuine value to our clients, value that goes beyond reports and builds long-term trust.

In conclusion, our promise to you is straightforward: We will always strive to be worthy of your trust, and we will continue working diligently to remain your first choice for precision, reliability, and professionalism.

At OptiVal, your trust is our most valuable asset.

# OptiVal «where experience meets trust»

We did not establish OptiVal to be just another real estate appraisal company; we founded it as a reflection of our deep belief that, when mastered, this profession forms the cornerstone of asset growth and wealth preservation. OptiVal is the product of years of practical and academic experience, honed with an unwavering respect for the appraisal profession and its pivotal role in building a professional real estate market.

Our journey is rooted in a profound understanding of the Saudi market's needs: the need for a trusted partner who combines solid academic expertise, absolute professional integrity, and unwavering reliability. We are here to be that partner.

Our methodology is clear: we operate according to a strict professional standard based on international appraisal standards and under the framework of the Saudi Authority for Accredited Valuers. Yet, we believe that standards alone do not create excellence; they are mastered by passionate minds. That is why we consider our qualified team our most valuable asset, investing in their continuous training and skill development, believing that it is people who build the foundations of success.

This unique combination of adherence to standards, investment in human capital, and genuine passion for the profession is what places us, by God's grace and the trust of our clients, at the forefront of appraisal companies in the Kingdom of Saudi Arabia.

# Our Vision & Values

At OptiVal, we aim to be a trusted professional reference in the real estate and valuation market, a firm that combines the precision of human analysis with the power of technology and data analytics to deliver genuine value to our clients in an ever-evolving market.



Integrity



Accuracy



Independence



Responsibility



Professionalism

# Who We Serve

## Individuals



We serve all individuals by providing real estate appraisal services for a wide range of purposes, including buying, selling, financing, and determining a property's market value.

## Corporates



We serve a wide range of corporate clients.

## Government Sector



We support the government sector in real estate appraisal by assessing the value of government-owned properties and providing accurate and comprehensive information on property features and specifications.

## Banks and Financial Institutions



Our company provides its services to banks, financial institutions, and investment funds in the Kingdom of Saudi Arabia, aiming to facilitate the financing process for both individuals and businesses.

# Our Services

At OptiVal, we offer a comprehensive range of services covering everything our clients may need in the real estate sector. We accompany you at every step—from searching, buying, or selling, to management and consulting. Our goal is to make your real estate experience seamless, providing practical solutions that ensure your comfort and confidence.



## Real Estate Appraisal

Providing accurate and reliable valuations for land, buildings, and both commercial and residential properties.



## Under-Construction & Off-Plan Valuation

Valuation of under-construction and off-plan properties, including cost estimation and progress monitoring for relevant stakeholders. This helps assess the project's feasibility and determine the property's market value before construction is completed.



## Market Consulting & Feasibility Studies

Providing comprehensive market studies and analyses to conduct real estate feasibility studies. This helps reduce risks and increase the chances of project success and sustainability.



## Real Estate Database and Information

Providing information and statistics on properties and the market through a comprehensive database. This platform aims to offer a reliable and complete source of real estate information, facilitating research and verification for buyers and those interested in the property market.

What Is Real Estate Valuation?

8

Valuation Process Stages

9

Valuation Approaches

10

Valuation Standards

11

Purposes of Valuation

12

# Real Estate Valuation

# What is Real Estate Valuation?

Real estate valuation is the foundation of the property market—whether for buying, selling, financing, or investing. Every major real estate decision depends on it.

The need for real estate valuation arises from the unique nature of properties as investment assets. No two properties are exactly alike; they differ in design, age, and quality of construction—all key factors that determine their value. This is why the role of qualified, licensed, and accredited valuation professionals is crucial in ensuring accurate and trustworthy assessments.



# Valuation Process Stages



## 1. Scope of Work

We meet with the client to define the scope of work, including the purpose of the valuation, the basis of value, the parties involved, the valuation date, and any special assumptions. This step ensures clarity on the engagement and the expected deliverables.



## 3. Data Collection & Analysis

We collect and analyze field data and market evidence to understand current and historical trends, comparable transactions, rental indicators, and other key inputs that will be used in the valuation.



## 5. Value Estimation

The valuation methods are reconciled to arrive at the final appropriate property value or market rental value, according to our final assessment.



## 2. Site Inspection & Analysis

We inspect the property to identify its physical features and specifications, verify documents against reality, analyze the location and surrounding land uses, and define the relevant geographic context and influencing factors.



## 4. Valuation Application

Based on the scope of work (valuation purpose, value assumptions, basis of value, property type, and market analysis), the appropriate valuation methods are selected, and all assumptions and inputs are established to perform the financial calculations and arrive at the suitable value according to the chosen methods.



## 6. Report Preparation

We prepare the valuation report in accordance with the defined scope of work, including the data, results, and outcomes obtained through the previous stages of the process.

# Valuation Approaches

## Market Approach

This approach provides an indication of value by comparing the asset being valued with similar assets for which reliable price evidence exists.

The first step is to analyze recent sale transactions of comparable or similar properties. Where direct evidence is limited, asking prices or listing prices may also be reviewed, provided the information is clear and can be objectively analyzed.

Observed prices must be adjusted to reflect differences in transaction terms, timing, location, property condition, legal status, permitted use, and any assumptions made in the valuation. This ensures that the concluded value reflects the asset being valued, not just the comparables.

## Cost Approach

It provides value indications using the economic principle, which assumes that a buyer will not pay more to acquire an asset than the cost of obtaining an asset with the same utility, whether through purchase or construction. This approach is based on the principle that the price a buyer pays in the market for the asset being valued will not exceed the cost of purchasing or creating an equivalent asset, unless factors such as timing, incompatibility, risk, or other considerations apply.

Often, the asset being valued is less attractive than the alternative that can be purchased or constructed due to its age or depreciation. In such cases, adjustments and modifications to the cost of the alternative asset are required according to the basis of value being applied.

## Income Approach

It provides a value indication by converting future cash flows into a single present value. This approach considers the income generated by the asset over its useful life, with value estimated through capitalization—converting income into capital using an appropriate return rate. Income may come from contracts or non-contractual sources, such as expected profits from using or holding the asset.

Methods under the income approach include:

- Income capitalization using a risk factor or overall capitalization for a typical income period.
- Discounted cash flow (DCF), applying a discount rate to future cash flows to find their present value.
- Option-based pricing models, using various scenarios and options in valuation.

# Valuation Standards Framework



# Purposes of Valuation

## Accounting purposes

Estimating the fair value of the property for financial reporting and recording it in the company's accounting records.

## Buy and sell

Determining the market value of the property by analyzing comparable transactions and the characteristics of similar alternative properties available in the market.

## Insurance

Estimating the replacement cost and reconstruction cost of the property in case of damage or total loss for insurance purposes.

## Mortgage

Providing an objective value for a property used as collateral, to support financing decisions and help the lender manage risk.

## Rental value estimation

Estimating the rental value of a property through in-depth analysis of key factors such as location, supply and demand, lease terms, and local regulations.

## Legal purposes

Supporting legal requirements such as expropriation cases, taxation, inheritance distribution, disputes, and other government or court procedures



# Professional Credibility

Our services are delivered by a specialized and fully qualified valuation team. All our valuers are members of the Saudi Authority for Accredited Valuers (Taqeem).

# Coverage & Contact Information

📍 Kingdom of Saudi Arabia - Jeddah, Prince  
Mohammed Bin Abdulaziz Road JDBE 3996

☎ +966535828235 / +966552707393

✉ info@optimumval.com



We serve clients within the Kingdom of Saudi Arabia and abroad.

