

# MasterKeySystems

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Masterkey Systems is one of the very few born and bred Dubai companies. On a toasty summer night in July of 2000, a small group of Dubai's most accomplished real estate professionals gathered at a large boardroom table in Dubai to discuss the emerging needs and future of the real estate market. It was at this meeting of the minds that the first whisper of Masterkey Systems occurred. On that crucial night an idea was born and in September of that same year, development of the Masterkey software officially commenced. From the onset, Masterkey was focused on helping firms with property management and leasing. Growing with the market, the Masterkey software expanded to incorporate real estate sales into its product offerings in order to better serve the real estate industry. In 2004 after years of in-depth thinking, development, analysis, testing and retesting, Masterkey Systems set about to revolutionize the global real estate industry. Through the years the Masterkey software has morphed and adapted to incorporate emerging industry trends. We've added loads of new features and functionality, and undergone a number of aesthetic face lifts. Through all of this, Masterkey has remained true to its principles, ensuring that our products are simple to use, functional and intuitive. In 2009, Masterkey 4.0 was launched with upgraded features, an instinctive interface and even more functions. It represents our most accomplished efforts to date. Like always, we've remained true to our word, ensuring Masterkey 4.0 is simple, functional and intuitive. We've partnered all this with world-class support and customer service to create a client experience that's second to none. It

has been quite a journey since that fateful night in July of 2000, but if you were to ask anyone at Masterkey Systems...they'll tell you we're just getting started.

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