



RSD

REAL ESTATE DEVELOPMENTS

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Islam Swelam

CEO / Founder

Islam Swelam is the Founder and CEO of Add Development. He's a graduate of the Faculty of Commerce, Department of Business Administration, with a Master of Business Administration (MBA) degree, reflecting his high academic background. He is also an advisory member of the Arab Academy, where he contributes his expertise in developing educational and management strategies. His strategic vision and leadership skills have contributed to Add Development's remarkable growth and sustained success in the real estate development industry.



Who Are We ?

Add Developments is a leading real estate development company specializing in construction and building. It established in 2021 in Alexandria, Egypt. We provide integrated solutions that begin with selecting prime strategic locations, developing meticulously designed architectural and interior plans and delivering high quality real estate units at competitive prices tailored to the target market.

Since our inception, We have taken pride in our role in enhancing urban development and improving quality of life by offering housing and investment opportunities that meet our clients aspirations. Our commitment to innovation and quality has positioned us as a trusted name in the real estate industry.





Our Vision

We work towards being a leader in real estate development by creating sustainable, modern and high quality communities that redefine urban living and inspire trust and satisfaction among our clients.

Our Mission

We intend to deliver innovative and integrated real estate solutions that contribute to the development of advanced urban communities, while exceeding client expectations through high quality residential and commercial offerings. We strive to enhance our customers lives and investments with superior designs, excellent construction standards and unmatched value.





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REAL ESTATE DEVELOPMENTS



EXPLORE



INVESTMENT



LUXURY



Core Value

SOLUTIONS

We take care of every detail, from choosing the perfect location to delivering a space you will love, ensuring a smooth and worry free journey.

LOCATIONS

We build where life thrives close to everything you need, with the potential to grow in value over time.

DESIGNS

Every design reflects a balance between beauty and practicality, tailored to enhance how you live and work



Core Value

QUALITY

We don't cut corners. Every project is built to last, with attention to every finish, detail, and standard

CLIENTSHIP

Your satisfaction is our priority. We provide flexible payment plans, ongoing support and advice that fits your goals.

SUCCESS

With a growing portfolio of successful projects, we've built a reputation for trust and reliability.

SUSTAINABILITY

We believe in creating spaces that not only serve you today but also contribute positively to the future

Our Services

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Property Development

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Community Management

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Financing Solutions

Our Services



Property Development

At ADD Development, we specialize in designing and building residential, commercial, and mixed use properties tailored to meet contemporary demands. Our property development service isn't limited to constructing buildings, it is about creating environments that enhance lifestyles, support businesses, and foster community growth.

Our team of architects, engineers, and designers work collaboratively to ensure every property reflects innovation and excellence. From the initial concept to project completion, We incorporate cutting edge technologies, sustainable practices, and modern amenities to deliver spaces that balance functionality with aesthetic appeal.



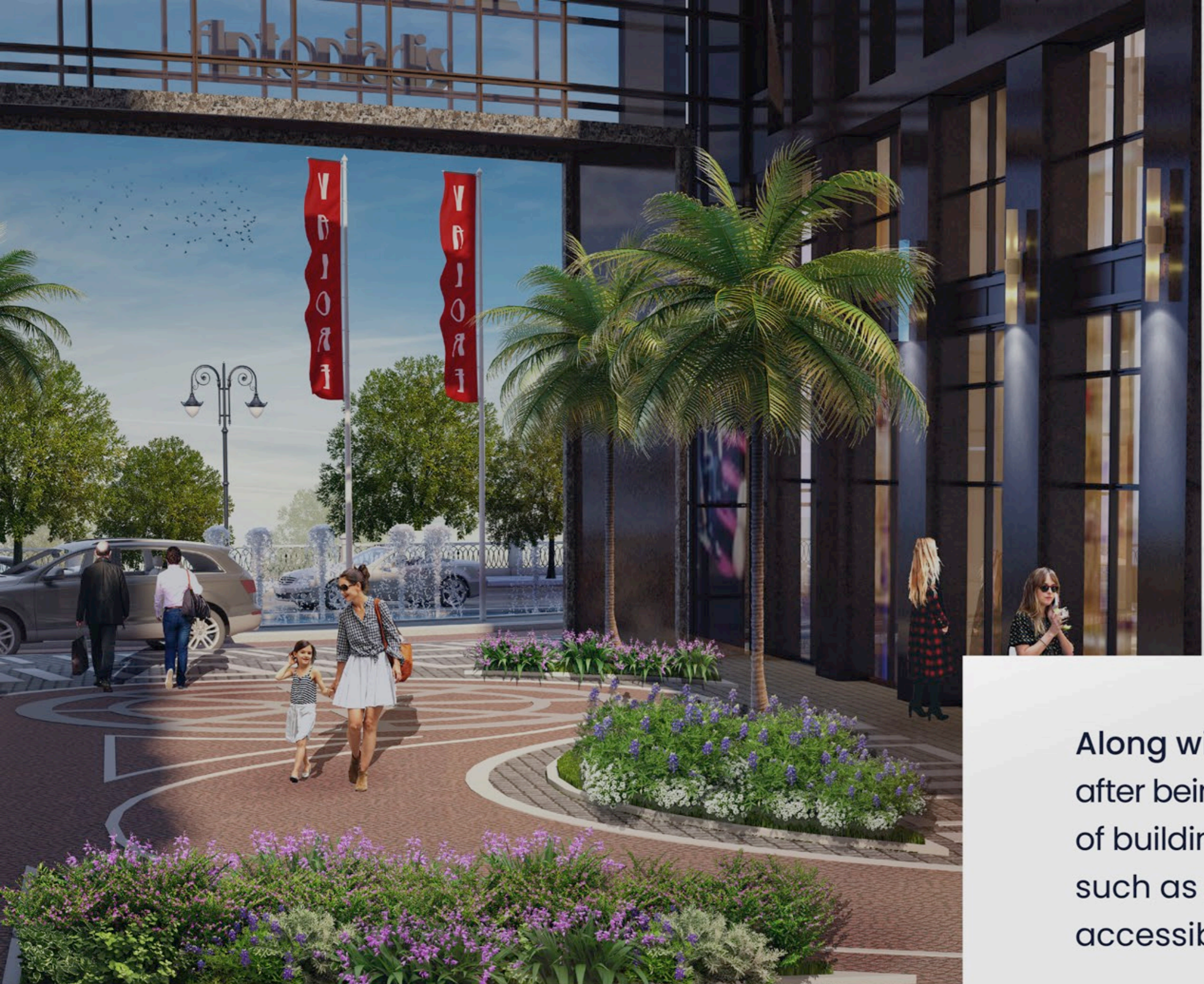


Land Acquisition

Strategic land acquisition forms the foundation of our success. we understand that selecting the right location is critical to the value and viability of any development project. That's why we dedicate significant resources to identifying and securing prime locations that promise growth, accessibility, and long-term potential.

Our team conducts in depth market research, evaluating factors such as demographic trends, infrastructure development, and economic growth in potential areas. Following this approach, we maximize land use efficiency and designing layouts that enhance the property's value, we deliver developments that benefit both stakeholders and the broader community.





Community Management

Along with developing properties; we ensure they remain vibrant and functional after being constructed. Our community management service includes maintenance of buildings and facilities, overseeing security measures, managing shared facilities, such as gyms, pools, parks, and event spaces, ensuring they are clean, safe, and accessible to everyone.

We've strived over the years to provide integrated community management designed to handle the day-to-day operations of residential, commercial, and mixed-use developments.

In addition to these operational aspects, we focus on fostering a sense of community. Through regular communication with residents and organizing events, we create spaces where people feel connected and engaged.



Financing Solutions

We believe that property ownership should be within reach for everyone. At ADD developments, we simplify the financial process by offering tailored solutions that accommodate diverse client needs.

Our flexible payment plans are designed to ease the financial burden, allowing buyers to invest in their dream property without undue stress.

Furthermore, Our financial advisors work closely with clients to explain their options, guide them through the application process, and ensure they find the best solution for their budget and goals.

Sales and Marketing



We recognize the importance of strategic sales and marketing to showcase our developments and connect with the right audience. As a result, Our approach blends creativity, and data-driven insights, to deliver impactful campaigns that resonate with buyers and investors.

We create comprehensive marketing plans tailored to each project, using a mix of digital platforms, traditional advertising, and experiential marketing to highlight the unique features and benefits of our properties.

Our sales team is equally committed to delivering exceptional service. They work closely with clients, understanding their needs and providing personalized recommendations.

Why Choose Us

EXTENSIVE EXPERTISE



Vast experience in residential, commercial and administrative project development.

INNOVATIVE DESIGNS



Modern architectural designs tailored to diverse client needs.

COMPETITIVE PRICING



Flexible payment plans and competitive rates for all client segments.

SUPERIOR QUALITY



Meticulous attention to construction details and premium finishing.

CUSTOMER CENTRIC APPROACH



Comprehensive after sales services and reliable support to ensure client satisfaction

INVESTMENT CONSULTANCY



Well studied real estate investment advice to ensure optimal returns



VILORIE
residences

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OUR
PROJECTS



VALORE ANTONIADES

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VALORE ANTONIADES

VALORE ANTONIADES is a visionary urban development located in the heart of Alexandria, blending the energy of city life with the serenity of nature. Situated in the city's core, it offers unmatched access to public services, major roads, and the historic Antoniadès Gardens, where art and history meet. Positioned along the New AL-Mahmoudia Axis, Alexandria's largest road development project, VALORE ANTONIADES bridges the past and future.

Spanning 26,000 acres, this project redefines modern living, offering residents a lifestyle of sophistication, convenience, and security.

PROJECT FEATURES

- Premium building materials.
- Hotel-style entrances.
- High-quality imported lifts.
- 24/7 security and guarding.
- Full surveillance coverage.
- Round-the-clock maintenance.
- Expansive green spaces.
- Social club and childcare.
- First aid and commercial zone.
- Two-story garage.

VALORE ANTONIADES is more than a residential project; it's a legacy of excellence, thoughtfully crafted to inspire a future rooted in heritage and innovation.



VALORE MAAMORA

VALORE

VALORE MAAMORA

VALORE MAAMORA is a prestigious residential compound nestled in the heart of Maamora, offering residents the perfect balance of convenience and tranquility. Its strategic location ensures easy access to all essential public services and major road networks, while providing the privacy and security of a gated community. **VALORE MAAMORA** draws inspiration from history to craft a future filled with innovation and unparalleled living experiences, setting a new standard for modern living.

PROJECT FEATURES

- Unique architectural facades.
- Premium building materials.
- Hotel-style entrances.
- High-quality imported lifts.
- 24/7 security and guarding.
- Full surveillance coverage.
- Round-the-clock maintenance.
- Childcare area.
- Two-story garage.

VALORE MAAMORA is more than just a residential compound; it's a visionary project that blends heritage with modernity, offering residents an exceptional living experience unlike any other.



VALORE SMOUHA

VALORE SMOUHA

VALORE SMOUHA is strategically situated in the vibrant heart of Smouha, a location that offers unparalleled convenience with everything you need right at your fingertips. This prime positioning allows you to enjoy the tranquility of a well-designed residential compound while maintaining easy access to essential public services, major road networks, and urban amenities. Spanning an impressive 18,000 acres, VALORE SMOUHA is thoughtfully crafted to provide a harmonious blend of comfort, security, and modern living.

PROJECT FEATURES

- Hotel-style entrances.
- Premium building materials.
- High-quality imported lifts.
- 24/7 security and guarding.
- Full surveillance coverage.
- Round-the-clock maintenance.
- Intercom system.
- Green spaces and childcare.
- Two-story garage.

VALORE SMOUHA is more than just a residential development; it's a thoughtfully designed community that prioritizes your comfort, convenience, and quality of life.



VALORE
SAN STEFANO

VALORE SAN STEFANO

VALORE SAN STEFANO offers the luxury you deserve in your dream home, combining elegance with functionality to create an unparalleled living experience. This architectural masterpiece is situated in a prime location directly opposite the iconic San Stefano Hotel, placing you just steps away from all your daily needs and desires. Spanning an area of 1,420 square meters, **VALORE SAN STEFANO** is designed to elevate your lifestyle with its exceptional features and thoughtful amenities.

PROJECT FEATURES

- Unique architectural facades.
- Premium building materials.
- Hotel-style entrances.
- High-quality imported lifts.
- 24/7 security and guarding.
- Full surveillance coverage.
- Round-the-clock maintenance.
- Childcare area.
- Two-story garage.

VALORE SAN STEFANO is more than just a residence; it's a statement of refined living, crafted to meet the expectations of those who seek the very best.



SAWARY CITY

SAWARY CITY

SAWARY CITY is Alexandria's most luxurious residential complex, offering an unmatched living experience in a prime location along the Cairo-Alexandria Desert Road near Carrefour. This 550-acre masterpiece combines modern design with 80% lush green spaces and 20% construction. Residents enjoy serene lakes, waterfalls, swimming pools, a clubhouse, a top-tier international school, premium brands, a hospital, cosmetic and dental clinics, and exclusive luxury villas and palaces.

PROJECT FEATURES

- Luxury architectural facades.
- Premium building materials.
- Hotel-style entrances.
- High-quality imported lifts.
- 24/7 security and guarding.
- Full surveillance coverage.
- Round-the-clock maintenance.
- Childcare area.
- Two-story garage.

SAWARY CITY is more than just a residential complex; it's a lifestyle destination that redefines luxury, comfort, and convenience, offering an exceptional living experience in one of Alexandria's most sought-after locations.



MURUJ CITY

MURUJ CITY

MURUJ CITY is a rare, fully planned urban development spanning 182 acres, blending 65% green spaces with 35% construction to create a serene, nature-rich environment. Easily accessible from all major axes, it's a self-contained community offering hotels, sports and social clubs, administrative towers, cultural centers, a specialized hospital, schools for all levels, and vibrant commercial areas. **The Muruj Smouha** neighborhood, the city's crown jewel, features high-end residential units designed for discerning homeowners, setting a new standard for luxury living.

PROJECT FEATURES

- Unique architectural facades.
- Premium building materials.
- Hotel-style entrances.
- High-quality imported lifts.
- 24/7 security and guarding.
- Full surveillance coverage.
- Advanced maintenance systems.
- Intercom and childcare.
- Private gates and generator.

MURUJ CITY is more than just a place to live; it's a thoughtfully designed community that blends luxury, convenience, and sustainability, creating an ideal environment for modern living.



PORTO
GOLF

PORTO GOLF

GOLF PORTO MARINA, launched in 2006, stands as one of the largest and most dynamic family destinations on the North Coast, strategically positioned opposite the thriving New Alamein City. What sets Golf Porto Marina apart is its crown jewel the first and largest golf course on the North Coast, offering residents and visitors an unparalleled experience. The project is a haven of endless landscapes and lush greenery, creating a serene environment where every morning begins with breathtaking views and a connection to nature.

PROJECT FEATURES

- 1.8M SQM development.
- Aqua Porto attraction.
- Multiple swimming pools.
- 1 KM promenade.
- Cafés and restaurants.
- Sports facilities.
- Live entertainment.
- Hotel-serviced apartments.

GOLF PORTO MARINA is more than just a destination; it's a lifestyle that blends natural beauty, modern amenities, and world class facilities, making it the ultimate retreat for families and individuals alike.



NYOUM
OCTOBER

NYOUM OCTOBER

NYOUM OCTOBER is a groundbreaking residential project strategically located in the heart of 6th of October City, offering residents the perfect blend of modern living and convenience. Its prime location ensures seamless access to major highways, key public services, and essential amenities, all while providing the privacy and exclusivity of a gated community. **NYOUM OCTOBER** is designed to inspire a new way of life, combining innovative architecture with a commitment to sustainability and luxury, setting a new benchmark for contemporary living.

PROJECT FEATURES

- Unique architectural facades.
- Premium building materials.
- 24/7 security and guarding.
- Hospital & Medical Center
- Full surveillance coverage.
- High-quality imported lifts.
- Kids Playgrounds
- Advanced maintenance systems.
- Hotel-style entrances.

NYOUM OCTOBER is a visionary community blending innovation, comfort, and sustainability for a balanced, modern lifestyle.

Our Group Companies



Furniture & Interior



Contact Us

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