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Concrete Capital Partners: An agile asset backed and Real Estate Investment Platform

Concrete Capital Partners, CCP, a new real estate and asset-backed investment platform, announces it is launching to a growing market.

CCP's founding partners, Mahmoud Ezzedine, Shadi Rashed, and Mohamad Jaroudi, launch CCP after formation in Switzerland. The founders are experienced banking executives and real estate professionals keen to bring dynamic investment solutions, away from the traditional markets, to institutions and professional investors looking to expand their investment platform into private markets. CCP offers long-term road mapping service for investors and managers.

Based in Geneva, CCP also has presence in both Barcelona and London. Altogether, the founders managed more than \$20 billion and advised on more than \$5 billion. Furthermore, their experience brings to the table the value of institutions and high net worth individuals.

“For us, creating genuine value is primarily about understanding clients and clearly defining their investment horizon and goals” indicates Jaroudi. “We invest substantially in communicating and engaging with our clients throughout the investment cycle, our purpose is focused on nurturing long-lasting relationships and achieving sustainable investment value.”

What sets CCP apart from the pack is the collaborative approach, as the human connection is vital to the brand. CCP offers clear roadmaps and discipline in all that they do. With each client, CCP carefully analyses long-term goals and practicalities.

“We select to work with niche real estate managers and rely on their experience and tailored advice,” says Ezzedine. “Creating value in property niches can be difficult. We work with our clients to research opportunities beyond the everyday. Furthermore, to create value, our team selects niche asset managers with local expertise and a proven track record.”

CCP has eyes on significant growth in the years ahead. Already offering an exciting, dynamic investment platform, their focus is on making niche interests profitable. With decades of experience and incredible insight into asset backed securities and real estate, they hope to grow significantly by the end of 2021.

“Everything we do is curated around the exact needs of our clients. Investments in real estate and asset backed securities need laser guided precision. This way, we can be sure that our advice, no matter how niche, is in line with what our clients truly desire. At the core of what we do is our value system and the need to understand a client’s requirements and offer innovative opportunities.”

“We understand that economic agility is a must, therefore, we are keen to provide short-term moves that build up towards long-term success. As economic & social dynamics shift to disruptive trends, investors need to look beyond portfolio diversification but rather identify investment themes that will generate above market returns over the long term. We designed our platform to respond to these challenges and provide our clients a wider access to diverse investment themes in European real estate and asset-backed markets, confirms Rashed”.

Concrete Capital Partners SA (CCP) is a Swiss-based investment advisory firm specialized in structuring and managing alternative and real investment opportunities to serve institutional and professional investors. CCP leverages its vast network of carefully selected operating partners to deliver optimal solutions and curated opportunities that respond best to its clients long-term objectives and investment strategies. Based in Geneva with presence in London & Barcelona, CCP key differentiating value add is its founding partners’ rich background combining an all-rounded investment and management experience, alongside a solid network in the Middle East & Europe.