

Key Facts

From £52,380 for a large, highly-specified apartment with air conditioning

180° views over Sahl Hasheesh Bay and Hurghada coast

Fantastic finance plan for Viceroy Invest members only

5 star beach and golf resort

20-30% annual capital growth

10%+ rental yield

Close to the marina town of Serrenia, where Brad Pitt has invested

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Red Sea Beach and Golf Resort Sahl Hasheesh Egypt



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- Egypt has 1,000 kilometres of Mediterranean coast to the north and 2,000 kilometres of Red Sea coast to the east.
- 97% of Egypt's land is desert. Consequently, some 95% of the population lives on 4% of the land.
- Average daytime temperatures on the Red Sea coast vary between 20°C in January and 34°C in August.

[Click here to view on Google Maps](#)



Best Diving In The World

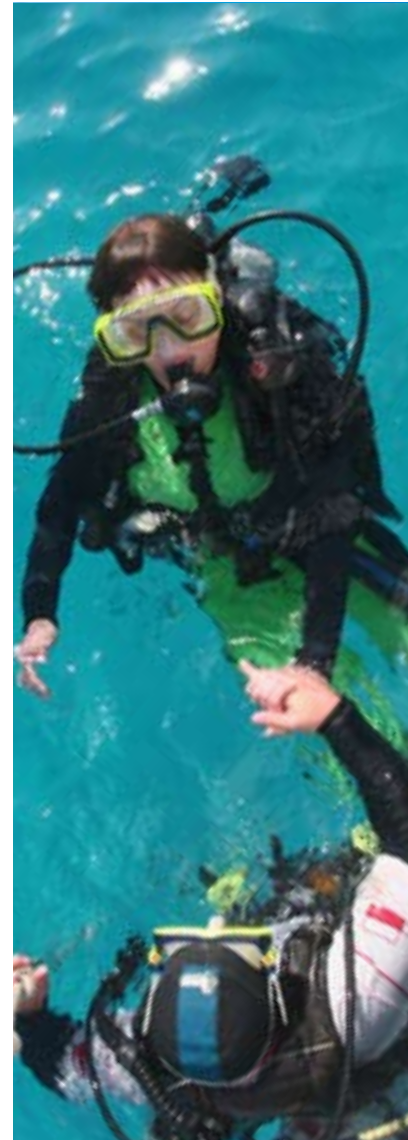
Considered by those in the know as the best diving location in the world, the Red Sea is the closest tropical sea to Europe. The warm, clear waters and abundance of underwater life make it ideal for the expert or beginner alike. The standard of instruction available is second to none and guided dives are hugely popular. Whether you're snorkelling or SCUBA diving, there's something for everyone.

For exponents of technical diving, there are many local opportunities. The excitement of going deeper for longer is impossible to describe to those who have never done it. But here is the ideal place to learn under expert guidance.

As well as SCUBA diving, there are numerous opportunities for swimming with dolphins, arguably the most intelligent

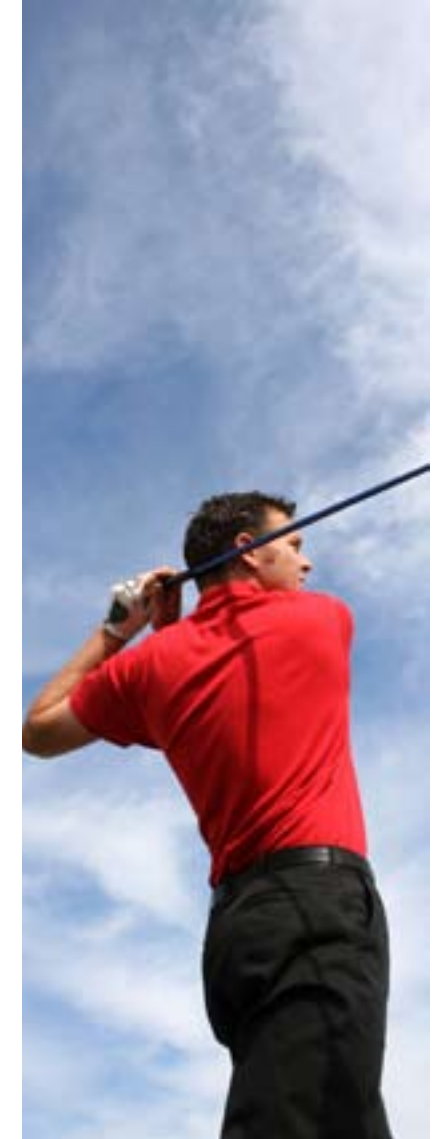
form of life on the planet.

The average sea temperature is around 22°C, making it ideal for all-year-round swimming and diving. Marine wild life is exotic, to say the least, with around 1,000 species of fish inhabiting the wonderful coral reefs (of which there are 150 types).



Great Place To Play Golf

The Red Sea climate makes it an ideal venue for golf, particularly in the winter months of October to April, complementing neatly the summer pursuits and beach holidays. Even in the hottest months the climate is dry with slight winds meaning that a morning round finishing before midday is perfectly acceptable, even in July and August. Between beach, diving, sightseeing and golf there is a twelve months a year tourist season.



One of the world's oldest civilisations, Egypt goes back more than five thousand years. Who doesn't recognise the Pyramids and the Sphinx? Or Luxor and the Valley of the Kings?

In today's streamlined society you remain constantly aware, even when relaxing on the beach, of the momentous heritage surrounding you.

From Hurghada airport, a 20-minute drive from the Red Sea Beach and Golf resort, it is less than an hour's flight to Cairo. This makes the Pyramids and Sphinx a realistic day trip from Sahl Hasheesh.

But, today, Egypt is far more than just the Nile Valley and Cairo. The Red Sea resorts are popular all year round; it's sunny 12 months a year; scuba diving and snorkelling devotees come here from



all over the world; and now the international jet-set are making it their holiday destination of choice.

This beautiful beach and golf development offers the opportunity for **sustained capital growth over many years**, a **market-leading deposit** programme, full air conditioning included in the price (**from just £52,380**), and **10% or more anticipated rental yield**.

- An exclusive 5-star development of luxury apartments, all with en-suite facilities to the master bedroom, starting at **£52,380** for a **large Studio apartment of 49m²** (525 sq. ft.)
- Range of apartment sizes from Studio to 3-bed penthouse at 110m² (1185 sq.ft)
- **Magnificent 180° panoramic sea and golf views from every apartment**
- **Multi-zone air conditioning included in the price**
- **Luxury flooring standard throughout**
- **Fantastic deposit scheme; 10% on reservation, 10% on exchange of contracts (within 60 days) and nothing more to pay until May 2008**
- Mortgage up to 65% available on completion (subject to status)
- All apartments are freehold tenure with a 10 year building guarantee
- Three communal swimming pools
- **Market growth** estimated at **20-30% per year** makes for **massive capital growth potential**
- **Viceroy Invest will not charge any arrangement fees**
- **Special letting scheme in conjunction with the adjoining Pyramisa 5-star hotel** , whose facilities are available to apartment owners. Contributes to high occupancy levels in apartments through reciprocal rental scheme

7. Red Sea Beach And Golf Resort

Set amid glistening dunes, palm trees, golf courses and clear waters, this prestigious resort offers top quality design and specification.

Construction of the promenade is **already well advanced**; unusual because developers often rush to finish the residential buildings (which they can sell) and then take their time to complete the infrastructure.

Essential community infrastructure includes schools, sports facilities, hospitals and places of worship.

At the end of a 250-metre pier, below the bay's crystal clear waters, lies one of the greatest attractions of the development – the 'Sunken City', a mystical site consisting of ruins and antiquities, providing a breathtaking diving experience.

For those who prefer to stay above the surface, there are still a multitude of sea activities to enjoy: kite surfing; deep sea fishing; windsurfing; swimming with dolphins; yachting and Red Sea boat excursions after dusk.



The Red Sea resorts are becoming increasingly popular with European buyers as an ideal location for holidays, investment or retirement living. Close to Hurghada airport, just 15-20 minutes' away by car, Sahl Hasheesh has great tourist facilities, safe swimming from beautiful beaches and historical sites aplenty.

The nearby marina town of Serrenia is already being acclaimed as **“the most exclusive and architecturally inspired waterside address in the world”**.

Created by the world-renowned architects' practice Foster & Partners, Serrenia sets new global standards of design, hospitality and service.

Serrenia delivers a unique living experience of unmatched opulence with its

palace residences, private villas, served by a world-class golf complex, spa, heliport, marina and yacht club.

The resort is also home to a 200-room, 7-star hotel owned by the Prince of Jordan, as well as designer shops that rival Paris, London and Madrid.

The palace residences are for sale at prices up to £15 million!

www.Serrenia.com

We are all familiar with the ripple effect on property prices. Serrenia will set the standard for neighbouring resorts to follow – basking in the reflected glory of the super-rich playground.





Egypt benefits from a stable economy and political structure. This certainly helps to underpin the consistent and continued growth in the property market, though the stunning locations and outstanding facilities must play a significant part as well.

Whilst property is still in short supply, the demand is massive – and growing fast. To fuel this demand, tourist numbers are growing every year, meaning that more and more people visit, fall in love, and want to buy.

Sahl Hasheesh is close to cultural and historical sites and is surrounded to the west by natural, unspoilt desert landscapes. To the north, south and east are the beautiful clear waters of the Red Sea, lit throughout the year (all 365 days) by the seemingly unending sunlight.

Even in the coldest month, January, average daytime temperatures are 20°C.

The resorts being built are focusing on quality and luxury, resisting the temptation to throw up mass-produced complexes to make a fast profit.

Living and property maintenance costs are low by European standards, making Egypt an ideal location to relax as well as invest.

And English is widely spoken. That's a relief!



So here's the deal...

- Reservation Deposit of 10% immediately on reservation
- 10 % deposit on Exchange of Contracts - up to 60 days later
- Final deposit 20% in May 2008
- Mortgage to pay balance on completion. Up to 65% (subject to status) currently available.
- Closing costs estimated at 3% of purchase price



Gateway to Sahl Hasheesh

If you bought a Studio apartment for £52,380 you would pay £5,238 reservation fee immediately, a further £5,238 on exchange of contracts up to 60 days later, then £10,476 in May 2008.

The reservation fee of 10% is refundable upto 21 days after payment.

On completion, you could receive a mortgage (subject to status) of up to 65%.

Remember, Viceroy Invest is not charging any arrangement or membership fees on this development.

On completion in around 18 months' time you might reasonably expect your property to be valued at £70,000 based on anticipated market growth. This is conservative – it could well be more.

The increase of £17,600 in the value of your property would be achieved on a phased investment of £20,952. Allowing for phasing, this represents close to 100% gain on your money during the build period. But it could well be more.



Based on a conservative estimate of 26 weeks' occupancy, apartments should yield gross rents of 18 – 24% per year of the purchase price.

Exercising a degree of prudence, we have no hesitation in forecasting 10% annual yield as a minimum, which should be sufficient to cover the interest and capital repayments on your mortgage.

This opinion is supported by the reciprocal rental arrangement with the adjoining 5-star hotel Pyramisa, which will use the apartments for overflow if available. Hotel occupancy is already very high, even at supposedly quiet times, so there is every reason to expect healthy returns for apartment owners.



Right next door to the Red Sea Beach and Golf resort sits the 5-star Pyramisa hotel. Even out of season it achieves 85% or more occupancy and is permanently full throughout medium and high seasons. When David Fellows, our Senior Property Consultant, visited this October, there were no spare rooms.

In a reciprocal agreement, Red Sea apartments will be available for use as overflow accommodation by the Pyramisa Hotel, producing an estimated rental yield of 18-24% based on only 26 weeks' occupancy. For prudence, we are projecting a minimum 10% yield which should still comfortably cover interest and capital repayments on the 65% mortgage.



The 5-Star
Pyramisa Hotel



Mortgages

The Egyptian mortgage market is still in its early days, but is already beginning to improve. The most recent offer is from HSBC who can supply 65% LTV at 6.5% interest over a 12-year repayment period.

Legal

There are three separate Legal Options through Lifetime Lawyer and United Lawyers Red Sea, as follows:

1. Conveyance fee of £995 + Disbursements
2. Clients purchasing on the 4 X 10% option can obtain, through Lifetime Lawyer, a discounted conveyance of their purchase in Egypt providing they also purchase a single UK membership of Lifetime Lawyer on a minimum 5 year agreement at £30 per month. The Egyptian Lawyer's fee will be £600 plus disbursements.
3. For those clients paying the entire 40% deposit within 30 days, the lawyer's fees associated with the conveyance will be funded by the developer, giving a discount of almost £1000.

In all of these circumstances the client is responsible for all disbursements.

Phased payment of legal fees:

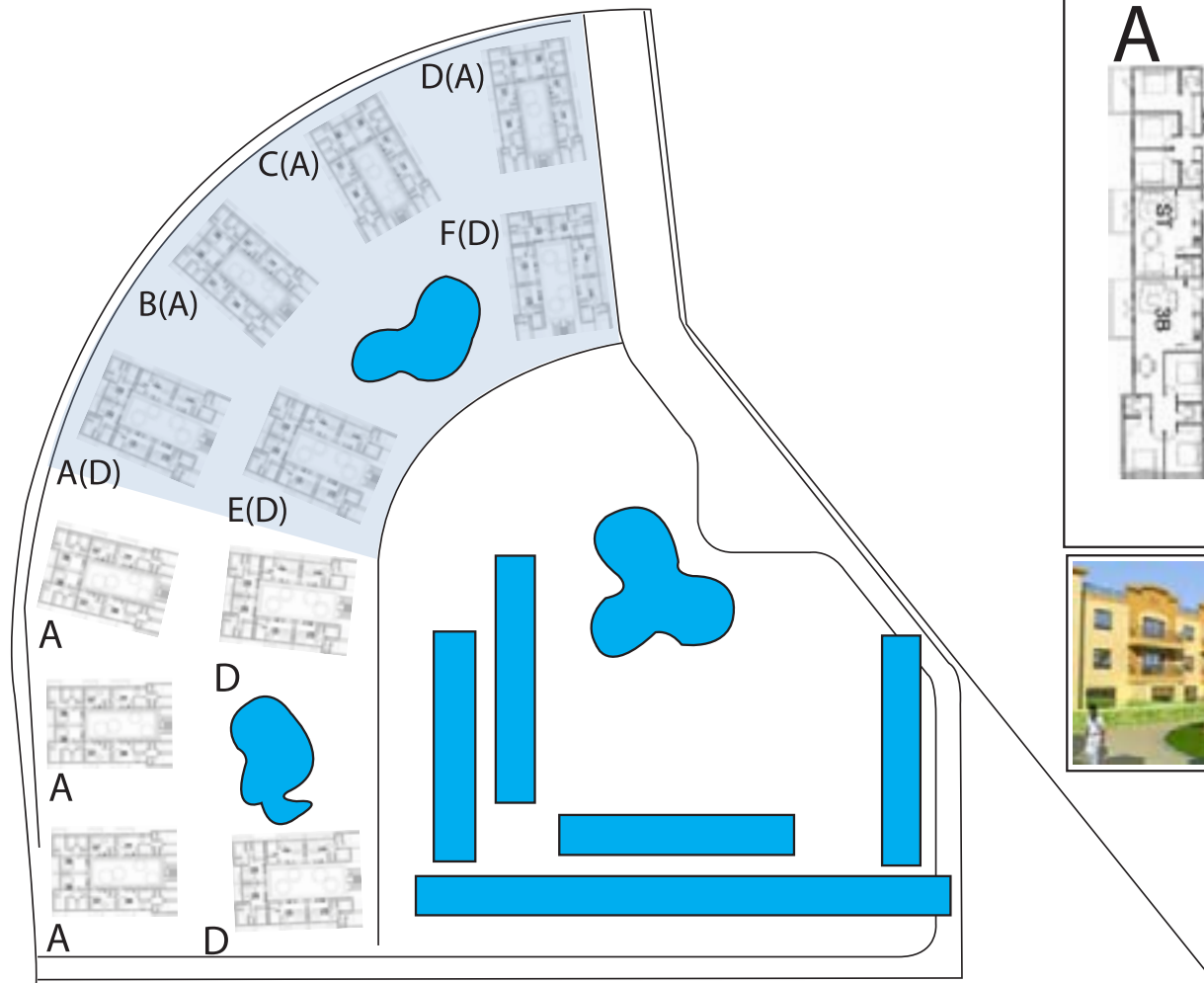
50% on instruction and 50% on completion.
The lawyers will contact the clients direct just after reservation.

Nicholas Bickham
Lifetime Lawyer Plc
P.O. Box 4275
Reading
Berkshire
RG8 1AH

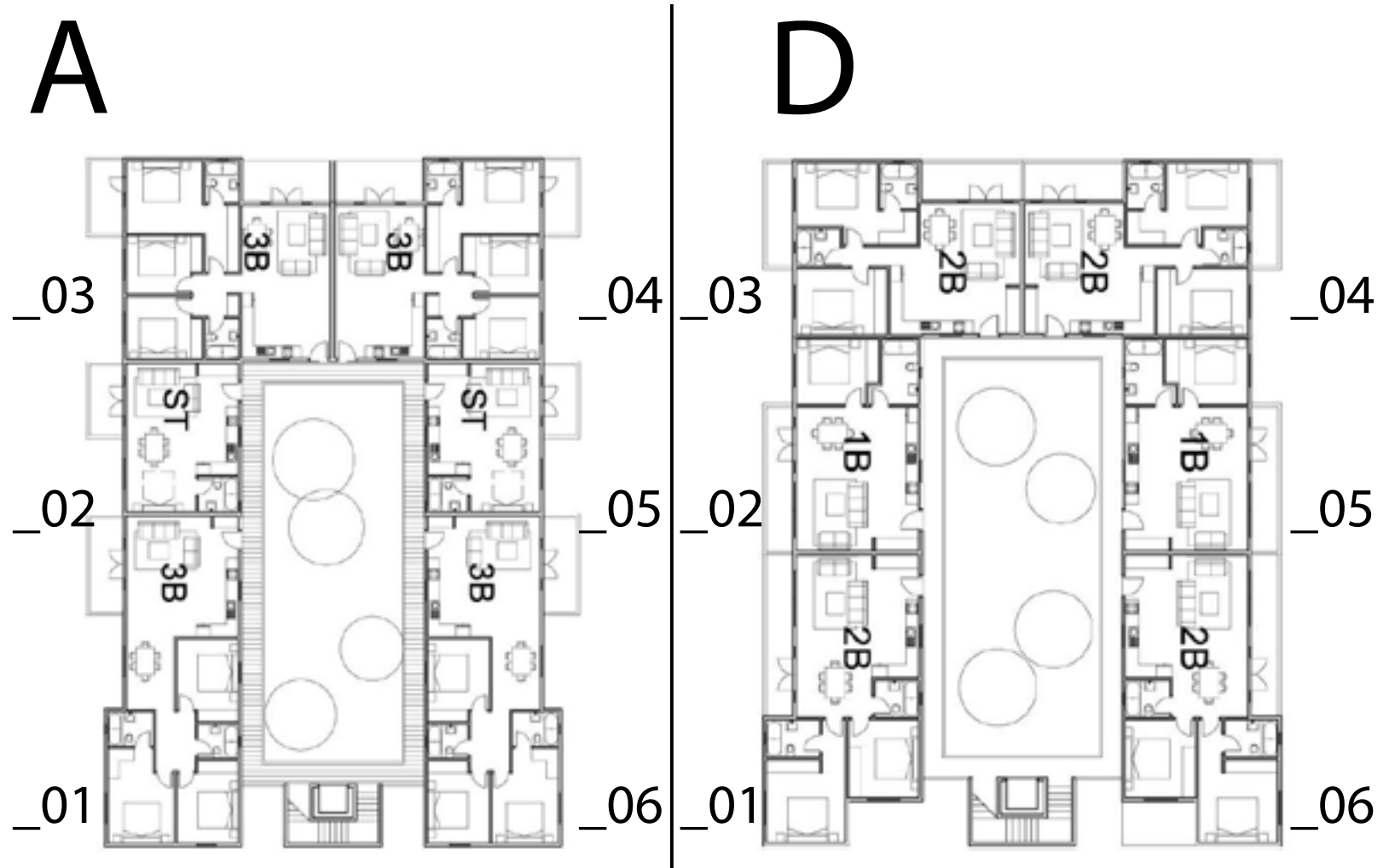
Telephone: 08000 320966 +44 (0) 1491 874 488
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Website: www.lifetimelawyer.org.uk

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**Notes:**

The section highlighted blue (buildings A-F) is the Red Sea Pearl development.
The letter in brackets denotes the block type (A or D) – see next page for further details.





Studio Terrace Apartment

Studio Garden Apartment





1 Bed Terrace Apartment

1 Bed Garden Apartment





2 Bed Terrace Apartment



2 Bed Garden Apartment



The scheme is being developed by the Pyramisa Group, a Public Limited Company quoted on the Egyptian Stock Exchange. With 25 years' experience, Pyramisa is the leading Egyptian company in the leisure and tourism market.

Designed to European standards, finishes will include:

- Marble effect ceramic tiles in living room, corridors and bedrooms
 - Ceramic-tiled kitchen and bathrooms
 - Pre-installation for digital satellite TV, telephone and broadband internet
- Kitchens fully fitted with granite work surfaces and stainless steel sink
 - Air conditioning installation



Configuration	Price €	Price £	Sq. Metres	Sq. Feet
Studio	75,950	52,379	49	527
Studio Penthouse	83,545	57,617	49	527
Studio Garden	109,700	75,655	49	527
1 Bedroom	105,400	72,690	68	732
1 Bedroom Penthouse	115,940	79,959	68	732
1 Bedroom Garden	139,150	95,966	68	732
2 Bedroom	136,400	94,069	88	947
2 Bedroom Penthouse	150,040	103,476	88	947
2 Bedroom Garden	170,150	117,345	88	947
3 Bedroom	170,500	117,586	110	1184
3 Bedroom Penthouse	187,550	129,345	110	1184
3 Bedroom Garden	204,250	140,862	110	1184

Converted @ £1 = €1.45

1. Reserving a Property

Call our office so we can provide you with a clear explanation of the opportunity and answer any questions you may have. When you are happy to proceed then select the property you require and make a provisional reservation. A property **Reservation Form** will need to be completed and promptly returned to our office along with the Reservation Fee outlined below. It is advisable to return the Reservation Form and Fee within 24 hours of verbal reservation.

The Reservation Fee applicable to this development is 10% of your purchase price and is payable on reservation. This is refundable up to 21 days after your reservation.

Please speak with a Viceroy Invest representative who will assist you with the deposit transfer. Please refer to the Payment Plan for further deposit information.

2. Exchanging Contracts

Signing of the contracts is within 60 days after initial reservation.

The deposit payable upon signing the contract is a further 10% of the property price. Please speak with a Viceroy Invest representative who will assist you with the deposit transfer. Please refer to the Payment Plan for further deposit information.

The deposit must be transferred immediately to the developer's account:

Bank:	Lloyds TSB Bank Plc
Account Name:	Sunset Pearl Limited Euro Account
Account No:	86294700
Sort Code:	30 – 00 – 03

Please make sure you quote the reference (VI plus your apartment number) and your name on your transfer.

Please Note: If a reservation is cancelled prior to exchange, but more than 21 days after reservation, then Viceroy Invest reserves the right to charge a cancellation fee of £350.00 to cover any administration costs.

Purchasers Details		Partners Details	
Name:		Name:	
First Name (s):		First Name (s):	
Address:		Address:	
Town:		Town:	
County:		County:	
Postcode:		Postcode:	
Telephone:		Telephone:	
Mobile:		Mobile:	
Email:		Email:	
Property Details			
Development: Red Sea Beach and Golf		Plot No (s):	
Development Address:		Property Price (GBP): £	
Town: Sahl Hasheesh		Completion Date: Anticipated December 2008	
Country: Egypt			

Solicitor (Purchaser)		Solicitor (Vendor)	
Company: United Lawyers		Company:	
Contact: Mohamed Refaat		Contact:	
Address:		Address:	
Town:		Town:	
County:		County:	
Post Code:		Post Code:	
Telephone: +20 69 3665448/9		Telephone:	
Mobile: +20 10 8366660		Fax:	
Email: mohamed@unitedlawyers-redsea.com		Email:	

A Reservation fee of 10% of the purchase price is payable to reserve the named property(s). This initial deposit, which is refundable up to 21 days after reservation, is deducted from the property price on completion. Proof of transfer should be faxed to Viceroy Invest Limited.

Signed: Date:

.....
(Purchaser(s))

Viceroy Invest Ltd, their representatives and any joint agents give notice that: -

Whilst Viceroy Invest Ltd does its utmost to verify the contents of any printed or electronic formatted document, they have no authority to make or give any representations or warranties in relation to any property. Any particulars provided do not form part of any offer or contract and must not be relied upon as statements or representations of fact. Any areas, measurements or distances are approximate. Any text, photographs and plans are for guidance only and are not necessarily comprehensive.

It should not be assumed that the property has all necessary planning, building regulation or other consents and Viceroy Invest Ltd has not tested any services, equipment or facilities.

Purchasers must satisfy themselves by inspection or otherwise. Any particulars or plans provided were prepared from preliminary plans and specifications before completion of the properties and are intended only as a guide. They may have been changed during construction or finishes could vary. Prospective purchasers should not rely on this information but get their solicitor to check the plans and specification attached to their contract.

It is encouraged that due diligence be exercised by each individual purchaser. Viceroy Invest Ltd is not providing financial advice under the regulations of the Financial Services Authority. We recommend that before making any decisions based on the information provided, that you should consult with any specialist advisors introduced to you by Viceroy Invest Ltd or take independent legal and financial advice.

Your home is a risk if you do not keep up repayments on a mortgage or other loan secured on it. Mortgages are subject to status. Mortgage offers are also dependent on your financial circumstances at the time of application.