



FOR IMMEDIATE RELEASE

Sotheby's International Realty Opens Its First Office in Cairo, Egypt

CAIRO, EGYPT (June 7., 2022) - [Sotheby's International Realty](#) today announced the opening of the inaugural [Egypt Sotheby's International Realty](#) or *Egypt SIR*, signifying the brand's second office in Northern Africa. The addition brings the brand's total number of affiliated offices in the EMEA region to nearly 200.

This is a big year for the Egyptian luxury market, and with the opening of the Grand Egyptian Museum GEM slated for the end of 2022 - the soon-to-be largest archaeological museum in the world and housing the world's richest trove of Ancient Egyptian artifacts - all eyes are on Egypt in the year to come.

Egypt SIR is co-founded and operated by Marwan Gebriel who brings 15 years of real estate experience to the company. The company is headquartered in the city of Cairo and will service the entire country. The Egypt SIR showroom is located at Arkan Plaza 2 next to Crown Plaza Hotel, in the Sheikh Zayed district; this is a premium development area and one of Egypt's top complexes for luxury brands and global franchises alike.

[Egypt SIR](#) quickly establishes its position in the luxury market as a leader and only point of contact for Clients looking to sell their unique homes, dealing with a specialized team of sales associates, trained and well versed in the world of luxury real estate and delivering excellence.

“Luxury real estate has been on the rise over the past few years in Egypt, with hidden gems being uncovered across the country’s expansive and varied terrains,” said Philip White, president and CEO of Sotheby’s International Realty. “Major investments have also been made by the government to rebuild Cairo’s infrastructure and the country is primed for growth in the luxury real estate sector. I am proud of our continued growth in the region and I look forward to supporting Marwan and the entire Egypt Sotheby’s International Realty team.”

The office currently has several prime listings with plans for continued growth. Egyptian properties offer proximity to some of the world’s oldest monuments, including the last remaining of the seven wonders of the Ancient World, The Pyramids of Giza. Egypt is one of the world’s oldest civilizations, as well as one of the region’s most diverse locations, offering coastal, city and inland properties in optimal locations.

“Over the past decade, we’ve seen the rise and demand for branded serviced residences, signature projects, and boutique complexes in Egypt,” said Marwan Gebril, Co-founder of Egypt SIR. “It is clear that Egypt is changing, and will soon play a much bigger role in the region as a key luxury real estate destination and investment hub. Our firm is primed for such industry growth as the only luxury real estate firm in the country, and our affiliation with Sotheby’s International Realty enables us to capitalize on this growing demand on a global level.”

The Sotheby’s International Realty® network currently has more than 25,000 affiliated independent sales associates located in more than 1,000 offices in 79 countries and territories worldwide. Egypt Sotheby’s International Realty listings are marketed on the sothebysrealty.com global website. In addition to the referral opportunities and widened exposure generated from this source, the firm’s Brokers and Clients will benefit from an association with Sotheby’s auction house and worldwide Sotheby’s International Realty marketing programs. Each office is independently owned and operated.

Sotheby’s International Realty

Sotheby’s International Realty was founded in 1976 as a real estate service for discerning clients of Sotheby’s auction house. Today, the company’s global footprint spans more than 1,000 offices located in 79 countries and territories worldwide, including 47 company-owned brokerage offices in key metropolitan and resort markets. In February 2004, Realogy entered a long-term strategic alliance with Sotheby’s, the operator of the auction house. The agreement provided for the licensing of Sotheby’s International Realty name and the development of a franchise system. The franchise system consists of an affiliate network, where each office is independently owned and operated. Sotheby’s International Realty supports its affiliates and agents with a host of operational, marketing, recruiting, educational and business development resources. Affiliates and agents also benefit from an association with the venerable Sotheby’s auction house, established in 1744. For more information, visit www.sothebysrealty.com.

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