



# GULF REAL ESTATE AWARDS 2019

BENCHMARK  
FEEDBACK  
REPORT



## Gulf Real Estate Awards 2019

Dear Finalist,

This is your feedback report from the Gulf Real Estate Awards 2019.

The report includes your scores and judges' comments on both scoring phases:

- Scores and judges' comments on your written entry submission.
- Scores and judges' comments on your presentation on the day of the Awards Finals
- Scores for each judging criterion.
- Scores and positions relative to the winners (gap scores) and
- Average scores in each category.

We hope that you will find the feedback valuable in terms of understanding of how well you did and where your project/initiative or written entry/presentation could be further improved.

If you require any further information please do let us know.

After you have read the report we would very much appreciate your feedback so we can continue to improve the format of these reports.

Kind regards





## A. How Entries Were Scored

The Screening Panel used the following Judging Criteria when short-listing and scoring Written Entries and Presentations. Each criterion was scored out of 100.

### THE CASE FOR RECOGNITION

#### 1. Summary

An overview of the initiative that provides a robust, thorough and compelling argument for why this Entry deserves recognition (elements of the other 6 criteria should be included). This criterion was used for short-listing and scoring the Written Entries but did not apply for Presentations.

### DRIVERS FOR CHANGE

#### 2. Business Rationale & Context

The drivers and targeted business benefits/aims that provided the rationale and context for the initiative.

#### 3. Strategic Planning and Involvement of Key Stakeholders

The Strategic Plan designed with clear insight as to how to meet business needs, including details on employee/customer/stakeholders engagement as appropriate.

### HOW THE CHANGE WAS ACHIEVED

#### 4. Innovation and Creativity

How the initiative met the business need with details as to what made it innovative and creative.

#### 5. Effective Implementation

The implementation of the solution and what made it effective, including employee/customer/stakeholder/community engagement as appropriate.

### THE CHANGE ACHIEVED

#### 6. Outstanding Change Delivered

How you delivered the outstanding change as a result of the initiative.

#### 7. Business Impact and Results Achieved

The resultant impact on business performance and results - linking with original targeted benefits/aims.

### Scoring Guidelines/Marking Scheme

Rating	Description of how well entry meets criteria	Marks available
Outstanding	Compelling, robust, fully evidenced description	80-100
Strong	↑ ↓	60-79
Adequate		40-59
Limited		20-39
Weak	Unconvincing, weakly evidenced description	0-19



## B. How This Report was Generated

### **YOUR SCORES**

All Criteria were marked out of 100 by Category Judging Panels

- Written Entries were scored using criteria 1-7
- Presentations were scored using criteria 2-7

Percentage Scores were generated for

- each Criterion
- totals over all criteria for written entries
- totals over all criteria for presentations

Overall Scores were generated from Written Entry and Presentation scores, allocating equal weighting to each.

### **JUDGES' COMMENTS**

In addition to scoring, Judges were asked to provide feedback comments to Finalists. Most, but not all, Judges provided comments.

Judges' comments for Written Entries were provided online before the Awards Finals, and for Presentations on the day of the Awards Finals.

Individual comments have been consolidated to provide a single piece of feedback for Finalists.



## C. YOUR SCORES

Company Name	<b>RAK Properties pjsc</b>
Category Name	<b>Best Real Estate Project (Off Plan) - Mixed Use</b>

Please note all scores relate to this category alone.

All scores are represented as percentages of the totals available for each criterion. Where both Written Entries and Presentation Entries were submitted the overall scores are calculated as weighted averages of the two sets, bearing in mind that Written Entries included an extra Summary criterion.

### TOTAL SCORE

	Written Score	Presentation Score	Overall Score
Your score %	80.49	82.67	81.58
Average score %	74.54	76.08	75.31
Your position	1	1	1
Gap from Highest Score %	0.00	0.00	0.00

### Criterion 1. Summary

	Written Score	Presentation Score	Overall Score
Your score %	77.00	n/a	77.00
Average score %	71.90	n/a	71.90
Your position	1	n/a	1
Gap from Highest Score %	0.00	n/a	0.00

### Criterion 2. Business Rationale & Context

	Written Score	Presentation Score	Overall Score
Your score %	81.40	82.00	81.70
Average score %	75.60	76.50	76.05
Your position	1	1	1
Gap from Highest Score %	0.00	0.00	0.00

### Criterion 3. Strategic Planning and Involvement of Key Stakeholders

	Written Score	Presentation Score	Overall Score
Your score %	74.60	85.00	79.80
Average score %	72.10	78.00	75.05
Your position	1	1	1
Gap from Highest Score %	0.00	0.00	0.00



**Criterion 4. Innovation and Creativity**

	<b>Written Score</b>	<b>Presentation Score</b>	<b>Overall Score</b>
Your score %	81.60	87.00	84.30
Average score %	72.00	75.50	73.75
Your position	1	1	1
Gap from Highest Score %	0.00	0.00	0.00

**Criterion 5. Effective Implementation**

	<b>Written Score</b>	<b>Presentation Score</b>	<b>Overall Score</b>
Your score %	81.00	85.00	83.00
Average score %	76.00	78.00	77.00
Your position	1	1	1
Gap from Highest Score %	0.00	0.00	0.00

**Criterion 6. Outstanding Change Delivered**

	<b>Written Score</b>	<b>Presentation Score</b>	<b>Overall Score</b>
Your score %	83.00	81.00	82.00
Average score %	74.90	74.00	74.45
Your position	1	1	1
Gap from Highest Score %	0.00	0.00	0.00

**Criterion 7. Business Impact and Results Achieved**

	<b>Written Score</b>	<b>Presentation Score</b>	<b>Overall Score</b>
Your score %	84.80	76.00	80.40
Average score %	79.30	74.50	76.90
Your position	1	1	1
Gap from Highest Score %	0.00	0.00	0.00





## D. JUDGES' COMMENTS

### Your Written Entry

A straightforward Initiative that does the job, giving us a glimpse of the overall project, that is giving you insight whether this is what your are looking for, in order to dig deeper. Excellent Business Rationale & Context, going straight for the target market without compromising on quality. Being the only Master Mixed plan in RAK, is a statement of its innovation by itself. Similarly, considering that it's one of the first master plans in RAK, the project is a change element by itself. The eco factor mentioned here is of great value; being socially and environmentally responsible is gaining momentum and should be practised by all.

This is a very promising and ambitious project and I was impressed by the way the developer presented the project. You were able to combine a number of things: RAK is an upcoming destination for both expats, tourists and locals and provides a resort-style living. However, I 'd have appreciated a project/community map, and the unit mix information, project video (if they have), and information about the facilities and lifestyle amenities. With the project that is so close to Ras Al Khaimah's unspoiled nature, there are no further indications on how this project can be more sustainable than just having photovoltaic cell on the roofs.

I would like to have seen more on the financial impact in this submission.

Excellent project and well thought out. The reference to market value and 'affordable living' is particularly key in the current market and trends of the Real Estate Sector.



And finally...

Many thanks again for entering the Gulf Real Estate Awards 2019. We hope that you have found this feedback useful. Please do get in touch if you have any further questions or we can be of help with anything else.

We look forward to seeing you participating again next year and remember, any feedback on this report would be most welcome.

Kind regards

