



PRODEMCO

COMPANY PROFILE

WHERE PROPERTIES THRIVE.
YOUR PROPERTY, OUR PRIORITY.

www.prodemco.co

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ABOUT PRODEMCO

MISSION

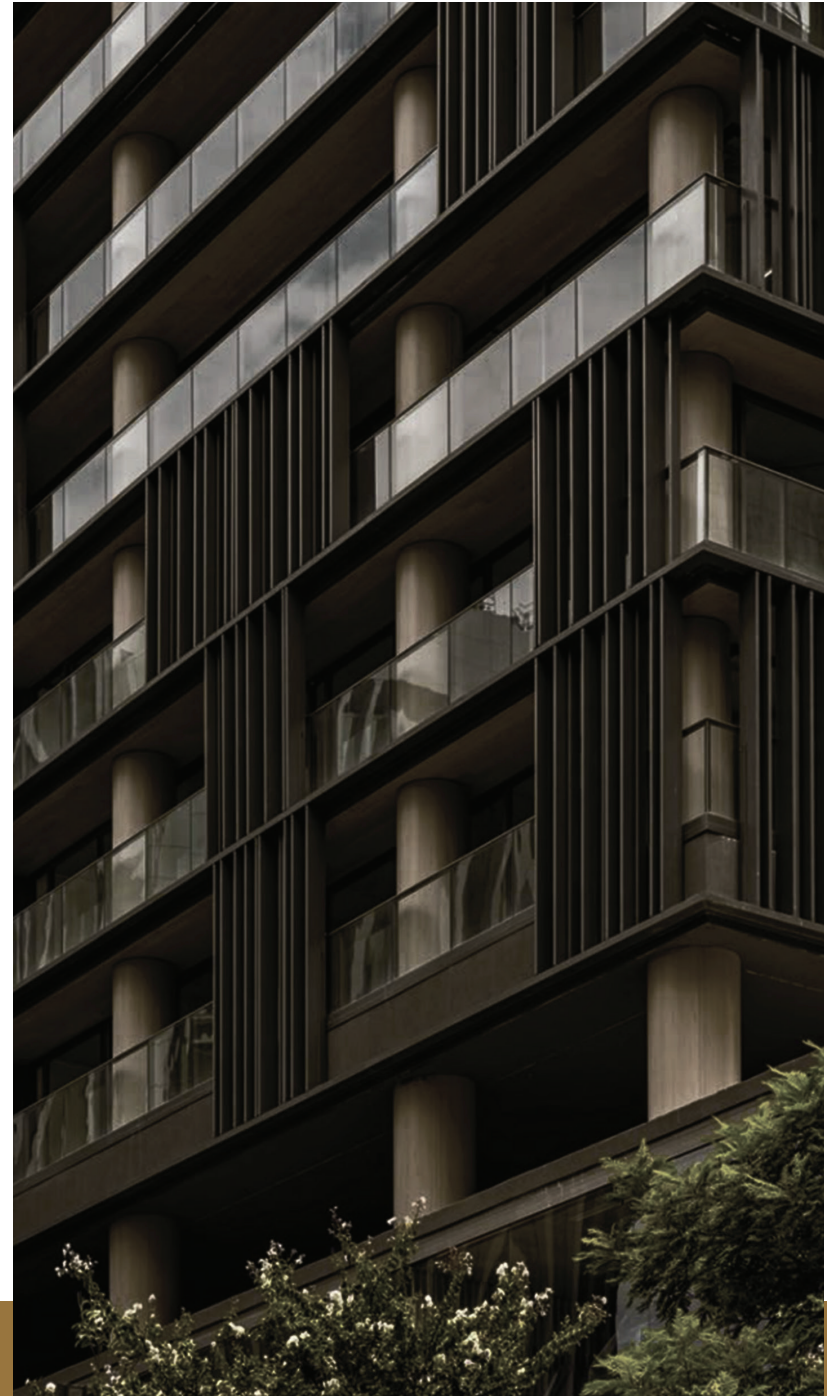
PRODEMCO delivers best-in-class building facility management and maintenance services to ensure customer comfort and satisfaction. We offer all types of support to our clients through one channel.

We properly manage and maintain the property in order to keep it in a **good state**, increase its value and maximize savings for all of our clients.

Our teams focus on problem prevention rather than problem solving, taking into consideration customer goals and needs.

VISION

To be the **trusted partner** across all sectors: residential, commercial and mixed-use. Empowering clients to focus on their core business by cutting costs, boosting efficiency and guaranteeing comfort.





VALUES

Client Empowerment: Providing value-added services so clients can focus on their core business.

Excellence through People: Dedication to continuous development and training of a multidisciplinary team.

Proactivity: Emphasizing prevention (rather than cure) in all maintenance and management activities.

Transparency & Accountability: In procurement (minimum two quotations for every purchase) and in financial reporting.

HISTORY/TIMELINE

2014 – Foundation

PRODEMCO (Professional Development & Management Company) was founded by Christelle Nasrallah with a mission to deliver exceptional facility management solutions that prioritize efficiency, safety, and long-term value.

Structure (3 branches) : Le Lobby, Property Management, Facility Management)

STORY BEHIND THE NAME "PRODEMCO"

PRODEMCO stands for Professional Development & Management Company. The name reflects a commitment to professional excellence and continuous improvement in facility services.

- PRO for professionalism
- DEM for development and efficiency in operational management
- CO for company a collaborative engine of talent and service



CHRISTELLE NASRALLAH

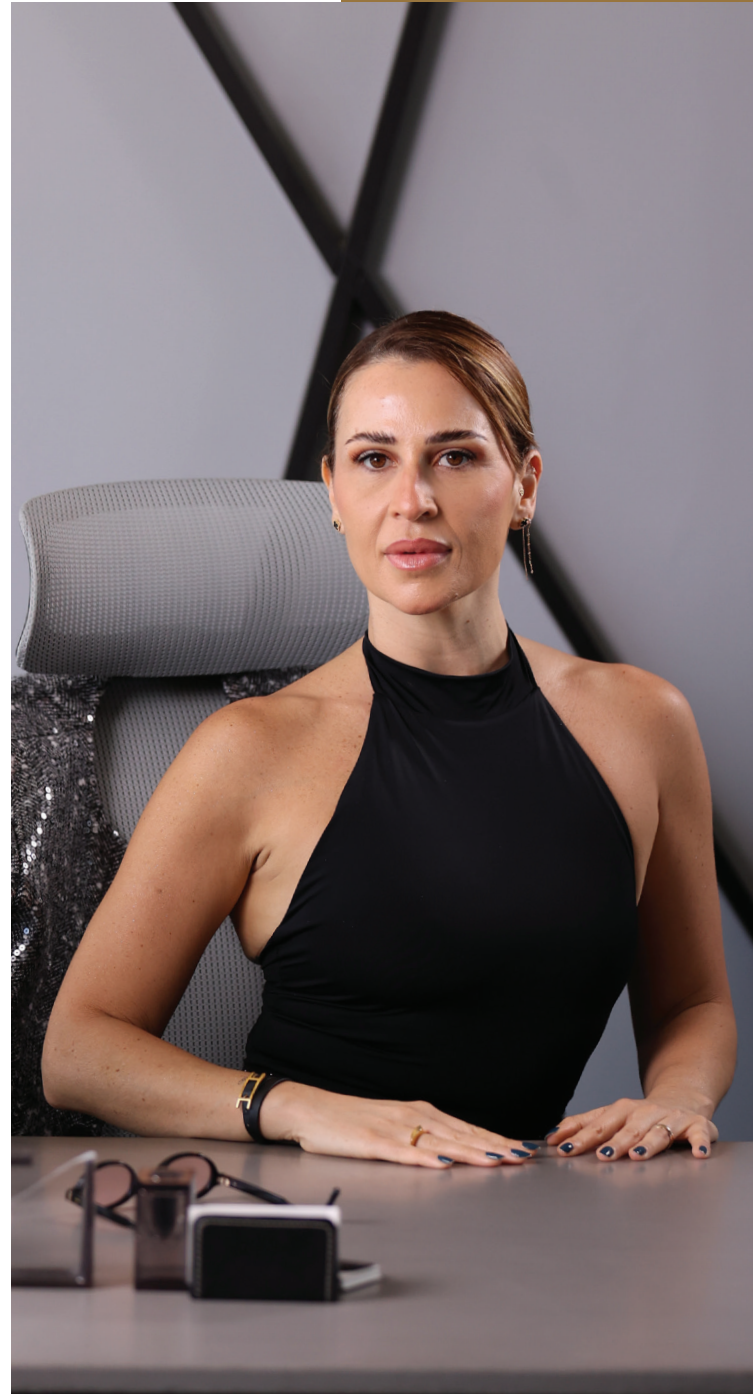
CEO/Founder

Message from the CEO

"When I founded PRODEMCO in 2014, my vision was clear: to bring structure, accountability, and top-tier professionalism to facility management.

Today, we stand as a trusted partner to a diverse range of clients, from property owners to institutions, by delivering value-driven services that enhance comfort, safety, and sustainability.

Our greatest strength lies in our people: dedicated professionals who care deeply about the environments we manage."



ORGANIZATIONE



Christelle Nasrallah

Founder & CEO – PRODEMCO Property Management

Christelle is the visionary behind PRODEMCO, bringing over a decade of experience in real estate and property management. With a legal background, she combines regulatory insight with strategic leadership to guide the company's growth and client-first philosophy.

Her deep understanding of lease management, property law, and owner-tenant dynamics has positioned PRODEMCO as a trusted name in the market.



Joe Sabbagha

Chief Operating Officer (COO) – PRODEMCO Group

Joe drives operational excellence across PRODEMCO's divisions. With a business background complemented by engineering experience, he bridges strategy with execution.

Joe is known for optimizing systems, leading cross-functional teams, and delivering solutions that enhance efficiency, quality, and client satisfaction across facility management services.



Antoine AbdulKarim

CEO – PRODEMCO Maintenance Division

Antoine leads the maintenance arm of PRODEMCO with a focus on technical reliability and innovation. Holding an economics background and extensive experience in MEP (Mechanical, Electrical & Plumbing) systems, he ensures that all maintenance services are cost-effective, compliant, and technically sound.

Antoine's leadership ensures consistent, high-standard service delivery across all managed properties certificates or licenses.

SERVICES OVERVIEW

Prodemco is a multidisciplinary firm offering expert property management, facility management, and real estate services tailored to high-end residential, commercial, and mixed-use developments.



PRODEMCO
PROPERTY MANAGEMENT

Property Management



PRODEMCO
FACILITY MANAGEMENT

Facility Management



Le Lobby (Real Estate)



PROPERTY MANAGEMENT – PRODEMCO

OVERVIEW

Prodemco's Property Management division delivers comprehensive, professional oversight of your real estate assets that cover residential, commercial, and mixed-use.

Our goal is to maximize property value and ensure tenant satisfaction by managing all administrative, financial, and legal responsibilities with precision and care.

We combine advanced technology, expert staff, and proven processes to create seamless property operations that anticipate needs, minimize risks, and enhance community living.

SERVICES OFFERED

- Financial & Administrative Management
- Budgeting, service charge collection, invoice processing, expense tracking, financial reporting, and audits.
- Legal & HR Services
- Staff recruitment, payroll management, insurance handling, legal compliance, and permits.
- Tenant & Owner Relations
- Lease management, conflict resolution, communications, and customer service.
- Procurement & Inventory Management
- Competitive sourcing, bid evaluations, vendor relations, stock tracking.
- Insurance & Risk Management
- Money insurance, claims handling, loss prevention.
- Field Services & Maintenance Coordination
- Real-time GPS tracking of field teams, maintenance scheduling, quality control.

TOOLS & TECHNOLOGY

PIMS2 (Profiles Integrated Management System)

Our proprietary software for accounting, budgeting, and financial transparency.

REMS (Real Estate Management System)

Dedicated platform for facility management operations, work orders, and asset tracking.

Procurement & Inventory Systems

Efficient tools for purchasing, vendor management, and stock control.

Mobile Application

Enables real-time communication, service requests, and updates for tenants and staff.

Reporting & Analytics

Automated generation of comprehensive financial, operational, and compliance reports to inform

decision-making.

GPS Tracking

Real-time monitoring of field teams to enhance accountability and responsiveness.

PROCESS FLOW & PROJECTS

Property Onboarding: Initial site assessment, data integration, and setup in management systems.

Financial Setup: Budget preparation and service charge structuring.

Operational Management: Daily coordination of maintenance, procurement, tenant services.

Reporting: Regular generation and review of financial, operational, and compliance reports.

Continuous Improvement: Feedback loops with clients and tenants for service enhancement.

FACILITY MANAGEMENT - PRODEMCO

OVERVIEW

Facility Management at Prodemco ensures that every building system and service runs safely, efficiently, and cost-effectively. From mechanical and electrical critical infrastructure to day-to-day support services, we integrate processes, people, and technology to maximize asset life-cycle value and occupant satisfaction.



SERVICES OFFERED

I. HARD SERVICES

HVAC Systems (installation, preventive servicing, calibration)

Electrical Systems (low-voltage distribution, lighting, switchgear)

Plumbing & Drainage (pipework, backflow prevention, leak detection)

Civil Works (minor structural repairs, floor and wall finishes)

Pumps & Generators (routine checks, oil analysis, load-bank testing)

II. SOFT SERVICES

Cleaning & Housekeeping (daily janitorial, deep cleans)

Waste Management (segregation, disposal, recycling programs)

Pest Control (integrated pest management)

Landscaping & Gardening (irrigation, pruning, seasonal planting)

Pool & Health-Club Management (water-quality monitoring, lifeguard coordination)

III. SPECIALIZED SERVICES

Fire-Alarm & Suppression Systems (testing, certification)

Vertical Transport (lift/escalator maintenance and safety inspections)

Access Control & CCTV (biometric readers, video surveillance)

Building Management Systems (BMS) (automation, trend-logging, alarm management)

Façade & Water-Tank Cleaning (high-rise rope access, confined-space protocols)

Valet & Concierge Services

PREVENTIVE VS. REACTIVE MAINTENANCE

PREVENTIVE MAINTENANCE

Scheduled inspections and servicing based on time or usage intervals

(e.g., quarterly HVAC filter changes, annual generator load-bank tests).

Proactive replacement of wear-items (e.g., belts, bearings, seals) to reduce unplanned downtime and extend equipment life.

Data-driven planning via our REMS/BMS dashboards to forecast part failures and optimize budgets.



REACTIVE MAINTENANCE

“Fix-on-failure” approach triggered by equipment breakdown or occupant requests (ticketing via mobile app).

Critical for unplanned emergencies (e.g., sudden power loss, water leaks) but can incur higher costs and safety risks.

At Prodemco, we contain reactive work through rapid field-team dispatch (GPS-tracked) and root-cause analysis to prevent repeats.

SKILLED TEAM

FACILITY ENGINEERS

Mechanical, Electrical, and Civil Engineers who design maintenance regimes, oversee capital projects, and validate compliance with international standards (e.g., NFPA, ASHRAE).

CERTIFIED TECHNICIANS

HVAC/R, Electrical, Plumbing, and BMS specialists trained in the latest diagnostic tools, safety protocols, and vendor-specific systems.

MAINTENANCE SUPERVISORS

Coordinate daily schedules, quality audits, and field-team performance using real-time GPS tracking and our mobile maintenance app.

SUPPORT STAFF

Procurement officers, inventory clerks, and administrative coordinators who ensure spare parts availability, manage work-order documentation (REMS), and facilitate client reporting.



LE LOBBY – REAL ESTATE SERVICES

OVERVIEW

Le Lobby is Prodemco's dedicated real estate arm, specializing in luxury residential and premium commercial properties across Beirut and beyond. With an emphasis on market insight, bespoke service and seamless transactions, we connect discerning clients with spaces that reflect their lifestyle and investment goals.

SALES, RENTALS & ADVISORY

SALES

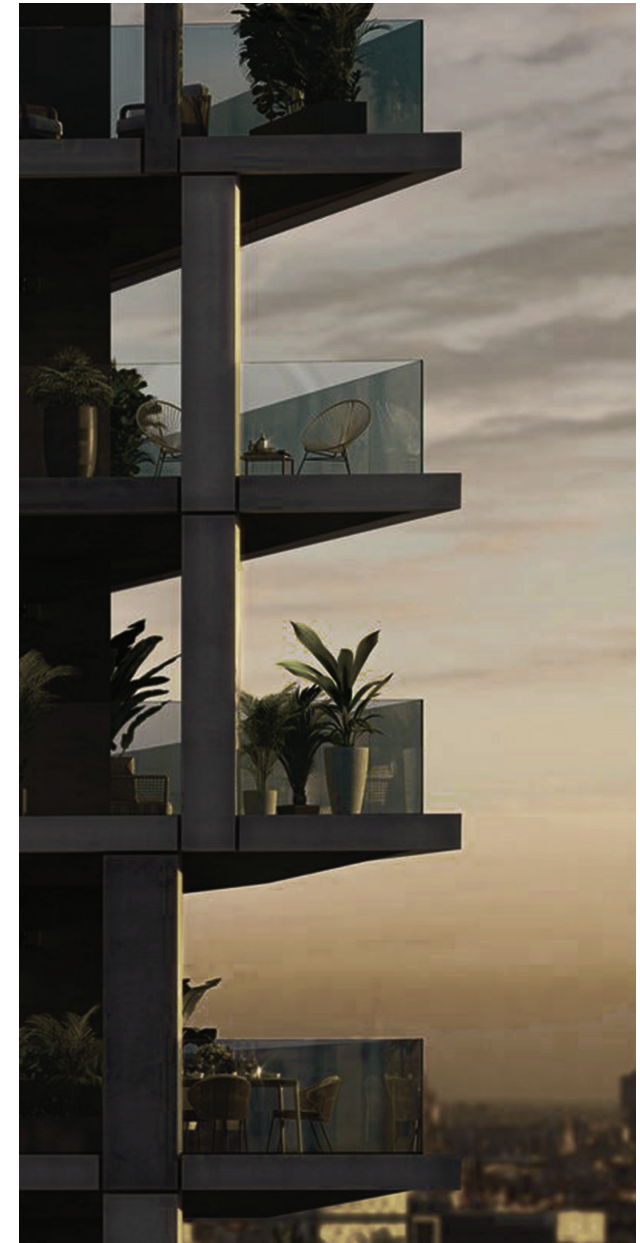
- Exclusive listings of high-end apartments, villas and penthouses
- Discreet off-market opportunities for ultra-luxury clientele
- End-to-end support: valuation, negotiation, contract management

RENTALS

- Short-term turnkey rentals (furnished/unfurnished)
- Corporate leasing and expatriate relocation packages
- Tenant screening, lease administration, move-in/move-out coordination

ADVISORY

- Market studies & feasibility analyses
- Portfolio optimization for residential and commercial holdings
- Land-use consultancy and development strategy



CLIENT PROFILES

BUYERS

- Owner-occupiers seeking lifestyle properties or second homes
- Families upsizing/downsizing with school, amenity and neighborhood preferences

TENANTS

- Young professionals and executives requiring flexible, serviced residences
- International corporates relocating teams on mid- to long-term assignments

INVESTORS

- Local and regional high-net-worth individuals targeting capital appreciation
- Institutional funds and developers looking for co-investment or JV partnerships



SOME OF
OUR PROJECTS

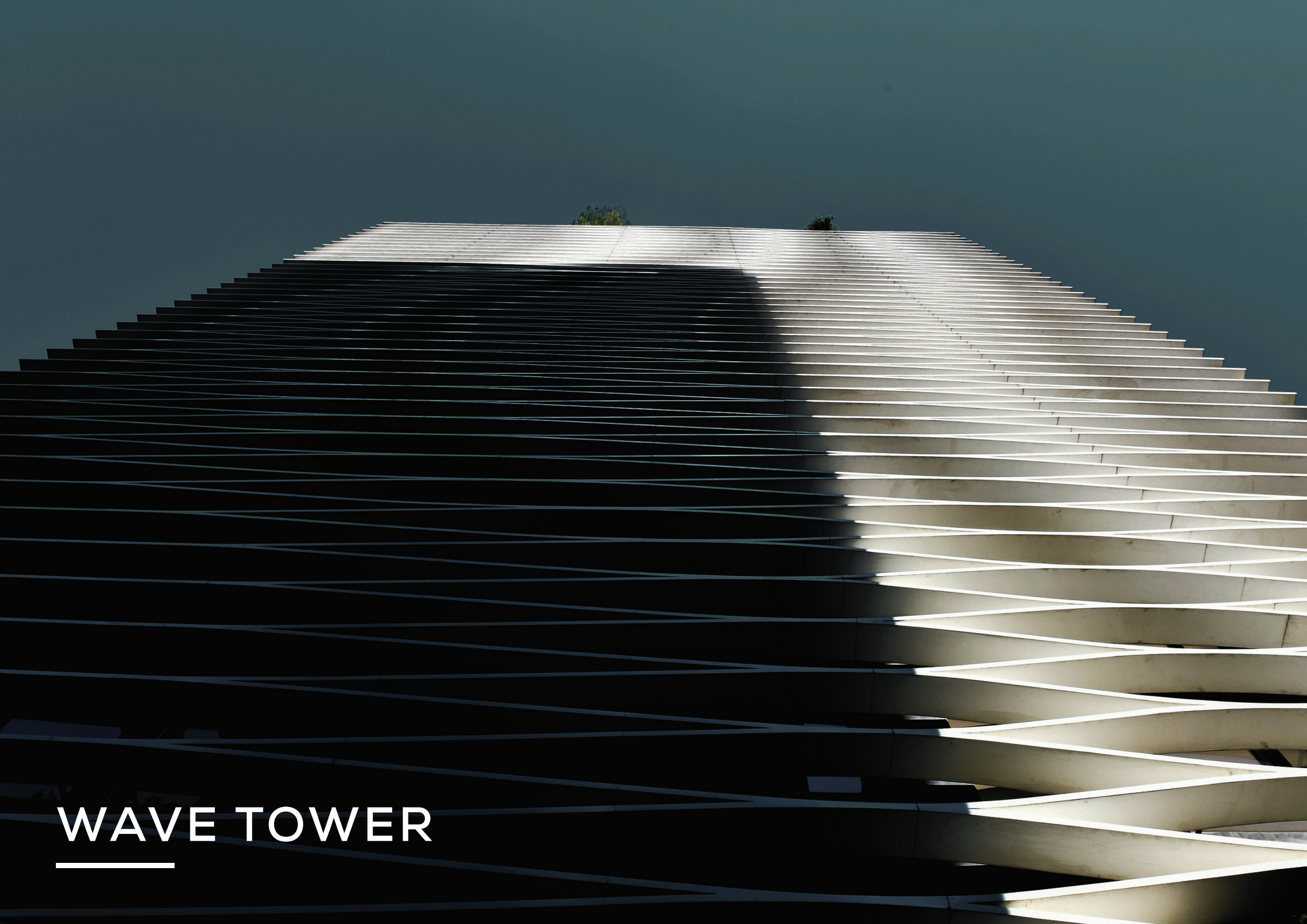


NOOR GARDENS



UPARK





WAVE TOWER



CAPITAL PLAZA



PROPERTY 173



LE LOFT 2251



DEEROCK BUILDING



LEBANESE NATIONAL LIBRARY



RED CROSS STATIONS

FI

Scuderia Lebanon s.a.l.



SCUDERIA LEBANON

VALUE PROPOSITION & DIFFERENTIATORS

At **Le Lobby**, luxury is about more than just the property. It's about trust, service, and long-term value. With a background in **high-end construction**, our real estate division offers a handpicked portfolio of residential and commercial properties for rent and sale. We cater to a range of needs, tastes, and budgets, always with a commitment to quality and personalized service.

Our approach focuses on creating lasting relationships. Whether you're buying your first home or expanding your investment portfolio, we guide you through every step with clarity, care, and expertise.



WHAT MAKES US DIFFERENT?

CONSTRUCTION BACKGROUND

Our deep roots in the construction industry give us an edge. We understand buildings from the inside out and bring that insight to every property we manage or represent.

TRANSPARENCY

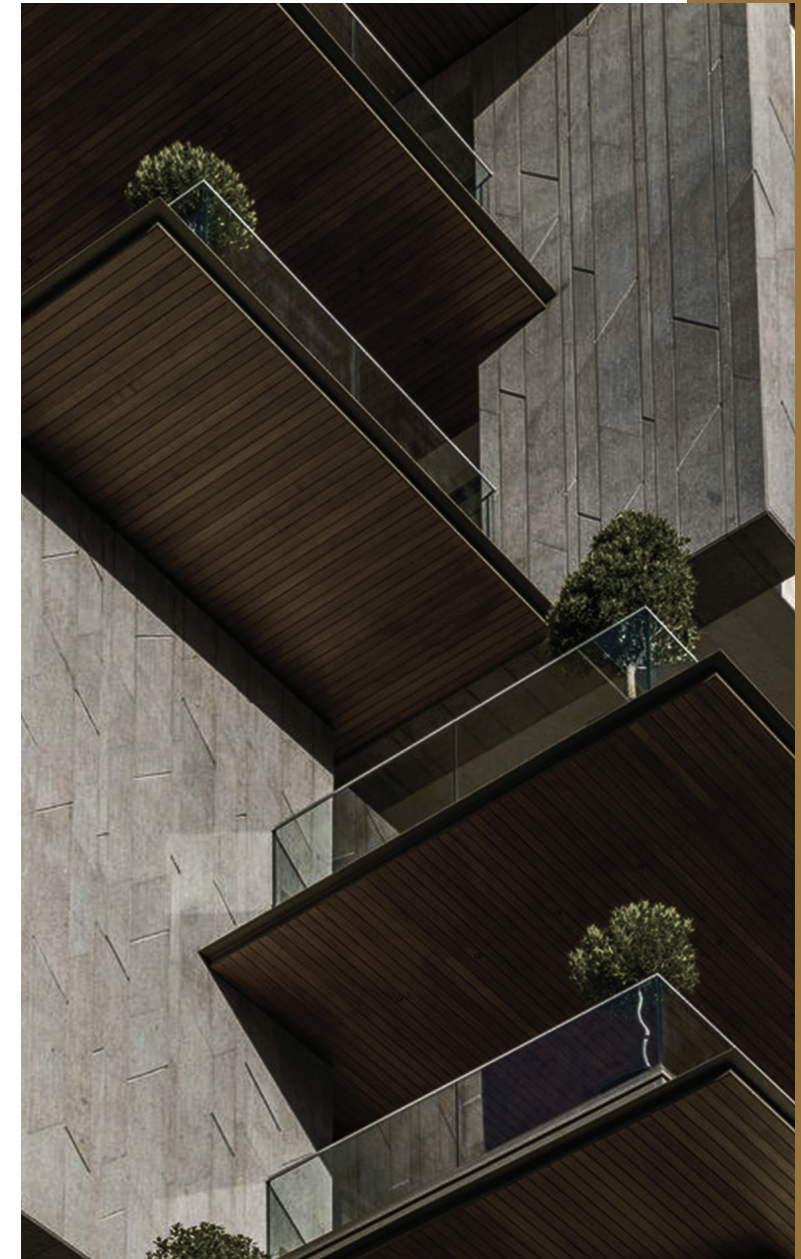
We value clear communication. Clients are always informed and in control, with no hidden fees or vague processes.

TAILORED EXPERIENCE

We take the time to understand your needs and match you with spaces that reflect your goals, lifestyle, and investment vision.

ONGOING TRAINING

Our team stays sharp through continuous learning in **market trends, regulations, and service standards.** This keeps our advice informed and our service reliable.





TECHNOLOGY & INNOVATION

At **Le Lobby** we use smart tools to **improve efficiency, accuracy, and service**. Our internal systems help us manage client relationships, property listings, and maintenance with ease.

We continue to explore smart building features and digital solutions that add value to every space we handle. For us, innovation means staying efficient, responsive, and always ready to meet evolving client needs.

QUALITY & SAFETY STANDARDS

Prodemco Real Estate operates under strict quality and safety protocols to ensure exceptional performance and peace of mind for every client.

COMPLIANCE PROTOCOLS

Our team stays sharp through continuous learning in **market trends, regulations, and service standards**. This keeps our advice informed and our service reliable.

COMPLIANCE PROTOCOLS

We follow industry best practices, including regular inspections, scheduled maintenance, and adherence to local building codes and insurance requirements. All common building systems including elevators, HVAC, generators, boilers, and security systems are monitored and maintained according to documented procedures to ensure consistent functionality and safety.

RISK MANAGEMENT

Our team conducts proactive risk assessments to identify potential safety or service issues before they arise. We create clear action plans, allocate resources accordingly, and involve certified professionals to address any findings promptly.

CERTIFICATIONS

While specific certificates are being finalized, we are actively working toward recognized quality and safety accreditations such as ISO 9001 for quality management and ISO 45001 for occupational health and safety. These formal certifications will further validate our commitment to best-in-class operations.

SAFETY PROCEDURES

On-site safety measures include trained staff, safe work protocols, and emergency response plans. Contractors and caretakers follow clear guidelines for working at height, handling mechanical systems, and responding to incidents. Regular drills and refresher training reinforce safety standards and readiness.

CONTACT US

To explore our full range of properties and services, scan the QR code or visit our digital catalog:

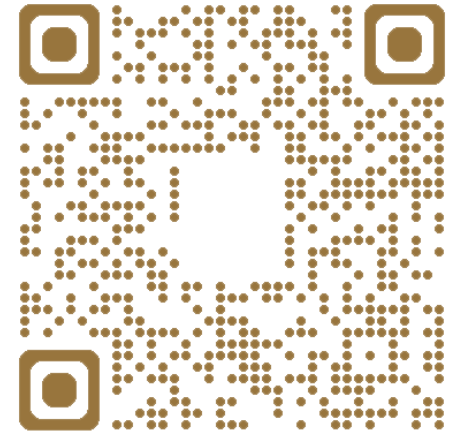
Phone: 01 260 555

Email: Lelobby@prodemco.com

Website: www.prodemco.co

Address: Bourj Hammoud BH1920 Center

Instagram: [@lelobby.realestate](https://www.instagram.com/lelobby.realestate)



BUILT TO LAST.
DESIGNED TO LEAD.

PRODEMCO