



ATLAS KENZ
GROUP

PRIVATE INVESTMENT DOSSIER

Invest in Marrakech.

Build your legacy.

A private perspective on Marrakech real estate for international investors — the market, its districts, our services and the way we work with you.

COMPANY OVERVIEW

A private house for exceptional assets

Atlas Kenz Group is a Marrakech-based private real estate and investment advisory serving clients across the GCC, Europe and North America. We bring sourcing, acquisition, renovation, management and investment strategy together in one accountable practice.

From the first conversation to the long-term performance of your asset, the thread of responsibility never changes hands.

320+

PROPERTIES SOLD

45

LUXURY DEVELOPMENTS

1200+

INTERNATIONAL CLIENTS

18

YEARS EXPERIENCE

THE ATLAS KENZ STANDARD

01 Discretion Assured

Your intentions, identity and negotiations remain a private matter.

02 Rigor in Every Detail

We question the assumptions and examine the details before recommending.

03 One Accountable Team

A single relationship connects every specialist and every stage.

04 Craftsmen, Not Contractors

People whose pride can be seen in the finished detail.

05 Long-Term Partnership

Our attention continues beyond completion.

Market highlights

+14%

GROWING TOURISM

A+

MATURE LUXURY MARKET

7–11%

EXCELLENT ROI

MAD

STABLE MARKET

6

GOLF LIFESTYLE

2030

FUTURE OPPORTUNITIES

DISTRICTS

Palmeraie

Expansive estates and discreet villas — ultra-prime, long-term hold.

Medina

Heritage riads with restoration potential and boutique hospitality.

Hivernage

Established prime city residences with strong rental appeal.

Amelkis

Golf villas and resort-led living with premium stays.

Route de l’Ourika

Country estates, land and selective development.

Guéliz

Contemporary centre: apartments and retail with year-round use.

ILLUSTRATIVE RETURNS

SHORT-STAY YIELD

7–11% net

CAPITAL APPRECIATION

6–9% annual

RENOVATION UPLIFT

+18–32%

OCCUPANCY

68–82% annual

Figures are illustrative and are not forecasts or guarantees. Outcomes depend on the property, acquisition costs, operating expenses and market conditions.

OUR EXPERTISE

Fourteen services, one relationship

- Luxury Villas
- Traditional Riads
- Commercial Properties
- Property Management
- Renovation & Construction
- Property Sourcing
- Investment Consulting
- Luxury Apartments
- Land Investments
- Luxury Rentals
- Interior Design
- Investment Advisory
- Legal Assistance
- Residency Assistance

HOW WE INVEST WITH YOU

- 01 Private Briefing
Your ambitions, horizon and involvement.
- 02 Curated Shortlist
Each address with its merits, costs and considerations.
- 03 Acquisition & Structuring
Due diligence, negotiation and qualified advice.
- 04 Management & Yield
Maintenance, hospitality and reporting.

BEGIN THE CONVERSATION

Schedule a private consultation

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