Sea Sweet Home

REALESTATE

CORPORATE PROFILE 2026

A Clearer Perspective *on Property.*



Abu Dhabi Real Estate Expertise

BUY / SELL / LEASE / INVEST

OUR INTRODUCTION

Property expertise. Personal commitment.

A home, an investment and a business address each begin with different priorities. We bring local property knowledge and personal attention to the decision in front of you.



Local perspective

An Abu Dhabi-based brokerage and advisory business, connecting the client's purpose with the practical realities of property.

Commercial purpose

Location, suitability, cost and timing shape a clear, considered path from brief to next step.

INSIDE THE PROFILE

Expertise. People. Perspective.



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Our identity, values and people

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Advisory, ownership and transaction support

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Location context and property considerations

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Typologies, business relationships and digital work

28 **Start a conversation**
Contact & business development



COMPANY OVERVIEW

Rooted in Abu Dhabi.

Sea Sweet Home Real Estate is an Abu Dhabi-based property advisory and brokerage business.

Focused on people.

Residential and commercial requirements. Sales, leasing and off-plan property. A considered conversation about location, suitability, cost and timing.

Local perspective.
Commercial purpose.

VISION, MISSION & VALUES

A clear purpose. A considered approach.

Our vision

Lasting client trust through sound property guidance and personal attention.



Our mission

Connect the brief, relevant options and the practical path forward.

01	**Integrity**	Be clear about information and its limitations.
02	**Care**	Listen closely and explain the trade-offs.
03	**Accountability**	Follow through on agreed responsibilities.

FROM OUR FOUNDER

Leadership begins with listening.



Mohamad Maarouf

FOUNDER & CHIEF EXECUTIVE OFFICER

“Trust is earned through the way we communicate and follow through.”

Property decisions shape lives, businesses and long-term plans. At Sea Sweet Home, we believe they deserve personal attention and a clear view of the choices involved.

Our work begins with listening. We seek to understand the purpose behind a requirement, explain the material considerations and support an informed next step. My vision is to build a business where professional knowledge, capable people and responsible leadership create lasting value for clients and business relationships.

LEADERSHIP & MARKET INTELLIGENCE

Insight into action.



Osman Salih Mustafa

REAL ESTATE ADVISOR & MARKET ANALYST

Real estate experience since 2014, combining property advisory, market research, investment evaluation and strategic analysis.

His career experience spans the wider real estate sector and does not relate exclusively to Sea Sweet Home.

A wider commercial perspective

At SSH, Osman contributes to business development, sales leadership, digital marketing, CRM operations and commercial improvement.

As Editor-in-Chief of SSH Journal, he brings research-oriented editorial intelligence to the wider property conversation.

OUR PEOPLE & CLIENT COMMITMENT

People behind the property conversation.



Listen with purpose

Define the objective before discussing a property.

Explain with clarity

Make the trade-offs and outstanding questions visible.

Follow through with care

Coordinate agreed steps and keep the conversation useful.

OUR SERVICES

Your brief.
Our starting point.

Buying. Selling. Leasing. Investing.



Residential

Sales & leasing

Off-plan

Project evaluation

Investment

Analysis & comparison

Owners

Scope & coordination

RESIDENTIAL SALES & LEASING

From priorities to property.



For buyers & tenants

Location, layout, budget, timing and non-negotiables shape the search. Viewings test the brief against the actual home and its surroundings.

For sellers & landlords

Presentation, pricing context and audience shape the market approach. We coordinate enquiries, viewings and offers around the owner’s objective.

OFF-PLAN PROJECT ADVISORY

See beyond the payment plan.



A payment schedule is only one part of the decision. Developer, registration, contract, specifications and delivery context all deserve scrutiny.

Project

Location, actual specifications and delivery context.

Terms

Payment obligations, costs and material conditions.

Alternatives

Compare completed property and other off-plan options.

INVESTMENT ADVISORY

The opportunity. The assumptions. The risk.



A comparison becomes more useful when its assumptions are visible. Examine fundamentals, competing supply, costs, funding and liquidity against the intended holding period.

Income & cost

Separate rental assumptions from recurring ownership costs.

Hold & exit

Consider funding resilience, demand and the intended buyer audience.

PROPERTY MANAGEMENT & OWNER SERVICES

Care for the asset.



Agree the scope before work begins: marketing, pricing discussions and ongoing coordination around the property and the owner’s priorities.

Practical coordination

Clear responsibilities, communications and agreed follow-up.

Qualified specialist work

Maintenance and technical work belong with qualified providers. Comparable-based pricing is distinct from a formal valuation.

MORTGAGE ADVISORY & FINANCIAL GUIDANCE

Prepare the financial conversation.



Funding shapes affordability, timing and the practical search. We support preparation by clarifying the property context and the questions to take to authorised financial providers.

Budget

Consider upfront and recurring costs.

Terms

Compare commitments, conditions and total cost.

Approval

Eligibility, lending decisions and approvals remain with authorised providers.

THE CLIENT JOURNEY

A clearer path forward.



01

Define the brief

Purpose, funding, location and timing.

02

Explore relevant options

Property choices or market positioning.

03

Check material questions

Terms, costs, documentation and outstanding issues.

04

Compare the trade-offs

Suitability, priorities and practical constraints.

05

Coordinate the next step

Viewings, offers, agreed transaction steps and follow-up.

ABU DHABI / OUR CORE MARKET

A city of distinct possibilities.



Island settings. Established neighbourhoods. Emerging destinations.

From the community to the building, the property and the daily journey.

SAADIYAT ISLAND

Culture. Coastline. Residential choice.



Photo: Tms2007
Cropped · adaptation under CC BY-SA 4.0

Beyond the address

A Saadiyat address starts the conversation. The exact neighbourhood, access rights, facilities and home determine the lived experience.

Our focus

Connect lifestyle priorities with the practical conditions of the actual property.

YAS ISLAND

A destination. A place to live.



Destination appeal.

Compare neighbourhood, access, facilities and everyday use alongside the destination appeal.

Different residential settings suit different priorities.

AL REEM ISLAND

Urban living, building by building.



Photo: Nancysaade
Cropped · adaptation under CC BY-SA 4.0



Architectural illustration

Beyond the address

Layout, orientation, condition, parking and management can distinguish two apparently similar apartments.

Compare the unit and the building, alongside the address.

AL RAHA & ESTABLISHED COMMUNITIES

The rhythm of a neighbourhood.



Al Bandar Marina Al Raha Abu Dhabi — Xcuneo
Cropped · adaptation under CC BY-SA 3.0

In Al Raha and established communities, the daily routine matters: access, parking, local services and how the home works in practice.

A considered comparison

Condition, management and the exact terms of ownership or tenancy belong in the same conversation as the setting.

HUDAYRIYAT & EMERGING DESTINATIONS

Consider the next horizon.

Consider the opportunity and the timeline together.



Check the exact project, delivery sequence, contractual obligations and what is available now versus planned.

PROPERTY PORTFOLIO

Different homes. Different priorities.



Villas & family homes



Apartments



Family communities

A property brief can span private living, urban convenience or investment requirements. We connect typology with layout, use, running costs and the intended ownership horizon.

PREMIUM VILLAS & FAMILY HOMES

Room for life ahead.



A family home is more than its bedroom count. Arrival, shared space, private rooms and outdoor life should work together for the household.

Privacy

Space and separation.

Flexibility

Layouts that suit daily life.

Upkeep

Condition and ongoing demands.

APARTMENTS & INVESTMENT PROPERTIES

The unit. The building. The strategy.



Unit

Light, layout, usable space and condition.

Building

Facilities, management and recurring charges.

Strategy

Tenant audience, funding and intended holding period.

Returns depend on assumptions and market conditions; historical asking prices do not assure future performance.

DEVELOPERS & BUSINESS RELATIONSHIPS

A professional commercial conversation.



Clear requirements. Relevant project information. An agreed scope of representation.

For developers

A defined buyer brief and a considered project comparison.

For owners

Clear positioning, communication and agreed next steps.

For specialists

Coordination with legal, lending and technical expertise when needed.

Catalogue coverage is distinct from formal registration, a mandate or an endorsement.

DIGITAL CAPABILITIES & SSH JOURNAL

Knowledge in practice.



Discovery & communication

Property content, project discovery and structured enquiry context support the wider client conversation.

Operational discipline

Zoho CRM-supported workflows help organise client context and follow-up.

SSH Journal

Market observation and research-oriented explanation, connecting editorial intelligence with property decisions.

WHY SEA SWEET HOME

Local perspective. Personal commitment. Commercial clarity.

A clear client brief, property-level scrutiny and purposeful follow-through define the way we work.

Local perspective

An Abu Dhabi-based brokerage and advisory business, connecting the client's purpose with the practical realities of property.

Commercial purpose

Location, suitability, cost and timing shape a clear, considered path from brief to next step.

Follow through with care

Coordinate agreed steps and keep the conversation useful.

Conceptual architecture and financial illustrations are editorial imagery, rather than identified buildings, live interfaces or promised outcomes. Residential typology photographs and conceptual artworks are not identified as SSH listings or completed transactions.

Let’s discuss your next move.

Abu Dhabi, United Arab Emirates

TELEPHONE & WHATSAPP

+971 50 200 9129

EMAIL

admin@seasweethome.com

WEBSITE

seasweethome.com

Start a conversation

