

IndustryVIEW

Nomads are commonly known as people that adapt to infertile regions where mobility is the most efficient strategy for using scarce resources. Nomads have a unique skill of extracting value and adapting to almost everywhere.

London is filled with modern day nomads, and I count myself among their number. Genealogically Iranian, Burmese and Pakistani, I was raised in Ohio and lived in Washington and Texas prior to moving to London six years ago. I vividly remember sitting in the premium economy, blue fabric seat on the BA flight to London and experiencing a strange feeling. Not just that I would be leaving behind my family, friends, and Tex-Mex food. It was more the overwhelming feeling that I would miss the person I was at that exact time, and that exact place, because I would never be her again.

Since moving to London and spending half my time abroad, I learned to let go of trying to find, or define, myself and accept that I will constantly evolve with the people I meet and places I visit. The rich cultural capital amassed during these experiences has proven, and continues to prove, to be the biggest asset in my investment banking/advisory work. My clients are global family offices and mid-size institutions largely concentrated in the Gulf. Each client thinks differently, approaches situations differently, and possesses different traits. The chances of your target market being exactly like you are extremely rare.

I have only recently started a real estate advisory firm despite working in the banking

industry for well over a decade. The first part of my career was defined by a bull market and the second by a global financial crisis. More pertinently perhaps, the defining segment of my career can be threaded back to childhood while spending afternoons and summers with my mother at the local savings and loan branch. Although banking and investment management were segregated at that time, both were underpinned by duty and care.

As a child of first-generation immigrants to the United States, creating security was paramount to my family. Real estate played a big role in building that security and helped keep us connected to the real economy. Education, of course, acting as the bridge that led us there.

One of the four divisions of Naissance Capital RE's business lines is investment training and education for women in specific Gulf countries facing a gender employment gap. The courses teach practical experience,

As a nomad, I know how important it is to build cultural bridges



providing the tools to develop an investment thesis, review deals and understand fee structures. Financial education is not just good governance, it is vital for financial security. Education, as a base case, should teach a common language of understanding and, in the best case, provide citizens with the tools and skills to be able to make the successful transition to employment and to contribute effectively to society.

Being a woman working in the finance sector hasn't been the easiest journey, but my team and I look forward to continuing to build cultural bridges and create a world-class offering in the global real estate. Through partnerships, skills transfer and education, we hope to make a meaningful contribution.

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