



Alpha1Estates signs MoU with Cotton & Company

20 July 2012 – Global real estate advisory firm Alpha1Estates International said on 20 July, and in the holy month of Ramadan, that it has signed a Memorandum of Understanding (MoU) with leading US real estate advisory firm Cotton & Company to share expertise and experience in their respective markets.

Alpha1Estates was the first company to market Saudi Arabian real estate globally, launching the US \$2 billion Abraj al-Bait project in Makkah – the largest building in the world. Cotton and Company has over four decades’ unparalleled experience in integrated sales and marketing services in 1,600 diverse real estate developments. Its clients have included some of the most prestigious names in the global real estate industry including Blackstone, Taylor Woodrow, Four Seasons and Westin.

“Alpha1Estates International and Cotton & Company have signed the MoU with the purpose of entering new and exciting markets as well as sharing their world-class experience and expertise to best serve their distinguished clients,” said Mr Malik Al-Alawi, Chairman of Alpha1Estates International.

The MoU was signed between Mr al-Alawi and Mr Stephann Cotton, Founder and President of Cotton & Company and Laurie Andrews, Chief Operating Officer.

The collaboration will allow the two companies to jointly share their vast expertise with clients in the rapidly maturing real estate markets of the Middle East, North Africa and South Asia region (MENASA) as well as allow for greater real estate investments between the MENASA region, represented by Alpha1Estates, and the Americas, where Cotton & Company predominates.

“With today’s technology, a global market has opened for real estate throughout the world,” says Stephann Cotton. “Digital marketing strategies provide innovative solutions for reaching the international sector, and we are on the forefront of utilizing these new mediums to sell residential real estate.”

Alpha1Estates was recently recognised for its achievements in the real estate sector in the Middle East, with global television channel Al-Jazeera referring to it as a “globally-recognised brand”. In January this year, the company stated that new real estate, regulatory, immigration, business and finance legislation was required for the real estate sector in Saudi Arabia to reach its full potential. The Government of Saudi Arabia on July 2 announced it had approved a mortgage law in the Kingdom, one of the five key recommendations made by Alpha1Estates.

Cotton & Company was recently engaged by JW Construction, the largest development company in Poland, to strengthen the company's marketing and sales strategies. The US firm has also been engaged by Spain's Isolux Corsán, the world's largest infrastructure company in the areas of concessions, energy, construction and industrial services, to launch a new residential resort marina project in La Paz, Mexico in Baja California Sur. It is also nearing sellout of Canyon Ranch Living Miami Beach, managing the marketing for Lehman Holdings.

ABOUT ALPHA1ESTATES INTERNATIONAL

Alpha1Estates International is a global real estate advisory firm headquartered in the United Kingdom. It primarily focuses on the emerging real estate markets of the Middle East, North Africa and South Asia (MENASA) and in particular, Saudi Arabia. The company has advised on some of the Middle East's most prestigious real estate projects, working with the largest developers. For more information, please visit www.alpha1estates.com

ABOUT COTTON & COMPANY

Cotton & Company is a US-based company which provides marketing, advertising, internet and sales expertise to the real estate development industry. The company has advised on integrated sales and marketing services for over 1,600 real estate developments. The company is led by Mr. Stephann Cotton, Founder and President. For more information, please visit www.thecottonsolution.com

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