

# PROPERTY TIME

JANUARY 2025 | ISSUE 1 | VOLUME 2

Cover Story

## THE REAL ESTATE EMPRESS

Ms. Eman Taha, CEO of London Gate, the visionary behind the soon-to-rise Dubai's timeless elegance



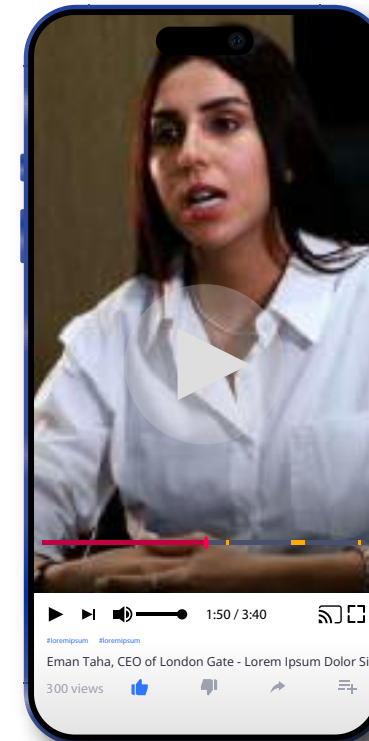
PODCAST

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#PG 18 | The revolutionary app: Property Search

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# HAPPY NEW YEAR: DUBAI CONTINUES TO RULE THE GLOBAL REAL ESTATE MARKET

EDITOR'S NOTE

**T**hey say records are meant to be broken. And post the pandemic Dubai real estate market has been busy setting new records every year and then breaking them, only to create new records in the following year. Year 2024, as expected, shattered all records in the terms of sales transactions and sales volumes in Dubai real estate sector set in 2023. What an amazing year it has been! As the population continues to grow, the demand for residential units keeps growing and as a result, there was a massive increase in the number of new projects that were launched throughout 2024 and of course, the market is set to witness more launches in Q1 of 2025. Nobody's worried about oversupply this time around as the market still needs more units to cater to the projected population growth and demand. *Property Time* has been fortunate enough to be a part of this unprecedented

growth story for years and we will continue to bring you news and updates from the market.

In the new year edition, *Property Time* features Eman Taha, CEO of London Gate, whose story of resilience is quite inspiring even as the projects by London Gate have already created a buzz in the market. This issue also has a number of articles that share insights about the trends in the market, forecasts of the short and medium terms, demand and supply equations, profiles such as ANW and an exciting new app 'Property Search' that is all set to revolutionise the way the market operates.

Once again, Happy New Year to all of you!

Let's get ready to witness yet another exciting year wherein old records will be broken and new records will be made.

REAL ESTATE



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Branded residences



The revolutionary app: Property Search



Mario Volpi turns 40



Column by Rui Lui, CEO and Founder, Leos Developments



DLD & RERA updates



Meet the 'A' N 'W' of Dubai real estate market



Cover story: Eman Taha, CEO, London Gate



New launches and their effects on the market



# I N S I D E

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VOLUME 2

Text: **Lisa Amnegard**  
Images: **Supplied**

# DUBAI LAND DEPARTMENT TO LAUNCH SMART RENTAL INDEX IN JANUARY 2025

THE NEW SYSTEM WILL USE ADVANCED TECHNOLOGY TO BRING GREATER TRANSPARENCY TO DUBAI'S PROPERTY MARKET, EMPOWERING TENANTS, LANDLORDS, AND INVESTORS TO MAKE SMARTER, DATA-DRIVEN DECISIONS.



The Dubai Land Department (DLD) has announced the launch of its Smart Rental Index, set to debut in January 2025. This initiative is designed to enhance transparency, trust, and confidence in Dubai's real estate market by harnessing advanced technology to benefit landlords, tenants, and investors alike. Currently, the rental index provides a general estimate of annual property values for tenants and landlords. However, the new Smart Rental Index will offer accurate, real-time data on rental prices and property availability across Dubai, deliver-

ing a more precise, user-friendly system. The Smart Rental Index aims to regulate and advance Dubai's real estate sector, particularly in rental valuations. By combining reliable, up-to-date data with cutting-edge technology and real estate expertise, the platform provides integrated solutions tailored to meet the needs of all market stakeholders. This initiative aligns with Dubai's broader vision of integrating technology to enhance services, improve quality of life, and support sustainable economic development. It marks a significant step toward positioning Dubai as a global leader

in tech-driven real estate solutions. Central to the Smart Rental Index is its emphasis on transparency. By offering landlords, tenants, and investors access to trustworthy and precise rental data, the platform enables better-informed decision-making. The Smart Rental Index also supports the Dubai Digital Strategy, the Dubai Real Estate Sector Strategy 2033, and the emirate's long-term goals for sustainability and innovation. It underscores the DLD's commitment to making Dubai a global hub for cutting-edge real estate solutions. ✦



Text: Lisa Amnegard/Contributing Editor  
Pics: Supplied

## DUBAI'S BRANDED RESIDENCES' BOOM CONTINUES, OVERTAKING NEW YORK, MIAMI, AND LONDON

THE EMIRATE NOW HOSTS ONE OF THE HIGHEST NUMBER OF BRANDED RESIDENTIAL OPERATORS WORLDWIDE, WITH NEARLY 15 % OF GLOBAL SUPPLY CONCENTRATED IN THE CITY

Dubai has surpassed traditional real estate powerhouses New York, Miami, and London to become the world's most coveted market for branded residences, according to a new Savills report.

The desert metropolis has witnessed an unprecedented boom in this ultra-luxury sector, with a staggering 120-plus branded developments launched in 2024 alone – a sharp increase from 69 projects in 2022.

According to Savills, this project growth would add more than 4,600 units by the end of 2029, including the highest concentrations of branded residential residences



"AS A GLOBAL HUB FOR HIGH-NET-WORTH INDIVIDUALS, DUBAI OFFERS SOME OF THE MOST EXCLUSIVE BRANDED RESIDENCES, CATERING TO THOSE SEEKING UNPARALLELED QUALITY, EXCEPTIONAL AMENITIES, AND A UNIQUE INVESTMENT OPPORTUNITY" **LOAI AL FAKIR, CEO, PROVIDENT ESTATE**

worldwide. These aren't just ordinary luxury homes, rather, they are lifestyle statements backed by some of the world's most prestigious brands.

The concept has caught the attention of luxury fashion houses, automobile manufacturers and lifestyle brands, who are increasingly venturing into real estate to meet growing demand.

Whether a Mercedes-Benz backed property or by a five-star hotel, high-net-worth individuals are willing to pay premiums up to 69 percent above their non-branded counterparts – often drawn to the exclusive amenities and status symbol appeal these branded residences provide.

### Why demand is growing

Dubai's branded residences have become particularly popular among the ultra-wealthy as these buyers tend to gravitate to luxury brands they trust. For many, branded residences in Dubai represent the pinnacle of luxury living, blending world-class design with prestigious

hospitality and lifestyle brands.

"As a global hub for high-net-worth individuals, Dubai offers some of the most exclusive branded residences, catering to those seeking unparalleled quality, exceptional amenities, and a unique investment opportunity," Loai Al Fakir, CEO, Provident Estate explains, adding "from iconic beachfront properties to ultra-modern cityscapes, these residences not only provide luxurious living but also hold strong appeal for international investors due to their premium value and long-term returns in the region's thriving real estate market".

According to Knight Frank's latest survey, 94 percent of individuals worth over \$15 million are actively pursuing these prestigious properties.

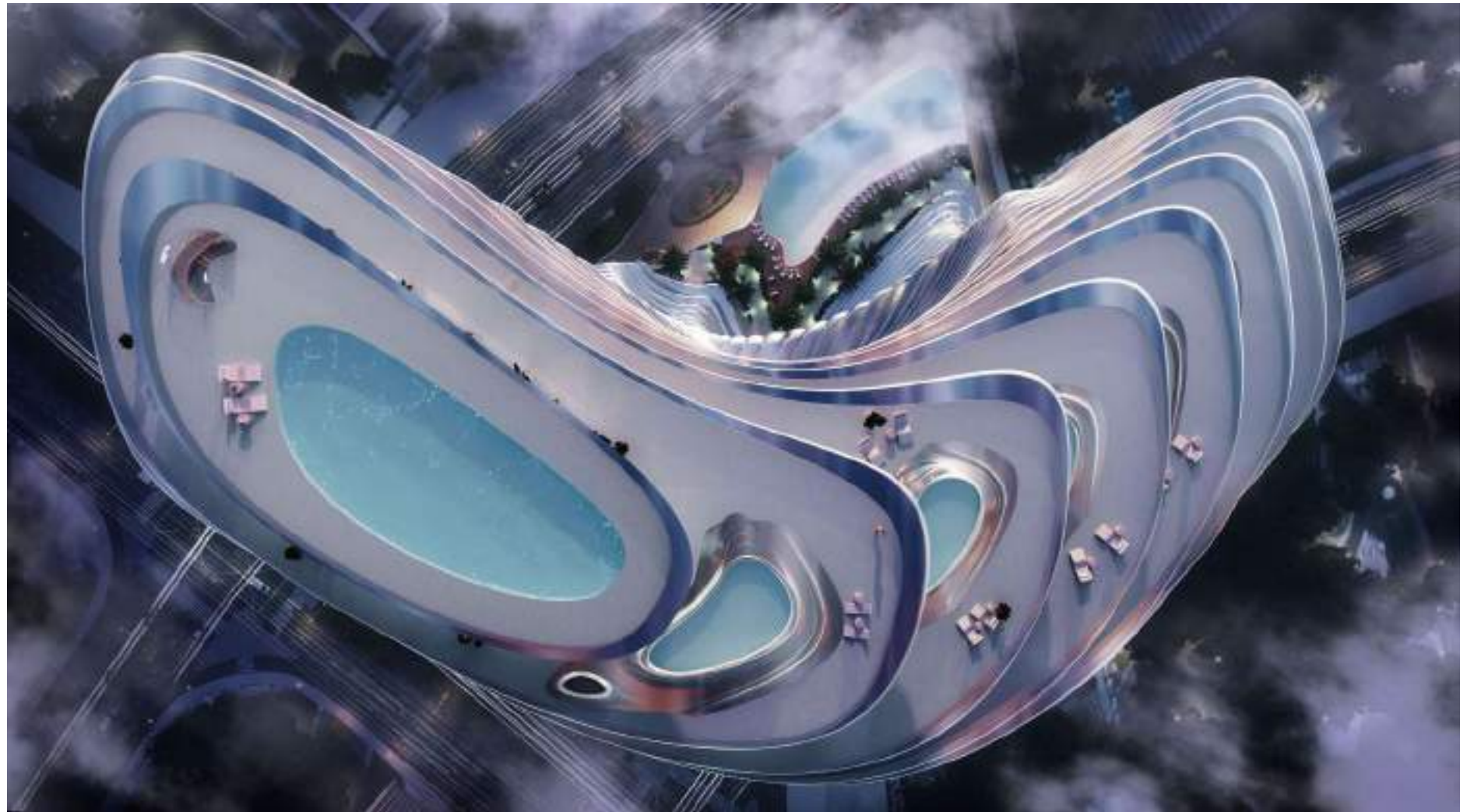
"Owners of such properties get the feeling of 'owning a part of a hotel' while having full access to hotel amenities in your own private environment", Lars »

Jung-Larsen Partner for Branded Luxury Advisory at Knight Frank MENA explains. He notes a growing trend of non-hospitality brands entering the market, allowing residents to "live the brand 24/7" through designer interiors, exclusive amenities, and members-only benefits.

The investment potential is equally compelling. Year on year, the total value invested in branded residences has seen a 25 percent increase further underscoring the robust performance of the sector

and growing appeal of branded residences.

According to Knight Frank's data, more than a third of high-net-worth investors expect values of branded properties to climb between 5-10 percent in the first year alone, with this confidence peaking among those worth \$10-15 million. For the ultra-wealthy, world-class services and amenities have become the primary attraction, with 75 percent citing this as their key motivation. This combination of



BRANDED RESIDENCES OFFER ACCESS TO A LUXURY LIFESTYLE THAT IS NOW SYNONYMOUS WITH DUBAI." **LARS JUNG-LARSEN, PARTNER AT KNIGHT FRANK, MENA**



luxury living and investment potential is particularly appealing to global investors, with 17 percent ready to spend over \$5,000 per square foot – a figure that rises to 23 percent for those worth more than \$20 million.

This premium pricing reflects buyers' confidence in branded properties, where higher costs are justified by guaranteed quality, service, and prestige.

**The trending hotspots** Dubai's waterfront locations are emerging as the crown jewels of the branded residence market, with beachfront properties commanding the highest

premiums. According to Elias Hannoush, Managing Director at Morgan's International Realty, the beachfront developments in Umm Suqeim, Jumeirah Beach Residence, and Pearl Jumeirah are setting new benchmarks in luxury living. He notes that the combination of prestigious brands and prime coastal locations create an irresistible draw for ultra-wealthy buyers seeking exclusive waterfront lifestyles.

Beyond the beach, three key districts dominate Dubai's branded residence scene: Palm Jumeirah, Downtown Dubai, and Business Bay. These hotspots offer a potent mix of prestigious addresses and

world-class amenities, attracting both established and emerging luxury brands.

However, the branded premium softens in Dubai's villa communities. Areas such as Dubai Hills, Jumeirah Golf Estates, and Arabian Ranches, while luxurious, see a less pronounced impact from branding, with premiums remaining below 10 percent. This suggests that the added value of a brand name holds less sway in these family-oriented suburban settings compared to the high-stakes waterfront market. ♦

Compiled by **Binesh Babu Panicker**  
Pics: **Supplied**

## GEMZ BY DANUBE DELIVERED FIVE MONTHS AHEAD OF SCHEDULE

LOCATED IN AL FURJAN, GEMZ BY DANUBE IS AN ARCHITECTURAL GEM WHICH BOASTS 270 APARTMENTS AND DUPLEXES + 9 RETAIL OUTLETS.

“DANUBE PROPERTIES IS PROUD TO BE A PIONEER IN A NUMBER OF INITIATIVES IN THE DUBAI REAL ESTATE MARKET SUCH AS A 1% PAYMENT PLAN, 40-PLUS AMENITIES AND THE HIGHEST CAPITAL APPRECIATION AND RENTAL INCOMES TO BUYERS. WE HAVE ALSO SET THE TREND OF DELIVERING PROJECTS AHEAD OF SCHEDULE, A REMARKABLE FEAT THAT OTHER INDUSTRY PLAYERS ALSO WANT TO EMULATE.” **RIZWAN SAJAN, FOUNDER AND CHAIRMAN OF DANUBE GROUP**

“



Danube Properties, the fastest-growing property developer in Dubai, has maintained its tradition of delivering projects ahead of schedule by handing over Gemz by Danube, five months ahead of schedule. On November 14, a prestigious ceremony was held in Al Furjan at Gemz by Danube to start the handover of keys to proud homeowners, in recognition of Danube Properties' dedication to delivering superior-quality projects ahead of schedule. The vibrant ceremony was attended by Mohamed Al-Bidwawi, CEO of RERA on behalf of His Excellency Eng. Marwan bin Ghalita, Director General of Dubai Land Department, Senior leaders of Danube Group, industry executives and residents.

Launched in June 2022, the highly sought-after AED350-million project was sold out within a few hours of its launch. With a built-up area of 530,000 sqft, Gemz is developed on a plot of 101,000 sqft. The G+P+14-storeyed project houses 270 apartments, including 24 Studios, 74 1BHK, 114 2BHK and 42 3BHK apartments while 16 apartments are duplexes. It boasts 30-plus amenities that cater to the wide-ranging needs of the residents. Interestingly, Gemz came up with unique convertible layouts that allowed one-bedroom unit to be made into a 2BHK and 2BHK into a 3BHK.

Buyers who booked and paid their initial deposit on the day of the launch of Gemz were lucky owners to have their homes fully furnished by Danube Home – a one-stop solution for all furniture, home décor, furnishing and sanitaryware. “Danube Properties is proud to be a pioneer in a number of initiatives in the Dubai real estate market such as a 1% payment plan, 40-plus amenities and the highest capital appreciation and rental incomes to buyers. We have also set the trend

of delivering projects ahead of schedule, a remarkable feat that other industry players also want to emulate,” said Rizwan Sajan, Founder and Chairman of Danube Group, the parent company of Danube Properties.

**“We consider our commitment with utmost sincerity. Delivering projects ahead of time is fundamental to Danube Properties' principles and values. Handing over projects well ahead of time saves end-users from monthly rental costs while investors earn extra income by leasing their properties,”** said Danube Group's Founder.

A veteran and iconic figure in Dubai's real estate industry, Mr. Rizwan Sajan is occasionally invited by top media outlets and high-profile events to offer his insights into the real estate market. His valuable insights are regularly reported in local and international publications. Danube Properties is one of the biggest developers in Dubai, known for providing unparalleled quality and best-in-class properties that excel by international standards. To put in perspective, Danube Properties' buyers include a number of Bollywood stars and A-list television actors, who trust Danube Properties and the commitment of its Founder and Chairman Mr. Rizwan Sajan. “I assure investors and end-users who invest with us that our promise to deliver world-class quality and hand over their units ahead of time is uncompromising. All previous buyers who put faith in us and invest in Danube projects have made handsome returns on their investments,” said Mr Sajan. Danube has successfully delivered numerous projects in Dubai, including Jewelz, Wavez, Elz, Lawnz, Bayz, Miraclz, Glamz, Starz, Glitz 1, Glitz 2, Glitz 3, Dreamz, Resortz, Pearlz and Olivz. ✦





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**Aamir Malik**

**Early days...**

I started my professional career while I was completing my MBA. I started as a sales and customer services professional in the hospitality industry. I have always had the desire to start my own business, it attracted me. So apart from working in the hospitality industry for few years with a well-known five-star hotel in Pakistan I have also been involved in multiple start up business including a very well know shoe brand which I still own. In 2011, I moved to Dubai looking for international exposure and better opportunities and I started with the construction business and soon I realized the opportunity and potential of the real estate market here. However, I had no previous experience of real estate, so I decided to start as a broker to get a better understanding and knowledge of the industry before starting my own real estate business. My sales and customer service background really helped me, and I felt at ease in real estate and really felt that I belonged to this city and the industry.

**ANW origin and growth**

Post Covid 19 lockdown we decided to start a real estate brokerage together and decided to name our business with our initials - that's where the name ANW Comes from Amir and Wajid. The market then was not at its best, especially for a new real estate business. However, we were confident that with our combined skills and experience we could make it happen. We had complete faith in Dubai and we knew this market would bounce back strongly. We were lucky enough to make a small but very strong team right from the start. Most of our team members were our friends from the industry who have faith in us. We started in a very small office in a business center and within the first six months, we moved to our office in Business Bay. Today, we have a strong team of more than 70 sales agents with two offices in Dubai, a holiday homes business and a digital marketing business as well as kiosks in Nakheel Mall Palm Jumeirah and in Trafford Centre, Manchester, United Kingdom, which reflects our appetite for growth and strategic expansion.

**Rising rents a concern for tenants or an opportunity for them to turn into homeowners?**

We have witnessed a steady increase in the rental prices in the market. Apart from the high demand because of the population growth there has also been a significant increase of rental properties in the short-term rental or holiday homes market, and I see the rental pricing increasing even more in coming months. With the recent cut in the mortgage rates by the federal bank making financing more affordable and developers offering easy payment plans including 1% monthly payments I see these as a perfect opportunity for the tenants to become homeowners. We have already witnessed this as a trend in the market and more tenants are looking to buy properties. In fact, recent market reports show that 66% of the tenants are looking to own a property.

**Wajid Sabir**

**Early days...**

After completing my Graduation in information Technology I moved to Dubai in 2007. I started my career as an IT administrator in



Century 21 Gulf Group Real Estate in August 2007, In the first few months of my job I saw the potential in the real estate market and decided to get into sales and ever since I never looked back. I fell in love with this city and the real estate industry. Over the years I have worked with the top real estate brokerages here before starting ANW Real Estate in 2020.

**Year 2024 outplayed 2023 how about 2025?**

If we look at the market post covid it has consistently been performing very strongly, we saw

the real estate transaction in 2023 surpassing 2022 by 29% and the market has followed the same trend in 2024 and total transactions has exceeded 400 billion dirhams in value Dubai population has grown at an impressive 4.39% this year and population is expected to exceed 4million in 2025. We have witnessed the high-net-worth individuals moving to Dubai from all parts of the world and I think this trend will continue in 2025 as Dubai will maintain its status as the world's top wealth magnet and the real estate market will remain a robust power house of immense growth. With the government's initiatives, economic and political stability, favorable market dynamics, global investor interest, leisure and lifestyle opportunities, capital gains and city's status as the safe heaven I think Dubai real estate market will continue its upward trajectory in 2025.

**Ras al Khaimah real estate market is flourishing, do you see RAK market as good opportunity for investors?**

Ras Al Khaimah's freehold real estate market started in 2005 and has been popular among investors and end-users. Since the announcement of Wynn gaming resort in 2022, we have witnessed a substantial increase in real estate demand. Being the first integrated gaming resort in the region, Wynn will be a game changer for the emirate, attracting major real estate players like Emaar, Aldar, Damac, and Dar Global to launch their projects there. Real estate prices grew remarkably by 50% in 2023, with further increases in 2024, driven by the \$3.9 billion Wynn Casino, which attracts both investors and visitors. The government's proactive measures and vision for sustainable growth continue to position the emirate as an investment destination of choice in the region. ✦



Compiled by **Binesh Babu Panicker**  
Pics: **Supplied**

**MEET THE 'A' N 'W' OF DUBAI REAL ESTATE**

AAMIR MALIK, AND WAJID SABIR, CEOS AND FOUNDERS OF ANW REAL ESTATE, RECOUNT THEIR JOURNEY AND SHARE THEIR VISION FOR THE FUTURE.



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Text: **Lisa Amnegard**  
Images/Podcast: **Abu Jiyadh**

# “PROPERTY SEARCH”, TO BE LAUNCHED SOON: UNLOCKS DIRECT DEALS WITH DUBAI OFF-PLAN DEVELOPERS

PROPERTY SEARCH ALLOWS DEVELOPERS TO LIST THEIR PROPERTIES ON THEIR APP AND RECEIVE DIRECT ENQUIRIES FROM BUYERS.

Dubai’s property landscape has long attracted global investors thanks to its iconic skyline, luxurious developments, and the potential for exceptional returns. Yet, behind the allure of this fast-paced market lurks a considerable drawback for investors—hefty broker commission fees.

In the UAE, commission rates often range from 6% to 8% of the property’s value—costs that can add tens or even hundreds of thousands of dirhams for investors as property prices across the city continue to rise. For buyers, these additional expenses can significantly cut into budgets and complicate the process of navigating an already competitive market.

Real estate veteran Ian Hollingdale is addressing this cost burden with the launch of Property Search, a new app designed to give investors direct access to developers.

“We are trying to deliver to the customers of Dubai—the expats and investors—an easier option than what they’re used to. This app gives a client the opportunity to see a full range of properties that are available in the



“We are trying to deliver to the customers of Dubai—the expats and investors—an easier option than what they’re used to.” **Ian Hollingdale, CEO, Property Search**

market. So they’re not relying on an agent or a broker to influence them on what they need to buy. You take your own decisions,” Ian Hollingdale, CEO of Property Search, explains.

While property brokers and agents remain important in the buying process, many investors now have a clear vision of the properties they wish to invest in. The upcoming app will cater specifically to these investors, particularly in the off-plan market, as well as offer support throughout the purchasing journey.

#### The user experience

Property Search is meticulously designed to simplify the property investment journey. Users can input their specific requirements—such as budget, desired return on investment, payment plans, preferred neighborhoods, or property types—and the app curates a personalized list of properties that align with their criteria. Hollingdale elaborates, “This ensures users aren’t lost in the vast listings of traditional portals but are matched with properties that genuinely meet their needs.”

The app coincides perfectly with the current trends in Dubai’s property market, which is experiencing a surge in demand for off-plan properties. In Q3 2024, off-plan property sales recorded a 50.3% YoY growth, setting the pace for the upward swing in Dubai’s residential market with sales transactions rising 35.6% year-to-date. The heightened demand puts pressure on portals and platforms to enhance their search functionalities, as many off-plan developments often sell out quickly – sometimes even within 24 hours.

As the off-plan market is projected to sustain its growth in the coming

years, Property Search is strategically positioned to leverage this trend.

#### How does this help the developers?

The benefits of Property Search extend beyond investors to developers themselves. Traditionally, developers in the UAE have depended on brokers and agents to generate leads and secure potential sales. However, with demand for off-plan properties at an all-time high, developers are often locked in an intense battle to win over real estate investors.

“Good leads are gold dust. Out of every 100 leads, there may only be five that are real buyers. We’re offering the services of all the developers to those good clients,” Hollingdale explains. Often, property developers have their own internal sales team within the development team who are briefed on any project and development they are working on. With the abundant supply of residential properties on the market, investors are becoming more selective when choosing a project making it more difficult for developers to secure leads through brokers and agents.

Property Search solves this problem by allowing developers to list their properties directly on the app.

“This means after a potential investor sets their criteria, buyers connect with the right developer at the right price in the right area, ensuring the best ROI or living situation,” Hollingdale states.

Both parties can schedule viewings, negotiate prices, schedule documents for pickup and delivery, and close deals – all through the app. Instead of paying a commission to a broker, Property Search offers a much less and cost-effective solution for the developers to reach out to interested buyers.

#### What is the involvement of your team in the process?

Central to Property Search’s mission is providing continuous support to its clients. Hollingdale, who boasts over 20 years of experience in Dubai’s real estate market, has assembled a team dedicated to guiding clients through every step of the property journey.

“We’re experienced in how to do sales, how to progress a sale from an initial looking on an app right through to completion. If there’s any part of that transaction or any part of that process that the client does not understand, we’re available,” Hollingdale explains.

While many brokers rely on a predominantly sales-oriented approach, the team at Property Search distinguishes itself by prioritizing a more comprehensive and client-centric experience.

“We’re not trying to sell the client the property they’ve already decided they want to buy. That’s where the difference lies. What we’ve done is establish what the client wants...we will deliver the properties that fit their bill, and if they’re not getting satisfaction from the developer, we’ll deal with the client again and we’ll try and help them on another route. So we’re not going to let people go.”

Initially focusing on developers, Property Search plans to expand into the secondary market, leasing and holiday rentals—a testament to Hollingdale’s ambition to make property transactions simpler and more transparent for all parties.

Whether you’re an investor eyeing Dubai’s off-plan market or a developer aiming to showcase new projects, this new app could herald a transformative shift in how real estate deals are conducted in the UAE. ♦

Text: **Supplied**  
Image: **Supplied**

# DUBAI REAL ESTATE MARKET SETS AN ALL-TIME RECORD IN 2024

MARKET SOARS TO NEW PEAK, WITH 180,900 TRANSACTIONS WORTH AED522.1 BILLION

A record-breaking year for Dubai's real estate market, with new milestones being set throughout 2024, culminated in an all-time peak of 180,900 transactions worth AED 522.1 billion.

A market report issued by fām Properties underlines how 2024 became an historic year, with big leaps of 36% and 27% respectively on the previous high of 133,100 sales worth AED411.1 billion in 2023.

In the primary market, first sales from developers climbed by 30% year on year to AED334.1 billion, highlighting strong demand for new developments and off-plan properties.

The transaction volume surged by 51% to 119,800 in 2024, reflecting a substantial increase in buyer confidence and developer activity. There was also a steady appreciation in the average price per sq ft, which was up 10% to AED 1,600.

Demand was fuelled by new project launches and favourable payment plans, as the segment attracted foreign investors, supported by residency incentives and visa reforms.

Healthy demand in the secondary market was highlighted by a 21% increase in re-sales to AED 188.1 billion. Transaction volume was also up by 14% to 61,100,

demonstrating sustained activity. The average price per sq ft increased by 12% year-on-year to AED 1,300.

The 2024 re-sale figures reflected buyers shifting to ready properties for immediate occupancy, and high rental yields attracting investors, while infrastructure improvements enhanced property desirability.

“This was a remarkable year for Dubai real estate, with transaction volumes growing despite global economic uncertainties, indicating resilient demand and an expanding buyer base,” said Firas Al Msaddi, CEO of fām Properties.”

“Sales values broke historical records, and with strong rental demand, and luxury resilience, the market continues to attract global investors, reinforcing UAE's status as a top real estate destination.”

A year which had earlier set numerous monthly and quarterly records brought annual growth across each of property sectors, headed by a 42% year-on-year increase in the volume of apartment sales, with 141,168 transactions totalling AED 260.6 billion.

Villa sales were up by 21.1% from 2023 to 30,938 units worth AED 164.1 billion, commercial property transactions increased by 10.1% in volume to 4,304 units at AED 9.7

billion, while 4,352 plots sold for AED 86.5 billion, a rise of 2.6%.

In the primary market, Al Barsha South 4 was the top performing area in terms of overall volume, with 12,878 first sales from developer, reflecting its popularity among investors and end-users.

Business Bay led the way in overall sales value, with 6,888 transactions worth AED 21.1 billion. Meanwhile, emerging areas like Madinat Al Mataar and Wadi Al Safa 5 gained traction, indicating growing demand for suburban living and integrated communities.

The 2024 re-sale figures reflected buyers shifting to ready properties for immediate occupancy, and high rental yields attracting investors, while infrastructure improvements enhanced property desirability.



## Top 10 Performing areas – Primary market

Al Barsha South 4	12,878 transactions worth AED 13.5 billion
Business Bay	6,888 transactions worth AED21.1 billion
Wadi Al Safa 5	6,602 transactions worth AED13.6 billion
Madinat Al Mataar	6,254 transactions worth AED17.0 billion
Hadaeq Sheikh Mohammed Bin Rashid	5,246 transactions worth AED13.4 billion
Madinat Hind 4	5,152 transactions worth AED8.4 billion
Madinat Dubai Almelaheyah	4,818 transactions worth AED12.7 billion
Al Merkadh	4,474 transactions worth AED6.2 billion
Jabal Ali 1	4,335 transactions worth AED6.7 billion
Bukadra	4,215 transactions worth AED9.9 billion

Business Bay maintained its dominance in re-sale transactions, recording 5,142 deals during the year, while Dubai Marina led in overall value, with 4,924 transactions worth AED15.2 billion, emphasizing its status as a premium, waterfront destination.

## Top 10 Performing areas – Secondary market

Business Bay	5,142 transactions worth AED9.8 billion
Dubai Marina	4,924 transactions worth AED15.2 billion
Al Barsha South Fourth	4,635 transactions worth AED7.0 billion
Al Thanyah Fifth	3,305 transactions worth AED8.1 billion
Al Merkadh	3,155 transactions worth AED8.3 billion
Downtown Dubai	3,122 transactions worth AED12.7 billion
Jabal Ali First	2,364 transactions worth AED5.0 billion
Al Warsan First	2,126 transactions worth AED1.2 billion
Wadi Al Safa 5	2,125 transactions worth AED5.9 billion
Hadaeq Sheikh Mohammed Bin Rashid	2,106 transactions worth AED9.8 billion

AS THE UAE REAL ESTATE MARKET CONTINUES TO EVOLVE AND EXPAND, THE IMPORTANCE OF REAL ESTATE BROKERS WILL ONLY INCREASE, REAFFIRMING THEIR POSITION AS INDISPENSABLE PROFESSIONALS IN THE INDUSTRY THAT EVEN AI CANNOT COMPLETELY REPLACE.”

**SAFURA ABASNIYA,  
FOUNDER/CEO ASTON  
PREMIUM REAL ESTATE**



The UAE is known for its opulent skyscrapers, luxury developments, and thriving real estate market that has become a magnet for property investors, and end-user buyers from all over the world. In this dynamic and competitive landscape, real estate brokers play an essential role in facilitating transactions, providing market insights, and guiding clients through the complex process of buying, selling, or renting properties in UAE. The contributions of real estate Brokers in UAE real estate sector and economy are clearly “Underestimated”. Real estate Brokers in the UAE act as intermediaries between buyers, sellers, landlords and tenants, developers, banks and SP. government authorities facilitating transactions and ensuring smooth and efficient dealings.

Moreover, Brokers in the UAE possess expertise and perform the scope of work equivalent to at least three roles, which is often the case in the EU, USA, Asia, or other parts of the world. Let’s dive deeper into

this scope of work that is held by UAE Brokers.

**Front end:** Market knowledge & analytics property marketing, viewings & meetings, negotiations and closings.

**Backend:** Legal and documentation assistance, where Brokers assist clients in navigating the legal requirements and paperwork involved in real estate transactions in UAE. From drafting contracts to handling title deeds and transferring documents, brokers ensure that all legal formalities are fulfilled and transactions are conducted according to AML compliance screening with regulations.

Brokers’ expertise, professionalism, and dedication bring numerous benefits to clients, developers, banks, government and the industry overall. It is essential to compensate brokers fairly through commissions while also valuing the additional benefits and expertise they bring to the table. Remember, a professional broker possesses market knowledge and

project insights that you may not have. They collaborate with property developers, investors, and industry professionals, leveraging this network to benefit their clients. This enables brokers to connect clients with suitable properties, secure lucrative deals, and enhance the overall real estate experience.

In conclusion, brokers play a vital role as facilitators, market experts, negotiators, and advisors, ensuring successful real estate transactions while enhancing the overall legitimate and seamless experience for property-related clients in the UAE. Therefore, our commission fees should not be criticized or judged, assuming that brokers are overpaid. Instead, it should be viewed as an investment in professionalism and market expertise. As UAE’s real estate market continues to evolve and expand, the importance of real estate brokers will only increase, reaffirming their position as indispensable professionals in the industry that even AI cannot completely replace. ✦



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VOLUME 2

Staff Report  
Pics: Supplied

# OUR MISSION IS NOT “COMMISSION”

SAFURA ABASNIYA, FOUNDER/CEO ASTON PREMIUM REAL ESTATE, TELLS US WHY “THE CONTRIBUTIONS OF REAL ESTATE BROKERS IN THE UAE REAL ESTATE SECTOR AND ECONOMY ARE CLEARLY “UNDERESTIMATED”.

DUBAI'S SOARING RENTAL MARKET AND FAVORABLE MORTGAGE RATES ARE DRIVING A SHIFT IN PROPERTY BUYING PATTERNS.



"Cheaper mortgages in the face of rising rents have understandably resulted in an influx of new buyer enquires from tenants." Richard Waind, Chief Executive Officer of Betterhomes



Rising rental prices and cheaper mortgage rates are quickly reshaping Dubai's property landscape. Over the past year, there has been a drastic increase in mortgage enquiries as tenants seek cost-effective alternatives to escalating rents. Betterhomes' latest data reveals mortgage-financed purchases now constitute 60% of transactions, nearly doubling from 35% in early 2024. Mortgage affordability continues to support the market, with rates holding between 4% and 4.5%. The Emirates Interbank Offered Rate has maintained stability at 5% over the past year. Commenting on this, Richard Waind, Chief Executive Officer of Betterhomes said: "Mortgage buyers received a welcome boost in September with an interest rate drop of 0.5%, the first cut in rates in over 4 years. Cheaper mortgages in the face of rising rents have understandably resulted in an influx of new buyer enquires from tenants." The accessibility of mortgages has opened doors for middle-income residents, with most prospective buyers earning under AED50,000 monthly. Average household incomes stand at AED45,616 for current investors and AED32,303 for tenants, reflecting a broadening market reach.

#### Price fears, space, security prompt homeownership

The Betterhomes Future of Living report reveals mounting pressure on Dubai tenants to enter the property market. Seven in ten tenants now plan to buy a property within three years. This comes as the majority of tenants fear rental increases during their next lease renewal. According to Cushman & Wakefield Core, city-wide rents have increased by 18% year-on-year, marking the 15th consecutive quarter of significant growth. Villa rents have shown some stabilisation, with a 13% year-on-year increase, while

apartment rents have seen a sharper rise of 19% over the same period. According to industry estimates, these upward trends will continue into next year.

While rising rents may trigger the initial interest in buying, the report reveals deeper motivations driving Dubai's tenants toward homeownership. Long-term stability emerges as a key factor, with residents seeking to establish permanent roots in the emirate. The desire for larger living spaces also plays a crucial role, as buyers look for homes that can accommodate growing families and changing lifestyle needs.

#### What Buyers Want, Where They're Looking

The Future of Living survey reveals a clear shift in buyer priorities, with emphasis on properties offering dedicated home offices, additional bedrooms, and comprehensive community

facilities. Premium locations continue to dominate buyer interest, with Dubai Hills Estate emerging as the most sought-after area. Dubai Marina and Downtown Dubai maintain their appeal, while Business Bay and Arabian Ranches round out buyers' top choices. "This transformation reflects Dubai's maturing real estate market. The convergence of favorable mortgage rates and rising rents has created an environment where home ownership is increasingly attractive to long-term residents," Richard stated. The transition to mortgage-led purchases indicates a move toward a more stable and sustainable market, highlighting Dubai's progression from being primarily investor-driven to an end-user-focused market. This shift may have long-term effects on the emirate's property sector, fostering more balanced and sustainable growth trends. ♦



Text: Lisa Amnegard  
Pics: Supplied

# RISING RENTS OR CHEAPER MORTGAGE RATES? WHAT'S YOUR PICK?

Compiled by **Binesh Babu Panicker**  
 Pics: **Supplied**

# “AS EMIRATI DEVELOPERS, SHOWCASING OUR CULTURE AND HERITAGE THROUGH DESIGN IS ESSENTIAL”

KHALID ABDULRAHMAN ALSUWAIDI, CHIEF COMMERCIAL OFFICER (CCO), NABNI DEVELOPMENTS, SHARES THE VISION OF THE DEVELOPER IN AN EXCLUSIVE CHAT WITH PROPERTY TIME.

## Tell us how NABNI Developments projects incorporate innovative design elements

We pride ourselves in taking a hands-on approach to building and design, veering away from the cookie-cutter model with a commitment to working with the best architects and designers in the world and using only premium quality materials. This is evident in all of NABNI's projects, including the iconic Business Avenue building where we collaborated closely with famed architect, Carlos Ott, based on his reputation as a world-renowned architect and his unique style, which resulted in a building that pushed the boundaries of design and construction in Dubai.



REAL ESTATE

In our Avenue Residences collections, whether it's the recently handed over Avenue Residence 4 or the newly launched Avenue Residence 7, both a testament to architectural finesse and opulence, showcasing gold-plated finishes across the properties or the upcoming Avenue Residence 8 properties, we personally select interior finishes and materials, such as travertine and natural stone, to reflect the surrounding environment and elevate the essence of opulent living. Each of the Avenue Residences' residential buildings layout fosters connectivity and interaction among residents, with outdoor spaces designed to encourage community engagement.

## What do you think distinguishes NABNI from other developers in the UAE market?

Before founding NABNI Developments, our family was renowned as one of Dubai's pioneering family businesses; establishing the first furniture store to import luxury Italian furniture and later, luxury supercar brands. Our heritage is rooted in visionary design and integrity, which has always been critical to our evolution as one of Dubai's leading luxury real estate developers. With a long-standing reputation for quality in the UAE, NABNI ensures superb attention to detail in all our projects. Every NABNI residence aligns with the unique aspirations of valued customers, ensuring each project surpasses the conventional standards of luxury living. Our pioneering approach to building and design continues to set us apart; NABNI's approach is centered around providing exceptional value for our customers that is achieved by delivering luxury residences in strategic locations within Dubai and combining innovative design with world-class amenities, all reinforced by a focus on

sustainable development.

## The design of NABNI's recently launched 'Avenue Residence 7 by NABNI' is a nod to your Emirati roots and culture. How does NABNI approach modern Emirati design to ensure it resonates with both local and international residents?

As proud Emirati developers, showcasing our culture and heritage through architecture and design, as well as elegant interior touches, is very important to us. Avenue Residence 7 by NABNI meets the growing demand for family-friendly living spaces and reflects our commitment to local culture, innovation, quality, and sustainability.

The luxury 12-storey building has an Emirati-inspired facade influenced by some of the UAE's most cherished symbols; the Barjeel wind towers and the dhow. In celebration of the evergreen national tree of the UAE, the Ghaf tree, and in recognition of its importance to the local landscape, we have also incorporated a serene outdoor Ghaf garden into Avenue Residence 7 by NABNI, designed as a place where residents and families can go to connect and enjoy spending time together. By blending luxury modern interiors and Emirati-inspired amenities, including two pristine outdoor swimming pools, a Majlis/Residents lounge, a jogging track, a fully equipped fitness studio, and a dedicated children's play area, NABNI offers investors and residents sophisticated living spaces with exquisite finishes. This, coupled with exceptional value and a strategic location in Al Furjan district, makes Avenue Residence 7 an attractive investment to investors from all over the world.

**Sustainability is a key focus in many new developments today. What sustainable practices have NABNI implemented in the**

## Avenue projects to reduce environmental impact?

In every project NABNI undertakes, energy efficiency and renewable energy integration are prioritised to ensure the highest quality build and sustainable solutions. In line with the UAE Green Agenda 2030, which emphasises sustainable development, NABNI's projects embrace every opportunity to use more sustainable materials, adopt smarter heating and cooling systems, and manage maintenance to reduce wastage. For example, we have incorporated a natural stone façade for thermal control and green roofs to enhance environmental sustainability, providing energy efficiency and stormwater management, contributing to a greener urban landscape in Dubai. Additionally, we prioritize sourcing materials »

“NABNI'S APPROACH IS CENTERED AROUND PROVIDING EXCEPTIONAL VALUE FOR OUR CUSTOMERS THAT IS ACHIEVED BY DELIVERING LUXURY RESIDENCES IN STRATEGIC LOCATIONS WITHIN DUBAI AND COMBINING INNOVATIVE DESIGN WITH WORLD-CLASS AMENITIES, ALL REINFORCED BY A FOCUS ON SUSTAINABLE DEVELOPMENT.”



locally whenever possible to reduce transportation-related emissions and have strategically designed our parking areas to ensure proper ventilation and safety. As a responsible developer in the UAE real estate sector, we take our environmental responsibilities seriously and strive to integrate sustainable practices in all aspects of our operations.

**NABNI has made a name with the iconic Lamborghini building on SZR and the Avenue Residences portfolio in Al Furjan. What is your expansion plans post-Avenue Residences, and what upcoming projects can we look forward to?**

Our portfolio spans over 1.1 million square feet of built area

across key locations in the UAE and we have a substantial project pipeline valued at over AED 2.2 billion with a landbank exceeding AED 500 million, reflecting our dedication to Dubai's infrastructure development. We are poised to expand our market presence further by entering the Branded Residences segment with our partnership with Hilton to develop the Waldorf Astoria Residences Dubai Downtown. Looking ahead, in 2025, we envision further growth for NABNI Developments, expanding our footprint in Dubai and undertaking multiple building projects. While our primary focus lies in converting our existing landbank into active projects, we anticipate acquiring additional land towards the year's end for future projects.

**How do your expansion plans fit into the UAE's growth trajectory within the real estate sector?**

The UAE has positioned itself as one of the top global destinations for tourism and for HNWIs to migrate, thanks to its favourable business ecosystem. The incredible growth in the real estate market this year continues to reflect that. NABNI are proud that we have become a leader within this remarkable growth story of Dubai, which was our aim from the day we founded the company in 1998. Our vision as a leading real estate developer aligns with Dubai's ambition to be a global leader in luxury real estate, emphasising innovation, quality, and sustainable development. ✦



“AS THE WEATHER IMPROVES, WE ALSO EXPECT TO SEE MORE INTERNATIONAL INVESTORS FLOCKING TO DUBAI, TAKING ADVANTAGE OF THE PLEASANT CLIMATE AND CONTINUING TO PURCHASE HIGH-DEMAND OFF-PLAN PROPERTIES FOR BOTH RELOCATION AND SECOND-HOME PURPOSES.”

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Compiled by: **Binesh Babu Panicker**

Pics: **Supplied**

“WE ANTICIPATE A SURGE IN DEMAND FOR HIGH-END PROPERTIES.”

NIKITA KUZNETSOV, CEO, METROPOLITAN PREMIUM PROPERTIES IN CONVERSATION WITH PROPERTY TIME

Q4 of 2024 shaped up to be a pivotal period for Dubai's luxury real estate market. We witnessed a surge in demand for high-end properties, particularly those priced above AED10 million, which had experienced some slowdown earlier in the year. During the quarter, five to six new projects, including ultra-luxurious apartments, branded residences, and penthouses, were launched in prime locations like Palm Jebel Ali. Many of these projects were

already in the pre-booking stage, and customers looking to secure the best units approached our team of experienced agents, who guided and assisted them in securing their dream homes.

As the weather improved, we saw more international investors flocking to Dubai, taking advantage of the pleasant climate and continuing to purchase high-demand off-plan properties for both relocation and

second-home purposes. This trend sustained the strong momentum in the market. October proved to be the best month of 2024 for Metropolitan Premium Properties, with our pipeline of leads reaching all-time highs. Given these positive outcomes, Q4 turned out to be one of the hottest periods in Dubai's real estate history, setting new records in terms of sales volume and activity. ✦

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VOLUME 2Text: **Lisa Amnegard**  
Images: **Supplied**  
Podcast: **Abu Jiyadh**SCAN THE QR CODE  
TO WATCH THE PODCAST OF THE INTERVIEW

# LONDON GATE'S EMPRESS

EMAN TAHA IS MAKING WAVES WITH GROUNDBREAKING REAL ESTATE DEVELOPMENTS. HER FIRM LONDON GATE'S LATEST PROJECTS — THE FRANCK MULLER AETERNITAS TOWER AND FRANK MULLER VANGUARD TOWER — ARE ALREADY BREAKING GLOBAL RECORDS.



**D**ubai is no stranger to bold real estate ventures. Yet, in an industry where competition is fierce and reputations take decades to build, one name has risen to prominence in record time: Eman Taha, the CEO of London Gate.

Balancing her roles as a trailblazing property developer and a mother, Eman embodies resilience and innovation. You just have to look at her recent track record to realise that one of the world's most sought-after property markets has a major new player to contend with.

Barely a few months after establishing London Gate's presence, Eman transformed her emerging enterprise into a powerhouse, with sold-out developments, international strategic collaborations, and new benchmarks in premium residential offerings.

"London Gate is fueled by diversity, innovation, and a ceaseless quest for the extraordinary," Eman told *Property Time Magazine*. Her vision draws inspiration from London, a city where the past and present coexist, tradition meets bold innovation, and creativity knows no boundaries — a philosophy that has guided her transformation of Dubai's real estate landscape.

Her innovative approach has captured the attention of investors worldwide. In 2023, the company sold out four major high-end projects — Nadine I, Nadine II, Maya V and Golf Vista — positioning herself as one of Dubai's most promising new developers.

By 2024, she turned her focus to the rapidly expanding market for branded residences, unveiling a partnership with the prestigious



Swiss watchmaker Franck Muller. This collaboration quickly captured international attention, merging the worlds of luxury timepieces and high-end real estate.

In an impressive demonstration of market demand, the flagship project, Franck Muller Aeternitas Tower, achieved sellout within 90 days of launch. Upon completion, this architectural marvel will claim the title of the World's Tallest Residential Clock Tower with its striking 450-meter height.

Building on this achievement, London Gate has unveiled their second partnership with the renowned watchmaker: the Franck Muller Vanguard Tower. This new development will host 722 luxury residences, offering a range of living spaces from studios to spacious three-bedroom units.

Both properties draw inspiration from Franck Muller's distinguished timepieces collection, combining daring architectural design with refined elegance and contemporary living amenities, while offering residents panoramic views across Dubai Marina.

For Eman, it has been a relentless drive for success and a remarkably short journey to the top. But you get the feeling she is only just getting started. In an exclusive interview, the female CEO reveals how her leadership and commitment to excellence are set to propel London Gate to new heights in Dubai's luxury real estate market.

### Tell us about your personal journey into real estate?

We are a family business, therefore my background stems from family business engagements in several >>



industries. Living in a dynamic market like Dubai, where real estate is booming, gave me and my family the inspiration to start our real estate development business.

**What was the vision behind London Gate?**

Our real estate vision started in 2007 when we began constructing buildings for leases. The vision developed in 2014 when we entered the development industry, creating projects worldwide.

We aim to build distinguished, elegant living spaces that set new benchmarks for the Dubai skyline. This includes branded residences and iconic apartment towers in coveted locations across Dubai, such as Dubai Marina, Al Furjan, Jumeirah Village, and Sports City.

**London Gate entered Dubai's real estate market as a new developer, was it challenging to make a mark on the Dubai property scene?**

Yes, making a mark on Dubai's property scene presents several significant challenges, such as intense competition, market saturation, and volatility. But because we have the opportunity to set new benchmarks for construction quality and project delivery in the market, we are making it happen.

As a new developer, London Gate aims to bring innovative design concepts and fresh approaches to property development that could further diversify Dubai's architectural landscape. We want to contribute to Dubai's real estate industry by developing extraordinary properties that meet international standards and attract global investors.

**Tell us what made you decide to collaborate with Franck Muller and what did you want to achieve with this project?**

This collaboration merges architectural excellence with

luxury timepiece design sensibilities. The development aims to establish new benchmarks in luxury living by combining the design philosophies and prestigious reputations of both London Gate and Franck Muller. For Franck Muller, a leading name in luxury watchmaking for decades, this project marks their debut in real estate development.

Our landmark project, the Aeternitas Tower, will not only transform Dubai's skyline but also set new global standards for luxury living. It will offer residents exceptional views and an unprecedented living experience that embodies the prestige of both brands.

**Branded residences are quickly becoming popular here in Dubai. What do you believe is driving this growth?**

I believe that investors are approaching branded residences in Dubai with a dual strategy—both for investment and living purposes. Most buyers see these properties as substantial investment opportunities due to their higher appreciation potential and premium rental yields. However, some clients become end-users as the premium amenities and lifestyle offerings attract them.

As a real estate developer, London Gate's main priority is to offer extraordinary and unique living experiences. Our branded residences ensure that brand values are accurately represented and maintained throughout, from A to Z.

**What kinds of buyer or investor trends are you observing in Dubai's real estate market, and how are these shaping development decisions?**

Dubai's real estate sector has witnessed several emerging trends driven by local and international buyer and investor behaviours in





recent years. These trends are shaping decisions in property development like: demand for luxury and super-luxury properties, shift toward sustainable and green developments, rising interest in Off-Plan projects and focus on integrated communities

We can all agree that Dubai's real estate market is evolving rapidly. Hence, we at London Gate are responding by creating a diverse range of properties that cater to all clientele. The future of Dubai's real estate market seems set to be shaped by both the city's continued global appeal and its ability to adapt to shifting buyer preferences and demographic trends.

**With the expectation that the number of branded residence projects in Dubai will double by 2030, how is London Gate positioning itself to stay ahead of the curve?**

In a crowded market, customers and investors will look for niche projects that will become part of Dubai's iconic skyline. Our calling card is our commitment to quality, on-time delivery, and excellence. We aim to make our mark by becoming the providers of iconic

and extraordinary projects.

London Gate has already set the standard and consistently pushed the boundaries of what's possible in luxury real estate with Franck Muller Aeternitas Tower and Franck Muller Vanguard Tower.

**You have several successful projects under your belt now, what are the future plans for London Gate?**

We are committed to bringing extraordinary residential projects to Dubai by rolling out exclusive properties worth over AED 8 billion in the next two years. UAE will continue to be a key focus for our business. Dubai is a glorious real estate hub that continues to attract the right investors.

**It's not quite common for females to take on CEO positions in real estate, have you experienced any challenges as a female property developer?**

Of course, being a female CEO in this male-dominated field has challenges; however, these obstacles only motivated me to work harder to prove myself. For me, leadership is difficult for both men and women, but it is innovation and vision that truly define success, not gender.

**Over the years, we've seen a significant rise in women playing influential roles in real estate.**

**How do you see women contributing to shaping the future of this sector?**

Women have increasingly been playing pivotal roles in shaping the future of the real estate sector. Through their leadership, innovative ideas, and commitment to sustainability and inclusivity, women are not only contributing to the industry's growth and diversification but are also setting the stage for a more dynamic, responsible, and inclusive real estate landscape moving forward.

**You've recently won awards for London Gate. Can you share what this recognition signifies for you and how you intend to use this success to drive future initiatives for London Gate?**

Any recognition for London Gate represents a powerful validation of our team's dedication to excellence and innovation. Most importantly, it reinforces our responsibility to continue raising the bar in everything we do. They're not just awards – they're a challenge to push further in our pursuit of excellence. ✦

Dubai's property market has always been a dynamic force in the global real estate industry, with its rapid growth, iconic architecture, and strategic location drawing investors and residents alike. However, with 2025 here, the balance of demand and supply remains a critical point of discussion. While the city continues to attract international interest, the property market faces both opportunities and challenges in achieving equilibrium.

**Current Trends Shaping Demand and Supply**

As of 2024, the market shows signs of recovery and renewed vigor. The government's investor-friendly policies, such as longer visa durations, 100% foreign ownership in certain sectors, and the Golden Visa program for professionals and investors, have boosted confidence. Dubai's positioning as a safe and tax-efficient jurisdiction continues to attract high-net-worth individuals (HNWIs), expats, and institutional investors. Demand is particularly robust for high-end properties in areas like Palm Jumeirah, Downtown Dubai, and Dubai Marina. The influx of



The influx of affluent buyers, including European, Asian, and African investors, reflects a growing preference for luxury living, says **UMAR BIN FAROOQ, CEO, ONE BROKER GROUP**



Compiled by **Binesh Babu Panicker**  
Pics: **Supplied**

# DEMAND VS. SUPPLY IN 2025 – A REALISTIC PERSPECTIVE

AS DUBAI ATTRACTS INTERNATIONAL INTEREST, THE PROPERTY MARKET FACES OPPORTUNITIES AND CHALLENGES IN FINDING BALANCE.

affluent buyers, including European, Asian, and African investors, reflects a growing preference for luxury living. Similarly, affordable housing in suburban areas like Dubai South, JVC, Arjan, Furjan and Areas in Dubai Land is seeing steady demand from middle-income residents seeking long-term stability. On the supply side, developers have adapted their strategies. The lessons from the oversupply era have led to a more measured approach, with many projects focusing on phased deliveries and sustainable design. While the pipeline remains strong, there is a visible shift toward balancing quantity with quality.

**Challenges in Achieving Balance by 2025**

Despite promising developments, the property market still faces hurdles in aligning demand with supply. Key challenges include:

**1. Oversupply in Certain Segments:**

While luxury and affordable segments thrive, mid-tier properties risk over saturation. Developers may struggle to find a consistent buyer base for properties that fall between high-end luxury and budget housing.

**2. Population Growth vs. Supply Pipeline:**

Dubai's population is expected to exceed 4 million by 2027, driven by an influx of expatriates. However, not all new arrivals can afford home ownership, and a significant portion may rely on rental properties. Developers must ensure that supply caters to both renters and buyers across income brackets.

**3. Interest Rate Fluctuations:**

Global monetary policies and rising interest rates could dampen demand, particularly among first-time buyers and investors relying on mortgages. Affordability will remain a key determinant of market health.

**4. Shifting Preferences:**

Post-pandemic, buyer preferences have shifted toward properties with larger spaces, outdoor amenities, and sustainability features. Developers who fail to adapt to these preferences may struggle to attract buyers.

**Opportunities and Outlook for 2025**

Dubai's property market holds significant potential. The government's proactive measures, including infrastructure development, free trade zones, and continued investment in tourism, underpin strong demand. The city's ambition to be a global economic hub aligns with its real estate goals, creating a positive long-term outlook. Technological advancements in property technology (PropTech) and digital transactions are simplifying the buying process, attracting a wider audience. Dubai's growing economy boosts demand for office spaces, offering strong returns for commercial property buyers. By 2025, many new developments will feature energy-efficient designs, smart home technology, and eco-friendly amenities, aligning

with global trends and increasing property value

**A Realistic Projection**

By 2025, Dubai is likely to witness a more balanced market, though disparities will persist in specific segments. Luxury and ultra-luxury properties will remain high-demand sectors, while affordable housing will cater to the growing population. However, mid-tier properties may continue to experience challenges unless developers recalibrate pricing and features to align with market needs. The interplay of macroeconomic factors, investor sentiment, and regulatory frameworks will determine the trajectory of demand and supply. Dubai's real estate market is stabilizing, offering more predictable returns for investors. In summary, 2025 could be a promising year for property buyers in Dubai due to continued economic growth, infrastructure improvements, government initiatives, and a balanced real estate market. However, as always, it's important to consider personal investment goals and conduct due diligence before making a purchase. ✦



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Compiled by **Binesh Babu Panicker**  
Pics: **Supplied**

# MARIO VOLPI JUST TURNED 40

MARIO VOLPI, HEAD OF BROKERAGE AT NOVVI PROPERTIES, WHO HAS FOUR DECADES OF REAL ESTATE EXPERIENCE UNDER HIS BELT, SHARES HIS THOUGHTS WITH PROPERTY TIME

**You completed 40 years in real estate. How does it feel?**

When I think about it, it is surreal that it all started on 1 October 1984, a time when mobiles were not in use, no Internet was available, no technology, no AI but I have to say that although it was simpler times, we had similar frustrations and of course, genuine elation when things went right too. How I feel is a great question because much of me is still the same as that fresh soon to turn 20-year-old so actually, I don't feel much different in the business now as I did then. Dubai real estate is very different to real estate in London, even if the job technically is the same. I feel proud that I have weathered the storms of 2 1/2 recessions in the UK alone and also experienced world events that of course affected the market at that time. For London, there are two that I recall were really challenging at the time. The first



was the death of Diana, Princess of Wales. This had a profound effect on the real estate market and indeed the British public throughout. The second was the tragedy of September 11, 2001 on the New York twin Towers. This made the real estate market grind to a halt for a lengthy period of time. One of the challenging periods for the real estate sector was the late 2000s. The second event for Dubai and I guess the rest of the world, was the pandemic. This was clearly a very stressful time and one that none of us really knew how to handle or what the future would look like. Needless to say the events after showed the world how resilient the UAE was in its handling of the situation and that was the start of an amazing real estate recovery and one that we are still enjoying today.

**Early inspiration to join this sector**

To be honest, I fell into the real estate sector quite by accident. I was approached by recruitment company at the time who asked if I was any good at sales. I was working part time in a green grocer store for a few hours after college and at weekends selling fruit and vegetables, so naturally I thought I could go for a sales job. I remember beating 19 other candidates for the position of junior negotiator in a local real estate firm, many of my friends also applied for the position but didn't succeed.

**Biggest setback so far as a real estate professional**

For me, the biggest setback professionally is always when the market takes a turn for the worse, so initially the financial crash of 2008 was a difficult period followed by the long real estate downturn during late 2014 leading up to 2020 and of course the pandemic.

**Biggest achievement so far**

My biggest achievement is always helping a company build itself up and to see how individuals within it develop and grow as a result. I use my industry experience to help and support the brokers to achieve excellence and to become top agents themselves.

**What keeps you motivated?**

To be honest, I'm never satisfied. I feel that there is still so much to give and to experience, so when you feel you have achieved it all, that's when you put your suit away in the wardrobe, never to wear it again.

**Current role, company and the vision for the future**

My current role is head of brokerage at Novvi Properties. I'm responsible for four different departments, residential sales and leasing, commercial sales, off plan sales and property management. The company is only 18 months old and is growing steadily in order to offer targeted real estate solutions to our increasing number of clients. The vision of the company is simple. It is to offer a one stop real estate experience based on professionalism, excellence and trust.

**Your advice to newcomers in the real estate industry**

When it comes to offering my advice to any newcomers into the real estate sector here in Dubai, my words are very simple. Do not have your expectations set too high as it can take several months before your first deal is closed. Real estate is a tough industry, no more so than here in Dubai, where the competition is very high. It's true that there are individuals who have become millionaires as a result of working within the sector, but for every success story there are hundreds of others that paint a different picture, one of stress, loneliness, lack of money,

WHEN I THINK ABOUT IT, IT IS SURREAL THAT IT ALL STARTED ON 1 OCTOBER 1984, A TIME WHEN MOBILES WERE NOT IN USE, NO INTERNET WAS AVAILABLE, NO TECHNOLOGY, NO AI BUT I HAVE TO SAY THAT ALTHOUGH IT WAS SIMPLER TIMES, WE HAD SIMILAR FRUSTRATIONS AND OF COURSE, GENUINE ELATION WHEN THINGS WENT RIGHT TOO.



homesickness, etc. Having said this, if you are committed to hard work, are dedicated to the role, are always on time, are professional, and do as you say, our industry is an amazing sector to work in and could potentially change your life in a positive way.

**Your podcasts**

I also now appear twice a week on a podcast called the Dubai Property Podcast. The podcast is recognized as the most listened to podcast catering for the Dubai real estate market. It's very consistent and we have recorded well over 300 episodes and counting. ✦

INSIGHTS



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Compiled by Binesh Babu Panicker

# THE EFFECT OF ONGOING PROJECT LAUNCHES ON DUBAI REAL ESTATE MARKET

New and old developers are on a roll launching back-to-back projects. Property Time catches up with a few industry experts to find out what this means for the market in the long term.

**MASOOD NASEEB**  
FOUNDER, ELYSIAN GROUP



translates into unmatched opportunities. Whether your focus is luxury villas or affordable housing, the sheer diversity of new developments ensures something for every taste and budget. What makes these launches stand out is the shift toward integrated, mixed-use developments. Buyers now seek communities that offer it all—homes, amenities, green spaces, and cutting-edge sustainability.

**ANDREI CHARAPENAK**  
CEO, MAJOR DEVELOPERS



“

If it feels like a new project is announced in Dubai every day, you're not wrong! The wave of continuous launches reflects a buzzing, forward-thinking real estate market—one that's thriving on ambition and well-planned growth. First, it's a sign of confidence. Developers wouldn't be rolling out these projects if they didn't believe in Dubai's potential to attract global talent, investors, and residents. These launches aren't random; they are part of a bigger vision, aligned with initiatives like the Dubai 2040 Urban Master Plan, which is designed to support a projected population of 5.8 million by 2040. This strategic growth focuses on creating livable communities, expanding green spaces, and maintaining a balance between residential, commercial, and leisure areas. Every new project is a step toward preparing Dubai not just for today, but for decades to come. For buyers and investors, this

“

The ongoing launch of diverse projects by developers showcase Dubai's dynamic real estate market, demonstrating strong investor confidence, global appeal, and continuous demand for modern living, supporting Dubai's position as a global investment hub and lifestyle destination.

**SAILESH ISRANI**  
DIRECTOR OF SUN AND SAND DEVELOPERS





**ELVIRA SHARSHENALIEVA**  
FOUNDER, EVA REAL ESTATE



leader in the world. Now, of course, there's the risk of oversupply, but let's be honest—Dubai knows how to handle growth. They're not just throwing up buildings. They're building a legacy. Developers are making sure their projects aren't just about quantity—they're about quality.

**LEWIS ALLSOPP**  
CHAIRMAN, ALLSOPP &  
ALLSOPP GROUP



Dubai's property market is experiencing a surge in off-plan development activity, with the sector now representing 60% of all sales. This growth is fueled by several factors, including population growth and significant government investment in infrastructure. Major projects like the expansion of Al Maktoum International Airport are creating new opportunities for job creation, development, and international trade, further boosting demand for real estate. Developers are responding to this demand with a focus on sustainability and luxury. Notable projects include Emaar's Dubai Creek Harbour expansion, Sobha's Sobha Hartland II, and family-friendly communities like Tilal Al Ghaf and Damac Lagoons, which have witnessed rapid sell-out rates. This positive trend is reflected in the latest data from the Dubai Land Department, which shows a 35% year-on-year

increase in off-plan sales. With 27 new developers entering the market in recent years, off-plan sales have reached AED199 billion year-to-date. This continued expansion of the off-plan market provides buyers with a wider range of options and reinforces Dubai's position as a leading destination for property investment.

**SEAN MCCAULEY**  
CEO, DEVMARK



The continuous launches of projects in Dubai's real estate market reflect its vibrancy, resilience, and enduring appeal to global investors. With 594 new projects launched in the first nine months of 2024—an average of 15 launches per week—the sector showcases remarkable growth and confidence. However, this dynamic activity intensifies competition, requiring developers to differentiate their offerings to capture attention and sustain sales momentum. Increased supply, including the upcoming delivery of 41,000 units in 2025, adds pressure as these units are expected to re-enter the market with competitive pricing directly challenging off-plan projects. To navigate this environment, developers must focus on unique value propositions through thoughtful design, branded residences, and tailored lifestyle offerings. Broker engagement remains crucial, with rising commission rates and expanded broker networks needed to drive absorption rates. Flexible post-handover payment plans also play a pivotal role, appealing to international buyers and those seeking financial flexibility. High-quality marketing assets and data-driven insights are essential to stand out in a crowded market. While oversupply poses challenges, these dynamics underscore Dubai's adaptability and its position as a global property hub. Success hinges on innovation, differentiation, and leveraging key commercial levers to maintain a competitive edge.

The new launches are expected as it is a normal market response. All real estate markets go through supply cycles. To give a bit of perspective of the past 3-4 years - the market was well supplied before Covid-19. With Expo 2020 coming there was an anticipation of new people being attracted to Dubai. Then of course there was Covid and through 2020-2021 there were no new launches. The supply side got halted and only existing commitments were fulfilled, which was natural. Until 2022, there were properties available at below development costs. The way the UAE government performed during the pandemic and their new policies of ease in visas attracting talent pool around the world, safety, ease of doing business resulted in Dubai being a destination where everyone wants to be. This led to all units being consumed fast and the market has then become undersupplied. This demand is going to stay, and you will see even more launches in the affordable segment which has not yet picked up. The demand in luxury and high-end segments will be evident in the affordable segment too.

Dubai is doing something truly tremendous with its real estate market—absolutely incredible. The continuous launch of projects from developers shows one thing: confidence. Big confidence. Everyone wants a piece of Dubai, and why not? It's a place where things get done. Fast. Efficient. World-class. These constant project launches mean that developers are competing, and competition is always good. It drives quality, innovation, and keeps everyone on their toes. Buyers are getting fantastic options—luxury, affordability, sustainability—you name it, Dubai has it. And the payment plans? Unbeatable. Developers in Dubai are smart. They know how to attract global attention. This also means jobs, growth, and massive investments coming into the region. The economy benefits, people benefit, and Dubai keeps winning. It's a win-win-win. The city is building for the future—high-tech buildings, sustainable developments, everything that makes a city a



**ISMAIL AL HAMMADI**  
FOUNDER AND CEO,  
BIZNET CONSULTANCY



Dubai is a strong indicator of the health and vitality of the real estate market in the emirate, and points to a promising future for the sector in the coming years.

**KIRAN UTTAMCHANDANI**  
DIRECTOR, ROCKY  
REAL ESTATE



Woods and at each launch the units were sold out pre-launch. With Dubai's 2040 vision, the Dubai government is looking to increase the population to 5.8 million. We are currently at around 3.8 million, which means another 2 million people within the next five years. We are undersupplied. Developers are launching projects now for handover within 3-4 years and we are seeing more townhouse/villa communities coming to the market as more end-users are looking for property to live in with their families. It is just a matter of supply and demand.

**FADI NWILATI,**  
CEO OF KAIZEN ASSET  
MANAGEMENT SERVICES



more variety to choose from, specially from a lot of the stock in in various locations, with good amenities, different sizes and excellent quality.

Eventually, the upcoming supply will meet demand. There may be an oversupply for a few years, as they country continues to grow in population to achieve Dubai 2040 vision.

Existing landlords of older stock need to upgrade their properties to continue to compete with new stock.

**IMRAN A. SHEIKH**  
FOUNDER & CEO, BLACKOAK



the market, it not only demonstrates market confidence but also highlights the economy's maturity, with substantial capital investments. Developers are now differentiating their projects with unique features, flexible payment plans, and sustainability initiatives, further raising the overall quality and standard of Dubai's real estate sector. Continuous project launches help meet this demand, keeping Dubai a preferred destination for international buyers. In the first half of 2024, luxury sales transactions over AED10 million saw a remarkable 47% increase compared to the same period last year. However, there is a potential downside to rapid launches—an oversupply of properties could create short-term pressures on prices and rental yields. While Dubai has faced such challenges in the past, recent trends indicate a more measured approach by developers to align supply with demand.

**FAROOQ SYED**  
CEO, SPRINGFIELD  
PROPERTIES



The continuous launches of real estate projects in Dubai reflect the city's strategic foresight in maintaining market momentum while aligning with its long-term economic objectives. These projects are a cornerstone of Dubai's Economic Agenda D33, which aims to double GDP by 2033 and secure AED650 billion in foreign direct investment, positioning the emirate as a global economic leader. With a population projected to reach 7.8 million by 2040, developers are carefully balancing supply and demand to address evolving demographic needs. This balance ensures market stability while appealing to a broad spectrum of buyers, from luxury investors seeking premium properties to middle-income families looking for accessible housing. The diversity of these offerings bolsters Dubai's appeal among regional and global investors, reinforcing its role as a magnet for long-term capital. At the heart of this growth is a commitment to sustainability and innovation. Developers are integrating green building practices and smart technologies, as reflected in the strong off-plan market performance in Q3 2024, which accounted for 60% of total transaction value. In conclusion, these launches are the blueprint for Dubai's future. By integrating innovation, sustainability, and strategic planning, Dubai is setting a global benchmark for urban excellence, economic growth, and environmental responsibility. ♦

REAL ESTATE



The continuous launch of real estate projects in Dubai indicates significant activity and prosperity in the emirate's real estate sector. This also reflects the confidence of local and international investors in Dubai as a safe and promising investment destination. The high number of projects launched is a sign of a high demand for real estate, both from residents and investors, which is driving developers to launch new projects to meet this demand. The number of projects launched reflects the emirate's ambitious vision of creating a globally unique and sustainable real estate sector and enhancing its contribution to stimulating the investment environment and supporting the economy in general by creating new job opportunities and attracting foreign capital. The continuous launch of real estate projects in



Continuous launches of projects from developers in Dubai show the strength in the market. Developers are launching projects on a weekly basis and at each launch they're selling out. We are now at the peak of the market, higher than it has ever been, but there are yet to be any signs of a slowdown. The developers launching project after project show that there is still a clear demand for investment in Dubai. For example, Binghatti launched Sky Rise in Business Bay, Phase 1 sold out within hours. Damac also launched Damac Islands and the first phase was sold out instantly. MAF launched Ghaf



Continuous launches by UAE developers means Residents and buyers will have



Continuous launches of projects from various developers signify robust confidence in Dubai's real estate market and confirm the positive population growth story. As existing developers launch projects and more established international developers enter



“These achievements at Emaar, Damac, Aldar, Sobha, and in digital contests are the results of meticulous strategic planning and operational precision. Our team consistently aims for outstanding results and industry leadership.” **Noor Mukaty, Partner, Aeon & Trisl**



Aeon & Trisl Group has once again affirmed its leadership in the UAE’s real estate sector, achieving the No. 1 ranking for the fifth consecutive time at the Emaar Broker Awards. The prestigious event, held at the Dubai Polo & Equestrian Club, recognized the firm’s outstanding performance for Q3 2024. This accomplishment follows prior No. 1 rankings at Emaar’s Q1, Q2, and H1 2024 awards, as well as the title of Emaar’s No. 1 Agency in 2023 and

Damac’s Top Performing Agency—demonstrating Aeon & Trisl’s consistent excellence and client-focused vision under the guidance of Group CEO Mr. Saleem Karsaz.

In addition to this accolade, Aeon & Trisl also took the top position in the #YourAddressAtMarjan Social Media Contest, further highlighting its innovative approach to client engagement and digital presence. Strengthening its impressive track record, Aeon & Trisl was also recognized as the 5th Top Performing Channel Partner by Sobha Realty for H1 2024 and celebrated for closing a landmark luxury mansion deal. Earlier this year, the firm was honored as the Top Performer at the Aldar Honours Awards. Collectively, these accolades emphasize Aeon & Trisl’s unwavering commitment to excellence, setting it apart in the

“DLD’S EFFORTS TO IMPROVE BUSINESS EASE ENSURE INDUSTRY GROWTH AND DIVERSIFICATION. THEIR INITIATIVES, LIKE REES AND INTERNATIONAL PROMOTIONS, KEEP DUBAI LEADING THE GLOBAL REAL ESTATE.”

highly competitive UAE real estate market.

“Our success reflects a team that strives for excellence in every aspect,” said Saleem Karsaz. “Achieving the No. 1 ranking at Emaar five times in a row and securing top position in social media contest are testaments to the dedication and drive of the entire Aeon & Trisl team.”

Noor Mukaty, Partner, shared, “This award reflects the spirit of excellence driving our team every day. It embodies our commitment to unmatched service and our shared vision to raise the bar in real estate.” This success is underpinned by the operational

expertise of Chief Operating Officer Mr. Baber Shah, who commented, “These achievements at Emaar, Damac, Aldar, Sobha, and in digital contests are the results of meticulous strategic planning and operational precision. Our team consistently looks ahead and Aeon & Trisl is focusing on international expansion. “Our upcoming roadshow will cover our footprints in the USA, Canada, Singapore, Europe, the UK, India, GCC Region and East Africa,” said Araib Khan, Global Head of Marketing. “With bases in the UAE, UK, and Pakistan, we’re poised to bring our award-winning services to a global audience.” ♦

Compiled by **Binesh Babu Panicker**

# AEON & TRISL RECOGNIZED BY EMAAR FOR THE FIFTH CONSECUTIVE TIME

THIS ACCOMPLISHMENT FOLLOWS PRIOR NO. 1 RANKINGS AT EMAAR’S Q1, Q2, AND H1 2024 AWARDS, AS WELL AS THE TITLE OF EMAAR’S NO. 1 AGENCY IN 2023.

PICS : SUPPLIED







Al Zarooni Group has announced an extensive expansion of their real estate portfolio with the launch of All Seasons Residence, an inspired living destination located in Dubai Sports City (DSC). A prominent addition to their robust real estate division, Al Zarooni Developments, this new project will be followed by three additional projects in the pipeline for 2025 with a cumulative worth of AED3 billion. Ready for handover in December 2027, All Seasons Residence is built for those who seek an active lifestyle balanced with modern comfort and community connection. All Seasons Residence is set to redefine residential living in Dubai's dynamic sports and entertainment district.

As a flagship development from the Group, DSC is a comprehensive sports and residential destination spanning over 50 million square feet. Designed as a hub for athletes, families, and businesses alike, DSC integrates world-class sports facilities with modern living to create an unmatched environment for enthusiasts and residents. The addition of All Seasons Residence strengthens DSC's vision of adding a community-centric space for individuals and families to celebrate a passion for sports, wellness, and vibrant living.

Strategically located near Dubai's top sports facilities—including cricket fields, rugby grounds, golf courses, and the high-speed thrills of the autodrome—the community positions itself as a hub for sports enthusiasts and families who love the community feel in a bustling urban scape full of lifestyle options.

"With the launch of All Seasons Residences, we continue to evolve Al Zarooni Developments, to not only create spaces but to enrich lives. Our focus with every project is to build a holistic offering that is designed with an understanding of how people interact with their environments. We have strategic and prime locations planned for the best of communities and are proud to bring our launch today. As we advance, we remain grounded in our heritage, yet constantly adapt to meet the demands of a fast-evolving region. Building for people's needs today while anticipating the future—this is our path forward," said Abdulrahim Mohammed Belghuzooz Alzarooni, Chairman of Al Zarooni Group.

"AS WE ADVANCE, WE REMAIN GROUNDED IN OUR HERITAGE, YET CONSTANTLY ADAPT TO MEET THE DEMANDS OF A FAST-EVOLVING REGION. BUILDING FOR PEOPLE'S NEEDS TODAY WHILE ANTICIPATING THE FUTURE—THIS IS OUR PATH FORWARD." **ABDULRAHIM MOHAMMED BELGHUZOOZ ALZAROONI, CHAIRMAN OF AL ZAROONI GROUP.**



"With All Seasons Residence, we wanted to build a space where passion and energy thrive together, providing residents not only a home but an engaging lifestyle that connects with their love for sports & wellness with community life. This community is a celebration of active living and those who simply enjoy being part of a spirited environment. All Seasons Residence is a distinct offering that caters to community and family living. Our commitment is to deliver lasting value and quality, thoughtfully integrating facilities that support both community living and personal wellness," explains Managing Director, Khalid Al Zarooni, Al Zarooni Developments.

All Seasons Residence offers 244 thoughtfully designed apartments, ranging from spacious studios to luxurious three-bedroom units. The prices are very competitive, ranging from AED590,000 for studios to AED3 million for three-bedroom apartments. Al Zarooni Developments house their own financial division with

mortgage and finance specialists who cater to interested buyers and investors, offering customized and flexible three-year payment plans. The project offers a setting where residents can pursue their love of sports, fitness, and community connection. From bustling games to tranquil views, this is a place designed for individuals and families to thrive, connect, and celebrate shared passions. Amenities at All Seasons include state-of-the-art gyms, landscaped running trails, communal spaces, and easy access to Dubai's iconic sporting events. Whether playing on the field, watching from the sidelines, or simply enjoying the ambient energy, All Seasons Residence is a space where every resident can live an enjoyable and comfortable family life.

Upcoming projects from Al Zarooni Developments in 2025 will include residential developments in strategic locations such as Dubai Silicon Oasis, Dubai Land, Ras Al Khor, and the iconic Sheikh Zayed Road. ✦

Compiled by **Binesh Babu Panicker**  
Pics: **Supplied**

## AL ZAROONI GROUP LAUNCHES ALL SEASONS RESIDENCE IN DUBAI SPORTS CITY

THREE ADDITIONAL PROJECTS IN THE PIPELINE FOR 2025 WITH A CUMULATIVE PROJECT VALUE OF AED3 BILLION.



Text: **Supplied**  
Images: **Supplied**

## “MANAGE YOUR CLIENT’S MONEY LIKE YOUR OWN”

MUSTAFA AZIZ, FOUNDER AND MD, HOMETRACK REAL ESTATE, SHARES HIS THOUGHTS ON FACTORS THAT THE BROKERAGE COMMUNITY SHOULD FOCUS ON WHILE DEALING WITH THEIR CLIENTS IN DUBAI’S FIERCELY COMPETITIVE REAL ESTATE MARKET.

The challenge in the Dubai real estate market is the intense competition and sometimes it is seen as pressure selling by brokers, which may end up in buyers taking wrong investment decisions. Cultivating the right mindset is essential and it allows for better decision making, greater satisfaction with financial progress for the clients.

Having worked in treasury and wealth management globally, I have learned over the years that it is very important to understand clients’ needs and objectives. As a real estate brokerage professional, one should focus on proactive planning in terms of the client’s requirement and assessing their risk tolerance which would align with their investment and financial goals.

In Dubai, you have too many property developers selling off-plans/primary sale, so looking at their affordability to meet future commitment is the key and understanding their timeline, exit strategy is of paramount importance. Keeping your clients updated about the current market information and analysis will help them to keep track of their investment.

In terms of pros and cons of Investment, a broker should discuss in detail as to why a client should invest in the certain property or a project and also take the clients around all the key locations. A thorough compar-

ative analysis should be done when you are advising a client on different developments in terms of pricing per square foot and mainly the expected rate of return on investment with a time horizon from five to ten years.

The risk on Investment cannot be eradicated but mitigated. The exchange rate risk must be explained if the client is based overseas, they can hedge the risk by entering into a forward rate contract.

A property consultant should conduct full client evaluation before recommending them on any real estate Investment. The client always needs good advice and guidance from the real estate professionals whose goal is to increase the number of their clients based on trust and honesty.

“Sell what the client wants to buy not what you want to sell them.”



### Take a Wealth Management approach

When dealing with clients who wish to make investments for passive incomes, take an integrated approach by working in financial planning, Investment strategy and risk management which would help the individuals to meet their investment goals.

### About the author

Mustafa Aziz is a seasoned banker with over 30 years of experience in the financial services industry in both the UK and the Middle East. Currently based in the UAE, he runs a real estate brokerage firm offering investment advice and guidance to clients from all over the world.



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Images: **Supplied**

## IREM UAE CHAPTER LAUNCHED IN DUBAI

THE LAUNCH WAS GRACED BY THE PRESENCE OF IREM'S GLOBAL LEADERSHIP, INCLUDING 2024 INTERNATIONAL PRESIDENT LIBBY EKRE AND 2025 PRESIDENT-ELECT DAWN M. CARPENTER, CPM WITH IREM SENIOR DIRECTOR, LEAH MISBIN.

The Institute of Real Estate Management (IREM®) celebrated the official launch of its UAE Chapter with a gala event held aboard the iconic Queen Elizabeth 2 late last year. The event marked a significant milestone for the real estate management industry in the UAE and the broader region. The launch was graced by the presence of IREM's global leadership, including 2024 International President Libby Ekre and 2025 President-Elect Dawn M. Carpenter, CPM with IREM Senior Director, Leah Misbin. Their attendance underscored the importance of this new chapter in IREM's global network. "I feel very fortunate that I am IREM's president during this historical time," says Ekre. "We have been trying to establish IREM in the region for many years now and it

is exciting to see all our efforts bear fruit," she added.

Highlights of the evening included:

- The induction of new members
- Celebration of the Class of 2024 graduates
- Recognition of founding members of the IREM UAE Chapter
- Presentation of official ARM® and AcoM® certifications

The IREM UAE Chapter, which stands as the 17th International chapter, represents a significant step forward in advancing professionalism and excellence in the real estate management industry in the UAE. Muhammad Jawad, CPM®, MRICS, and Waqar Hasan, CPM®, were recognized for their instrumental roles in establishing the chapter, which has already grown to

over 75 members since its inception. "We could not have made progress here if it wasn't for the help of our outstanding members. It is from their efforts that we have been able to open this chapter and expand in this region," says President Elect Dawn Carpenter.

The launch of the IREM UAE Chapter opens new opportunities for collaboration, professional growth, and industry advancement. It reinforces IREM's commitment to fostering innovation and setting new benchmarks in the field of real estate management. "This is just the beginning," said, Chapter President Muhammad Jawad, and one of the first CPM® in the region. "We invite all property management professionals and industry partners to join us in strengthening our industry and setting new standards for years to come." ✦

Text: **Supplied**  
Pics: **Supplied**

# AED1 BILLION ONE CENTRAL IN RAK UNVEILED BY PANTHEON DEVELOPMENT

ONE CENTRAL BOASTS AN IDEAL LOCATION JUST SIX MINUTES FROM THE STUNNING MARJAN ISLAND, SOON TO BE HOME TO THE WORLD'S LARGEST WYNN CASINO.

After the successful acquisition of land in RAK Central, Dubai-based Pantheon Development has announced the launch of its latest mixed-use project, the stunning One Central at RAK Central, located in the heart of booming Ras Al Khaimah. Spanning an impressive 450,000 sq. ft., this innovative development will feature 312 residential apartments, a Grade A office building, and hotel apartments – all designed to offer an unmatched living experience surrounded by stunning sea views of the golf course, the new Wynn resort, and world-class amenities.

Residents will enjoy fantastic leisure options just minutes away, including Al Hamra Village, Al Hamra Golf Club, and the Wynn



“RAK CENTRAL IS POISED TO BECOME A VIBRANT FINANCIAL DISTRICT, AND ONE CENTRAL IS AT THE FOREFRONT OF THIS TRANSFORMATION.” **KALPESH KINARIWALA, FOUNDER OF PANTHEON DEVELOPMENT.**

“THIS PROJECT REPRESENTS A LANDMARK OPPORTUNITY FOR BOTH BUYERS AND INVESTORS, OFFERING AN UNPARALLELED BLEND OF LUXURY LIVING AND FLEXIBLE FINANCING OPTIONS.” **RICHARD WAIND, CEO OF BETTERHOMES.**



Resort,

Additionally, it is positioned within RAK Central, one of the UAE’s fastest-growing regions for tourism, leisure, and real estate, making it a prime location for future growth.

The project boasts an ideal location just six minutes from the iconic Marjan Island, home to the world’s largest Wynn Casino and pristine beachfronts, with effortless connectivity via close access to Sheikh Mohammed Bin Zayed Road (E311) and E11, ensuring seamless travel to Dubai and beyond.

“RAK Central is poised to become a vibrant financial district, and One Central is at the forefront of this transformation,” said Kalpesh Kinariwala, Founder of Pantheon Development. “Our vision in RAK Central Masterplan is more than just a real estate endeavor – it is a pivotal step towards building a sustainable, innovative, and economically robust community that will benefit residents, businesses, and the broader Northern Emirates region for years

to come. We are aiming to create communities that not only meet the needs of modern living but also enhance the quality of life for our residents through innovative design and sustainable practices.”

One Central is designed for those who desire a harmonious blend of luxury and nature. The first phase will include a variety of floor plans, featuring studio, one-bedroom, and two-bedroom units, with select two-bedroom apartments boasting exclusive amenities such as an attached pool. Residents will enjoy over 25 luxurious amenities, including an infinity rooftop pool, sky lounge, jogging track, cinema, and a dedicated dog park.

With a total sale value of approximately AED 1 billion, One Central is set to be a landmark development in Ras Al Khaimah. The development is expected to be completed in Q4 2027.

Leading global real estate consulting firm Betterhomes, one of the world’s most respected firms with more than three decades of experience, has been appointed as the exclusive sales partners for One Central.

“We are thrilled to be appointed as the exclusive sales partners for One Central in collaboration with Pantheon Development,” said Richard Waind, CEO of Betterhomes. “This project represents a landmark opportunity for both buyers and investors, offering an unparalleled blend of luxury living and flexible financing options. With our extensive suite of services and deep-rooted network, Betterhomes is well-positioned to significantly add value to One Central, guiding prospective owners and investors through every step of this extraordinary development.”

Text: **Lisa Amnegard**  
Pics: **Supplied**

# BUYING OFF-PLAN IN DUBAI? WHAT YOU NEED TO KNOW AS A FIRST-TIME BUYER

THERE ARE AN ABUNDANCE OF PROPERTIES AND PROPERTY DEVELOPERS. HOW DO YOU EVALUATE WHETHER A PROPERTY IS GOOD TO BUY?



Dubai's property market is witnessing unprecedented growth in off-plan sales, driven by attractive payment structures and strong appreciation potential. For first-time buyers, these developments offer a strategic entry point into real estate investment, with lower initial prices compared to ready properties and payment plans stretched across construction timelines.

This robust demand has spurred a wave of new project launches and developers entering the market. However, industry experts advise investors to conduct thorough research, emphasizing the importance of developer credibility in Dubai's increasingly competitive market.

"When buying off-plan, it is essential to evaluate the reputation of the developer," says Gabriel Tamman, Luxury Property Advisor at Tribeca Real Estate. According to Tamman, first-time buyers often overlook this crucial step in their eagerness to invest. He emphasizes that taking time to research a developer's market position and distinctive offerings often plays a crucial role in assessing investment potential.

"When buying off-plan, it is essential to evaluate the reputation of the developer," says **Gabriel Tamman, Luxury Property Advisor at Tribeca Real Estate.**



"A key factor is looking at a developer's track record, particularly regarding delays in delivering past projects and the overall quality of completed developments. This helps ensure confidence in the delivery and standards of the property," Tamman adds.

### How to evaluate a developer's reputation and credibility

While established developers offer the security of a proven track record, Tamman advises that investors should not be steered away from the number of new developers entering the market.

"Many new developers are bringing innovative concepts to market that are definitely worthwhile," says Tamman. "Uniqueness has become a significant selling point in Dubai's property landscape. Investing in projects that stand out often translate to better investment value."

Regardless whether a developer is new to the market or established, all real estate developers in Dubai are required to provide financial guarantees to demonstrate their capability to complete their projects and boost their credibility. Construction standards serve as another crucial benchmark, measured through the developer's choice of contractors, building materials and industry partnerships.

In addition, all legitimate developers must hold proper certification from both the Dubai Land Department (DLD) and Real Estate Regulatory Agency (RERA). **Red Flags and Risks to be aware of** when buying off-plan Property experts warns that developers

offering unrealistic promises, showing a lack of transparency, or presenting vague timelines should raise immediate concerns. Additionally, previous projects with poor rental performance can indicate potential issues with the quality of the project.

"While Dubai's market offers many affordable options, investors shouldn't be swayed solely by low prices," says Gabriel Tamman, Luxury Property Advisor at Tribeca Real Estate.

Dilon Singh, property advisor at Mccone Properties advises that the lack of clear completion date terms should be avoided.

"The sales and purchase agreements should mention how the developers will handle a situation if they cannot meet the handover date. Buyers should also ensure the developer has an escrow account. Without this essential safeguard, investors risk total loss if developers' project gets cancelled or terminated before completion date"

Dubai law mandates all developers to maintain these accounts, which ensure buyer payments are exclusively used for project construction. Under this system, developers can only access these funds as specific construction milestones are achieved. As for investors, defaulting on payment schedules represents the most serious risk in off-plan purchases. Missing installments not only puts existing deposits at risk but can trigger severe consequences. Developers may enforce stringent penalty clauses detailed in the sales agreement, and in extreme cases, can terminate the contract

entirely, resulting in a complete loss of investment.

### Best performing off-plan opportunities in Q3

Jumeirah Village Circle (JVC) maintains its position as Dubai's premier off-plan investment destination, leading transaction volumes for the fourth consecutive quarter, according to ValueStrat's latest data. The area's JVC District 10, a gated community featuring terraced villas and townhouses, has particularly caught investors' attention, with average unit prices at AED 1.15M.

Bu Kadra and Dubai Hills Estate have also shown strong performance, each recording a six percent increase in transactions over the last quarter.

The overall market demonstrates remarkable strength, with off-plan registrations reaching a record 32,968 transactions in the latest quarter. This represents a dramatic 97% year-on-year and 32% quarter-on-quarter increase, with total investments of AED 83.2 billion.

However, successful investment requires looking beyond just location statistics. Tamman emphasizes the importance of evaluating government plans, infrastructure development, and the caliber of developers active in the area. These factors often prove crucial for price appreciation upon handover. ♦



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# DISCOVERY DUNES SETS SIGHTS ON SHAPING THE UAE'S ULTRA-LUXURY MARKET

DUBAI REACHED AED120 BILLION IN RESIDENTIAL SALES IN Q3, MARKING AN INCREASE OF OVER 30% COMPARED TO THE SAME PERIOD LAST YEAR



“DUBAI IS SYNONYMOUS WITH LUXURY, AND THE INFLUX OF UHNWIS IN RECENT YEARS IS EXEMPLARY. THIS DEMOGRAPHIC HAS INVESTED HEAVILY IN THE CITY’S REAL ESTATE LANDSCAPE AND IS ONE OF THE KEY REASONS FOR OUR EXPANSION INTO THE MIDDLE EAST.”  
**MIKE MELDMAN,  
DISCOVERY LAND  
COMPANY FOUNDER AND  
CHAIRMAN.**



The overall sales for ultra luxury houses in the UAE has experienced steady growth in recent years with the country being globally recognized as one of the prime markets for ultra-high-net-worth individuals (UHNWIs) looking to invest. The combination of strong business opportunities along with a lavish lifestyle has ensured that developers are always committed to providing the best possible product to meet increasing demand. Mike Meldman, Discovery Land Company Founder and Chairman commented “Dubai is synonymous with luxury, and the influx of UHNWIs in recent years is exemplary. This demographic has invested heavily in the city’s real estate landscape and is one of the key reasons for our expansion into the Middle East.”

According to global real estate leader, CBRE, Dubai reached AED120 billion in residential sales in Q3, marking an increase of over 30% compared to the same period last year. This growth shows the high sales potential for ultra-luxury developments in Dubai, coupled with strong interest from wealthy individuals looking to invest in the city’s premium real estate market. Frank, the reputable financial consultancy firm, predicts that UHNWIs are expected to spend \$4.4 billion in buying Dubai properties this year, up 76 percent compared to 2023, showcasing the continuous surge of the ultra-luxury market in the city and the requirement of developers to continue looking at ways to evolve and creating new innovative luxury developments to target additional interest from global investors. A new trend of luxury concepts that the public has not seen before is unfolding, from megaprojects such as elite private members clubs, and lavish underwater suites.

Discovery Dunes, the first of its

kind also looks to play a part in this ultra luxury market surge. As part of Discovery Land Company, a global leader in private clubs and communities, spread across 35 destinations, including USA, Latin America, Europe, and the Caribbean, the ultra-luxury exclusive project looks to create long-lasting memories through a rich, diverse offering across 27 million square feet. Discovery Dunes is in the Golf district of Dubai South, the largest single, urban masterplan development in the UAE near the area’s new airport expansion and where house demand for approximately a million people will be generated, making it one of the up-and-coming areas for UAE residents to live in. The new ultra-luxury development will look to provide its members with a feeling of ‘elevated luxury’ through various exclusive facilities, along with having a fully dedicated concierge style services team to enhance members’ experience through various tasks such as organizing travel arrangements, home preparations while they’re away, restaurant reservations, booking golf lessons, just to name a few. Meldman added “With Discovery Dunes, our goal is to take this to the next level and provide our members and their entire families with unforgettable experiences in an ideal market such as the United Arab Emirates, which was our first choice when we had made our decision to expand in the region.” Through Discovery Dunes and Discovery Land Company globally, members can experience organic farms, equestrian facilities, kids clubs, cultural programming, and access to Discovery Downtown at ‘The Dubai EDITION Hotel,’ featuring a signature restaurant, private dining, an indoor-outdoor terrace, and a state-of-the-art golf simulator for hosting activities like cinema screenings. ◆

INSIGHTS

Compiled by : **Shajil Thyagarajan, Senior Director – Property Management, H&H Development LLC**

Images: **Supplied**

# FREEHOLD REAL ESTATE AND STRATA LEGISLATION IN DUBAI

THIS ARTICLE EXAMINES THE MANY CATEGORIES OF REAL ESTATE IN DUBAI, ENCOMPASSING FINISHED PROJECTS, OFF-PLAN PROJECTS, AND THE IMPACTS OF THE STRATA LAW ON JOINTLY OWNED PROPERTY DEVELOPMENTS.

Dubai's real estate market is among the most dynamic and diverse globally, accommodating a broad spectrum of investors and residents.

## Completed Projects

Completed projects in Dubai provide buyers and investors the benefit of immediate occupancy. These developments range from high-rise luxury residences and villas to apartments tailored to various preferences and budgets. Completed homes allow investors to assess construction quality, amenities, and location before committing. Notable examples include the iconic Burj Khalifa, Palm Jumeirah resorts, and other diverse offerings that make Dubai a haven for global investors.

## Off-plan Developments

Off-plan developments are a vital segment of Dubai's real estate market, offering opportunities to invest in properties before they are fully constructed. This often comes with lower prices and flexible payment plans, making it attractive to buyers. However, investors must carefully evaluate



the developer's reputation and project timelines to mitigate risks. The city's market growth has cemented off-plan developments as a key entry point for newcomers.

## Jointly Owned Property (JOP)

In Dubai, investors can convert single-title properties into Jointly

Owned Property (JOP) in designated areas. This structure allows multiple investors to own individual units within larger complexes, such as residential or commercial buildings, enhancing investment opportunities. JOPs must comply with the STRATA Law, which governs shared ownership, ensuring transparency and effective management.

## Strata Law and Its Consequences

The Strata Law oversees the management of jointly owned buildings, focusing on the fair administration of shared facilities. Each property owner holds a stake in maintaining communal areas and is involved in decisions about the property's upkeep. Understanding and adhering to this law is essential for protecting investor rights and ensuring smooth property operations.

## The Crucial Role of Jointly Owned Property Management Firms

Jointly owned property management firms are indispensable in Dubai's real estate sector, ensuring that properties retain value and attract buyers. These firms oversee critical functions such as maintenance, financial management, and dispute resolution while complying with local laws. Their expertise helps create thriving, well-

-maintained communities.

## The Evolution of Dubai's Real Estate

Dubai's real estate sector experienced a profound transformation due to:

- Freehold Law (Law No. 7 of 2002): Enabling foreign nationals to own properties outright, opening the market to global investors.
- Leasehold Law (Law No. 7 of 2006): Allowing 99-year leases for foreigners, presenting an alternative to full ownership.

These laws ignited a property boom, driving urban development and reinforcing Dubai's reputation as an international investment hub. Simultaneously, the rise of JOPs increased the demand for specialized property management. These organizations ensure properties remain attractive to investors by managing upkeep, finances, and community relations.

Key areas of their impact include:

- Effective Maintenance:** Regular repairs and improvements preserve property value.
- Financial Management:** Transparent budgeting and reporting build stakeholder trust.
- Dispute Resolution:** Minimizing conflicts among residents fosters a harmonious

living environment.  
**d) Regulatory Compliance:** Ensuring adherence to Dubai's standards prevents legal issues.

## Dubai's Future Vision

Dubai's real estate growth continues to be shaped by:

- Expo 2020 Legacy:** Boosting infrastructure and tourism, creating new opportunities.
- Dubai Vision 2040:** Prioritizing sustainable and community-focused developments.
- Innovative Technologies:** Incorporating proptech solutions to elevate property experiences.

As the market grows, JOP management firms will be pivotal in:

- Adopting sustainable practices to minimize environmental impact.
- Building vibrant communities through inclusive events and services.
- Introducing tech-driven amenities, such as smart homes and virtual concierge systems.

## Final Assessment

Professional JOP management firms are integral to Dubai's real estate ecosystem. Their services safeguard property value, foster community harmony, and ensure efficient operations. As Dubai evolves, these firms will play an increasingly critical role in shaping the market's future. ✦



# “EVENTS ARE GAME CHANGERS IN THE REAL ESTATE INDUSTRY BUT IT'S IMPORTANT TO REMEMBER THAT ONE-SIZE DOES NOT FIT ALL”

REAL ESTATE MARKETING EXPERTS TELL US HOW EVENTS ARE EVOLVING OVER THE YEARS - CURATED TO MEET GOALS, DELIVER RESULTS AND BUILD DEVELOPER IDENTITY

In this competitive world of real estate, where stats reveal that on an average 18 property development projects were launched every hour in the UAE in 2024, marketers and developers are always outdoing themselves to make their first impressions.

“Real estate events have gone way beyond the traditional sales pitch. While it's still a quintessential marketing tool for the industry, one size does not fit all. So when some of the bigger, reputed developers are going virtual with their events becoming more niche and functional, there is a huge and crowded market for off-plan real estate where new developers are not only launching new projects but also showcasing their own strength in the market with more extravagant dos. Events are integral tools to tell the story and build the trust of the community for their own developer brand,” says Imran Khan, CEO & Founder of PIXL Group, a 360-degree marketing agency, hyperfocussed on the property sector, which has conceptualized, managed and executed over 50 real estate events in 2024.

One of the most compelling examples in recent times was the stunning launch of Evora Residences by ANAX Development hosted in the shadows of the iconic Burj Al Arab at the Jumeirah Beach Hotel.



The pioneering real estate developer broke conventions by constructing a real-life show apartment directly at the event grounds - creating real estate history in Dubai. This innovative approach allowed potential buyers to walk through a fully realized version of their future home, providing an unmatched sense of assurance and connection to the project. By doing so, ANAX didn't just showcase their attention to detail and make their presence felt, but also demonstrated their commitment to quality, a crucial factor in building trust.

“Events are a way to create immersive experiences that bring a developer's vision to life. When done right, these events can be the bridge between the developer's aspirations and the buyer's imagination. They allow our clients to create a first-hand glimpse of the project and also seal their trust with investors and buyers so they can visualize the lifestyle being offered through the events they host,” says Valanni Magalhas, Events Manager at PIXL Group who with her team curates every aspect of a developer's event from scratch. The minutest details from colours and themes to centre pieces, audio-visual, media walls, branding, innovative performances, unveiling gimmicks and even bringing in the right audience is managed by PIXL Group, offering the client end-to-end expertise and efficiency.

**A Diversified approach**  
As Khan pointed out, the types of events hosted by developers have diversified significantly, each tailored to achieve specific goals.

**Top Tech focus in events:** Real estate companies have been adopting AR and VR to create cutting-edge events that not only show properties but allow potential buyers and investors to experience them in entirely new ways. Big ticket property launches going this route.

**Closed-door Exclusive Announcements:** Hand-picking your audience and curating an experience exclusively for them, generates a sense of exclusivity and urgency, encouraging immediate interest.

**Press Unveilings:** Engaging the media through exclusive press events is one of the most authentic ways of ensuring organic visibility for a brand. The idea is to weave the story of the developer brand and showcase their commitment to the market by taking the news to the media first. This is particularly impactful for new developers who are keen to make their mark in the industry and can build their positioning in the market through their announcement. PIXL Group offers a 360-solution to clients' events by managing the media relations and even curates press conferences and exclusive media events to carve their positioning in the real estate landscape.

**Celebrating Milestone:** Highlighting key stages of developments are a great way to showcase the developers' commitment to project delivery.

“Real estate events are curated not only to sell properties; they are about building brand legacy”  
**IMRAN KHAN, CEO & FOUNDER, PIXL GROUP**



This inevitably fosters goodwill among stakeholders, including local authorities and the community. Groundbreaking, handovers and sell-out announcements are therefore becoming increasingly popular reinforcing trust and customer satisfaction by creating a positive emotional connection with the brand who may have numerous more projects in the pipeline.

**True-to-life Experience Centres:** Most developers create show apartments and sales centres which become the hub for business conversations and also a glimpse of the true to life projects they want to invest in. Show apartment tours and open house events have always been hugely popular as they allow prospective clients to touch and feel what a completed home or project will look like. Over the years, the inclusion of AR & VR have further redefined these experiences - combining the physical with the aspirational. Coupled with investors' nights, brokers' breakfasts and the like, the scale of everyday apartment tours have become the grounds to close sales.



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# BUILDING BETTER COMMUNITIES - THE GLOBAL MISSION OF CAI

OVER THE PAST FIVE DECADES, CAI HAS SIGNIFICANTLY EXPANDED ITS REACH, GROWING INTO A VIBRANT GLOBAL NETWORK WITH MORE THAN 48,000 MEMBERS ACROSS 64 CHAPTERS IN REGIONS SUCH AS CANADA, THE MIDDLE EAST, AND SOUTH AFRICA.

Founded in 1973, the Community Associations Institute (CAI) has become a global leader in fostering excellence within community associations. Today, it supports over 338,000 community associations worldwide, providing essential resources, education, and advocacy for homeowners, volunteer board members, professional managers, and industry partners. The organization's mission is clear: to inspire professionalism, effective leadership, and responsible citizenship to create communities that are safe, harmonious, and preferred places to live.

Over the past five decades, CAI has significantly expanded its reach,

growing into a vibrant global network with more than 48,000 members across 64 chapters in regions such as Canada, the Middle East, and South Africa. This global presence reflects its commitment to addressing the unique and evolving challenges faced by community associations worldwide. From educational programs and certifications to advocacy for legislation and policy reforms, CAI has become the backbone of support for vibrant, well-managed communities.

The year 2024 marked a historic milestone for CAI with the election and appointment of Dubai-based Jeevan D'Mello as its president. D'Mello, an industry veteran with

decades of experience managing master-planned communities and iconic high-rises like the Burj Khalifa, is the first international leader to helm the organization. His appointment underscores CAI's commitment to global collaboration, bridging knowledge and expertise across international borders. "The challenges faced by community associations—governance, financial stability, and fostering harmony among residents—are universal," D'Mello explains. "By sharing best practices globally, we can elevate community living standards everywhere." His leadership embodies CAI's vision of creating a worldwide platform



where professionals can exchange ideas, innovate, and adapt to evolving demands. Education lies at the heart of CAI's mission. The organization offers a comprehensive suite of programs, including seminars, workshops, and professional certifications. These programs equip managers and board members with the skills and knowledge needed to uphold the highest standards of professionalism in community management. Certifications, such as the Professional Community Association Manager (PCAM) designation, are widely recognized benchmarks of excellence in the industry. Advocacy is another cornerstone of CAI's work. The organization actively represents the interests of community associations before legislatures, regulatory bodies, and courts. This advocacy ensures that the voices of homeowners and community leaders are heard, leading to meaningful reforms that benefit associations. For instance, in response to the Surfside condominium tragedy, CAI updated its Reserve Study Standards to prioritize preventive maintenance and structural safety. These guidelines help communities plan effectively for long-term care, repairs, and

"The Middle East chapter of CAI, known as the Community Associations Institute Middle East (CAIME), has been instrumental in professionalizing community association management in the region." **JEEVAN D'MELLO, PRESIDENT, CAI.**



replacements, ensuring the well-being of shared spaces and residents. The Middle East chapter of CAI, known as the Community Associations Institute Middle East (CAIME), has been instrumental in professionalizing community association management in the region. Established in 2017, CAIME has fostered a culture of excellence through regular workshops, networking events, and outreach initiatives. Earlier this year, it expanded its presence in the GCC with its first workshop in Qatar, further cementing its role as a key player in the region's evolving real estate landscape. Under D'Mello's leadership, CAI is poised to achieve even greater milestones. The organization plans to expand its educational programs to address emerging topics like sustainability, technological integration, and the challenges of post-pandemic community management. Strengthening international partnerships is another priority, with efforts underway to deepen ties with housing leaders around the world.

"In 2024 we have travelled to various countries including Saudi Arabia, Qatar, Singapore, Malaysia, Australia, Italy, Spain

and Colombia to meet fellow professionals and promote the cause of our profession," D'Mello states. "We were overwhelmed with the response and very pleased to note that our outreach is making a big difference to the industry." Research and innovation also remain integral to CAI's strategy. By conducting research and sharing best practices, the organization empowers communities to adapt to changing societal needs while maintaining high standards of governance and management. "CAI's work goes beyond providing resources and education," D'Mello reflects. "It's about turning 'owners' into 'neighbors' and fostering a sense of unity and purpose. That's the essence of building better communities."

As CAI continues to shape the future of community living, it remains committed to its vision of creating harmonious, resilient, and vibrant communities worldwide. With a global perspective and steadfast dedication, the organization ensures that community associations are not just places to live but places to thrive. ✦



Compiled by **Binesh Babu Panicker**  
Pics: **Supplied**

# PINNACLE DEVELOPERS AND DEVMARK INTRODUCE VITALIA PALM JUMEIRAH RESIDENCES ON PALM JUMEIRAH

NEW WATERFRONT DEVELOPMENT AMIDST DUBAI'S ICONIC SHORES OFFERS LUXURY LIVING WITH A BLEND OF ITALIAN-INSPIRED ELEGANCE AND MODERN AMENITIES.



Pinnacle Developers has partnered with Devmark, the UAE's premier real estate project sales and marketing consultancy, to launch Vitalia Palm Jumeirah Residences, an exclusive waterfront development on the prestigious shores of Palm Jumeirah. Located on the East Crescent of Palm Jumeirah, Vitalia rises nine stories and features 45 exquisite residences, ranging from spacious two- and three-bedroom apartments to lavish four-bedroom duplexes and penthouses.

Crafted by Model, the architects behind this project and featuring interiors by Sneha Divias Atelier, Vitalia Palm Jumeirah Residences comprises features like Dekton Marmorio and warm wood parquet flooring, bespoke Snaidero cabinetry in the kitchens with Laminam Diamond Cream countertops, and high-end Miele appliances. Sleek oak grey veneer doors and stylish Pianca wardrobes enhance the refined storage

solutions, while bespoke Gessi bathroom fittings add a luxurious touch. Additionally, advanced smart home systems offer residents effortless control over lighting, climate, and security, ensuring a lifestyle of convenience and modern luxury. The state-of-the-art fitness centre featuring cutting-edge Technogym equipment and multiple swimming pools, including a dedicated children's pool, are thoughtfully designed to cater to both the physical well-being and leisure needs of residents. Moreover, EV charging stations are available on the ground floor, elevating sustainable living to a luxury rather than just an option. These features collectively reinforce Vitalia's commitment to being a sanctuary for the soul, where every aspect of the environment is crafted to support a life of serene luxury.

Commenting on the Vitalia Palm Jumeirah Residences, a

"WATERFRONT DEVELOPMENTS CONTINUE TO ATTRACT DISCERNING BUYERS, REFLECTING THEIR SOPHISTICATED TASTES AND QUEST FOR EXCLUSIVITY AND INVESTMENT POTENTIAL." **RICHARD AYBAR, MANAGING DIRECTOR, DEVMARK**

"WE ARE EXCITED TO LAUNCH VITALIA, A PROJECT THAT NOT ONLY REFLECTS OUR DEDICATION TO EXCELLENCE BUT ALSO OUR COMMITMENT TO GO BEYOND THE ORDINARY, SEEKING OUT REMARKABLE LOCATIONS WITH EXTRAORDINARY POTENTIAL." **SPOKESPERSON, PINNACLE DEVELOPERS**

spokesperson at Pinnacle Developers said, "We are excited to launch Vitalia, a project that not only reflects our dedication to excellence but also our commitment to go beyond the ordinary, seeking out remarkable locations with extraordinary potential. Vitalia is more than just a residence; it's a testament to the unique lifestyle afforded by the iconic Palm Jumeirah—a place that speaks to the spirit and embodies the boldest dreams of our clientele. Our collaboration with Devmark harnesses their market-leading expertise to uniquely position Vitalia in the market, targeting discerning buyers who value sophistication and innovative living solutions. We are confident that Vitalia will redefine luxury living, offering our residents a lifestyle enriched with contentment, meaning, and the art of elevated living."

Richard Aybar, Managing Director of Devmark said, "We are thrilled to collaborate with Pinnacle Developers to bring to market Vitalia, marking a significant addition to Dubai's waterfront developments," adding, "Waterfront developments continue to attract discerning buyers, reflecting their sophisticated tastes and quest for exclusivity and investment potential. With Vitalia, we are not just setting a new benchmark; we are redefining luxury waterfront living in one of Dubai's most iconic locations." The strategic location of Vitalia provides residents with effortless access to Dubai's celebrated attractions, including world-class shopping malls, gourmet restaurants, and recreational venues. Just 15 minutes from Dubai Marina and 35 minutes from Dubai International Airport, Vitalia ensures connectivity and convenience are at the forefront of the living experience. The project is slated for completion by 2026. ✦



“Delivering Creek Vistas Grande ahead of schedule is more than just meeting a deadline; it reflects our commitment to setting benchmarks in timeliness, quality, and customer service.” **Francis Alfred, Managing Director of Sobha Realty**

Sobha Realty, a global leading luxury real estate developer, is setting new industry standards as it prepares to deliver the highly anticipated Creek Vistas Grande development ahead of schedule. Completing the project eight months ahead of its original timeline reinforces Sobha’s growing reputation for early delivery of high-quality developments, a trend that has become a hallmark of the company’s approach.

This latest milestone within the prestigious Sobha Hartland community highlights Sobha Realty’s commitment to excellence, customer satisfaction, and innovative project management. The early completion is a testimony of the effectiveness of Sobha’s proprietary backward integration model. This unique, fully in-house approach—encompassing design, construction, and quality control—enables Sobha Realty to streamline processes, optimize resources, and consistently deliver projects on or ahead of time, all without compromising quality.

A key element of this approach is the use of pre-manufactured bathroom PODs, which accelerated construction by reducing on-site finishing requirements. Coupled with efficient foundation and structural work, this strategy allowed the project to be completed well before its deadline.

Francis Alfred, Managing Director of Sobha Realty, remarked: “Delivering Creek Vistas Grande ahead of schedule is more than just meeting a deadline; it reflects our commitment to setting benchmarks in timeliness, quality, and customer service. Our backward integration model has been instrumental in ensuring we deliver not only luxurious homes but also unmatched value and reliability, offering our customers peace of mind and a lifetime of luxury.”

Situated in the lush Sobha Hartland community, Creek Vistas Grande offers residents a new level of luxury living. The development features one-, two-, and three-bedroom apartments



PIC: SUPPLIED

with modern elegance and floor-to-ceiling windows that provide expansive views of Downtown Dubai and the Ras Al Khor natural sanctuary. Residents can enjoy a range of world-class amenities, including a private gym, yoga facilities, landscaped podiums with swimming pools, steam and sauna areas, recreation and gaming rooms, and a serene lawn, all within a community-focused environment.

Ensuring the highest standards of quality, Sobha Realty implements a rigorous three-tier quality assurance system. Creek Vistas Grande upholds this tradition, guaranteeing that each unit meets the best standards of construction and design. Every unit within this development undergoes a meticulous inspection by Sobha Realty’s internal quality and technology teams, reaffirming the brand’s dedication to excellence. Sobha’s unyielding focus on quality ensures a living experience that exceeds customer expectations and reflects world-class craftsmanship.

Through its trend-setting achievements in project delivery and quality, Sobha Realty continues to redefine what it means to be a customer-centric developer. The on-time and early delivery of its projects showcases Sobha’s ongoing commitment to excellence and customer satisfaction, further cementing its position as a leader in the UAE’s competitive real estate market.

With a proven model that combines innovation, quality control, and an integrated approach, Sobha Realty is shaping the future of real estate development in the region, setting benchmarks for sustainability and luxury. ♦

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Compiled by **Binesh Babu Panicker**

# SOBHA REALTY SET TO DELIVER CREEK VISTAS GRANDE AHEAD OF SCHEDULE

COMPLETING THE PROJECT EIGHT MONTHS AHEAD OF ITS ORIGINAL TIMELINE REINFORCES SOBHA’S GROWING REPUTATION FOR EARLY DELIVERY OF HIGH-QUALITY DEVELOPMENTS.

"WITH EVORA RESIDENCES, GIVEN ITS LOCATION IN THE FAMILY-FRIENDLY AL FURJAN COMMUNITY, OUR PRIORITY WAS TO COMBINE URBAN LIVING AND PEACEFUL SURROUNDINGS." **SATISH SANPAL, CHAIRMAN OF ANAX HOLDING**

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Compiled by: **Binesh Babu Panicker**  
Pics: **Supplied**

# ANAX DEVELOPMENTS ANNOUNCES THE LAUNCH OF EVORA RESIDENCES IN AL FURJAN

ANAX DEVELOPMENTS' UPCOMING PROJECTS IN 2025 HAS A CUMULATIVE PROJECT VALUE OF USD1 BILLION.

*"This project, along with our upcoming developments in Meydan, and Dubai Islands reinforces our commitment to enhancing Dubai's residential landscape with elevated living across each of our new ventures." Ravi Bhirani, Managing Director of ANAX Developments*

ANAX Developments, a subsidiary of ANAX Holding, launched its second project, Evora Residences, at a first-of-its-kind gala unveiling event at the Jumeirah Beach Hotel, in the presence of VIP guests, stakeholders and media representatives. This was a historic property launch that left the real estate community wowed with its showcase of a life-size apartment ready for viewing built at the event venue, against the backdrop of the iconic Burj Al Arab. Inspired by the many firsts of Dubai, known for its 'wow' factor, this launch was planned as a larger-than-life showcase of ANAX Developments' commitment to the real estate community. An exact replica of the Evora Residences sales gallery at Aspin Commercial Tower, was built within 24-hours on site to bring to the viewers, investors and brokers a glimpse of the quality by unveiling a real feel of the project in front of a huge audience.

Designed as a tranquil retreat that embodies an urban lifestyle while providing excellent connectivity to the city, the Evora Residences are scheduled for completion in Q3 2026. Evora Residences will be located within the rapidly growing, lush green expanse of Al Furjan, minutes away from Dubai's renowned recreational landmarks, including Legoland, IMG Worlds of Adventure, and Ibn Battuta Mall, among others. The tower features 10 residential floors and offers a range of one, two, and three-bedroom apartments; each one featuring spacious balconies with a fusion of modern elegance and contemporary design throughout its layout. Evora Residences will offer an end-user focused 30/70 payment plan with prices starting at AED 1,068,777 for one-bedroom apartments.

The thoughtfully designed apartment tower embodies the ANAX Developments ethos of

"Live Large", embracing a life of impact and abundance. The philosophy is extended to creating spaces with purpose—designed for residents to live well, enjoy robust investments, and expansive amenities. Evora Residence also ensures that sustainability is a key feature amidst the modern comforts and serene living, with solar panels to support energy consumption, and the highest standards of Smart Home Automation. Residents will enjoy amenities designed to elevate their living experience. Each apartment is equipped with top-of-the-range fittings like Bosch kitchen appliances, and sanitary ware by TEKA. The development beautifully integrates lush greenery with urban panoramas within the vibrant Al Furjan community. Residents will benefit from an extensive network of modern amenities, including retail hubs, adventure parks, fitness clubs, a well paved jogging track around the residences and other recreational areas, ensuring a harmonious lifestyle.

Satish Sanpal, Chairman of ANAX Holding, commented: "Upholding our philosophy, our vision is to create spaces which allow residents to live large, create impact and where one truly feels at home. With Evora Residences, given its location in the family-friendly Al Furjan community, our priority was to combine urban living and peaceful surroundings. We have strived to capture this essence throughout our design process, a philosophy that will continue to dominate across all our future projects as we continue to build with ANAX Developments and bring more than 2,000 homes to the market in the next twelve months." With a pipeline of upcoming projects, ANAX Developments has planned to bring in a cumulative project value of USD\$ 1 Billion to the market in the 2025.



Commenting on the launch, Ravi Bhirani, Managing Director of ANAX Developments added: "This project, along with our upcoming developments in Meydan, and Dubai Islands reinforces our commitment to enhancing Dubai's residential landscape with elevated living across each of our new ventures. We strive to cater to a diverse audience at various price points ensuring that exceptional residential experiences are accessible to a broad spectrum of investors and home buyers.

"With Al Furjan being an emerging and highly desirable destination for families seeking a peaceful environment with green spaces and modern amenities, along with a promising ROI, launching a project here was a strategic decision to steer our efforts towards our goals," added Mr. Bhirani.

Conveniently located, Evora Residences is well-connected by two Metro Stations and offers easy access to Sheikh Zayed Road and Sheikh Mohammed Bin Zayed Road. The development's location in Al Furjan ensures proximity to Dubai's premier leisure and retail destinations, bringing comfort and convenience closer to home.



"DUBAI LAND DEPARTMENT'S SUPPORT FOR BAYUT ACADEMY ALIGNS WITH OUR ONGOING COMMITMENT TO PROMOTING INNOVATION AND PROFESSIONAL DEVELOPMENT IN THE REAL ESTATE SECTOR. WE BELIEVE THAT PROVIDING REAL ESTATE BROKERS SPECIALISED EDUCATION AND CONTINUOUS TRAINING IS ESSENTIAL FOR ENSURING COMPLIANCE WITH THE HIGHEST PROFESSIONAL AND REGULATORY STANDARDS."  
**DR. MAHMOUD AL BURAI, SENIOR DIRECTOR OF REAL ESTATE POLICIES AND INNOVATION AT DLD**

Bayut, the UAE's leading property platform, has announced that its Bayut Academy training programme has been officially certified by the Knowledge and Human Development Authority (KHDA) and endorsed by the Dubai Land Department (DLD). This certification reaffirms Bayut Academy's reputation as a market leader in real estate education and reinforces its commitment to delivering industry-leading training sessions that meet the highest sectorial standards of professional development. Bayut Academy has recently taken a significant step forward by formalizing its collaboration with DLD during a special event that featured Dr. Mahmoud Al Burai, Senior Director of Real Estate Policies and Innovation at DLD. Dr. Mahmoud led an insightful training session where attendees were able to ask questions, deepening their understanding of compliance standards. In recognition of DLD's invaluable

support, Bayut presented a special trophy to the department as a token of appreciation for their partnership. Commenting on this milestone, Haider Khan, CEO of Bayut and Dubizzle Group MENA, said: "We are honoured to receive this recognition from the Dubai Land Department. Coupled with our KHDA accreditation, this underscores Bayut Academy's role as a trusted education partner for real estate professionals in the UAE. Our mission is to empower agents with the knowledge and skills they need to excel, and through Bayut Academy. We help connect property seekers with the best brokers in the industry, fostering trust and elevating standards across the market." In this regard, Dr. Mahmoud Al Burai, Senior Director of Real Estate Policies and Innovation at DLD, said: "Dubai Land Department's support for Bayut Academy aligns with our ongoing commitment to promoting innovation and

professional development in the real estate sector. We believe that providing real estate brokers specialised education and continuous training is essential for ensuring compliance with the highest professional and regulatory standards. Our partnership with Bayut and its academy reflects our shared vision of raising the level of real estate performance in Dubai, preparing a new generation of professionals capable of keeping pace with the rapid changes in the market, and building trust among all stakeholders in the real estate equation." This achievement highlights Bayut Academy's dedication to promoting excellence, professionalism and compliance among real estate agents. As Bayut continues to innovate through education and collaboration, it remains at the forefront of transforming the real estate industry in the UAE.

Staff Report  
 Pics: Supplied

# BAYUT ACADEMY IS NOW ENDORSED BY DUBAI LAND DEPARTMENT AND CERTIFIED BY KHDA



"WE ARE HONoured TO RECEIVE THIS RECOGNITION FROM THE DUBAI LAND DEPARTMENT. COUPLED WITH OUR KHDA ACCREDITATION, THIS UNDERSCORES BAYUT ACADEMY'S ROLE AS A TRUSTED EDUCATION PARTNER FOR REAL ESTATE PROFESSIONALS IN THE UAE."  
**HAIDER KHAN, CEO OF BAYUT AND DUBIZZLE GROUP MENA**



DR. MAHMOUD ALBURAI LED AN INSIGHTFUL TRAINING SESSION WHERE ATTENDEES WERE ABLE TO ASK QUESTIONS, DEEPENING THEIR UNDERSTANDING OF COMPLIANCE STANDARDS.

Compiled by **Binesh Babu Panicker**  
 Pics: **Supplied**

# PALM JUMEIRAH AND JUMEIRAH BAY ISLAND ACCOUNT FOR 48% OF AED50 MILLION+ TRANSACTIONS IN DUBAI

METROPOLITAN PREMIUM PROPERTIES INCREASED ITS MARKET SHARE IN TERMS OF BOTH VALUE AND TRANSACTION VOLUME BY OVER 50% IN THE SUPER-LUXURY SEGMENT.

REAL ESTATE



“THE SUSTAINED GROWTH OF DUBAI’S SUPER-LUXURY REAL ESTATE MARKET IS A TESTAMENT TO THE CITY’S UNWAVERING APPEAL AS A GLOBAL INVESTMENT DESTINATION WHICH IS ATTRACTING INVESTORS FROM ACROSS THE GLOBE,”  
**NIKITA KUZNETSOV, CEO, METROPOLITAN PREMIUM PROPERTIES**



Palm Jumeirah and Jumeirah Bay Island are the top choices for ultra-high-net-worth individuals (UHNWIs) in Dubai, accounting for a substantial 48% of all transactions valued at AED 50 million or more during the first ten months of 2024, according to data from Metropolitan Premium Properties (MPP), a full-service real estate agency and the Metropolitan Group’s flagship property company. Other popular locations include Mohammed Bin Rashid City, Tilal Al Ghaf and Dubai Hills Estate.

The overall super-luxury real estate market in Dubai continues its strong showing this year, with the total market value for properties priced AED 50 million and above reaching an impressive AED 13.3 billion as of October 2024. This growth is fueled by a combination of factors, including a

growing number of UHNWIs moving to the city, increased investor confidence, a robust economy and Dubai’s enduring appeal as a global hub for luxury lifestyle. “The sustained growth of Dubai’s super-luxury real estate market is a testament to the city’s unwavering appeal as a global investment destination which is attracting investors from across the globe,” said Nikita Kuznetsov, CEO at Metropolitan Premium Properties. “MPP witnessed a substantial increase in both the value and volume of transactions in the AED 50 million and above market segment. We saw our market share in terms of value and quantity increase by over 50% in the first ten months of the year from 2.3% to 3.5% and from 2.8% to 4.3% respectively.” Citizens from the United Kingdom led the acquisitions in the 50M+ category, followed by the USA, Canada, Germany and the UAE respectively. ✦

Text: Supplied  
Images: Supplied

# NORDIC BY FÄM REAL ESTATE DEVELOPMENT TARGETS GLOBAL ELITE WITH SCANDINAVIAN VILLAS

WITH NEW WAVE OF AFFLUENT INVESTORS ON THE WAY, FÄM LUX TEAM SETS AED10 BILLION SALES TARGET FOR NEW YEAR



“MORE THAN 6,700 MILLIONAIRES RELOCATED TO DUBAI IN 2024 ALONE, AND PROJECTIONS INDICATE AN ANNUAL INFLUX OF 6,500 UHNWIS THROUGH 2026. THIS STEADY ARRIVAL OF GLOBAL WEALTH HAS BOLSTERED THE CITY’S POSITION AS A HUB FOR LUXURY LIVING AND INVESTMENT OPPORTUNITIES.” **FIRAS AL MSADDI, CEO, FÄM GROUP**



An exclusive collection of Nordic style ultra-luxury villas and mansions will be launched into the Dubai real estate market as ready homes next year as part of a AED1 billion development targeting a new wave of affluent overseas investors.

The elite residences from Nordic by fäm Real Estate Development carry unique appeal to ultra-high-net-worth individuals (UHNWIs) as the nearest freehold villas to Downtown Dubai offering ownership to all nationalities.

Their location in the Al Wasl District puts residents within close proximity to iconic Dubai landmarks such as the Burj Khalifa, Dubai Mall, Jumeirah, Al Wasl Canal, Sheikh Zayed Road and DIFC.

Characterised by their Scandinavian-inspired designs, the ten Nordic by fäm villas and mansions introduce a fresh concept of minimalist luxury to Dubai’s property market.

“As Dubai’s real estate sector continues to attract worldwide

attention, this exceptional collection of ultra-luxury homes offers an unparalleled blend of design and lifestyle in the heart of the city,” said Firas Al Msaddi, CEO of fäm Group.

“More than 6,700 millionaires relocated to Dubai in 2024 alone, and projections indicate an annual influx of 6,500 UHNWIs through 2026. This steady arrival of global wealth has bolstered the city’s position as a hub for luxury living and investment opportunities.” Based on the influx of UHNWIS, the company’s luxury division, fäm Lux, has set a target of AED10 billion in sales transactions for next year.

The delivery and release of the ten new properties in Q2 2025 follows the initial launch of the Nordic by fäm development earlier this year, with the first two available villas being sold for AED 61.5 million and AED70 million respectively.

The new high-end community in the Al Wasl District is non-gated, with a security team stationed on site 24/7.

Homeowners have significant flexibility to customize their villas and mansions within the guidelines set by the Dubai Development Authority, without requiring lengthy approvals or paying extra fees to the master developer, Dubai Holding’s Meraas.

“These new residences are thoughtfully crafted to appeal to buyers seeking ultra-minimal designs and settled elegance, clean lines, and modern functionality, addressing a growing demand for understated yet sophisticated living spaces,” said Al Msaddi.

“The market is witnessing unprecedented price levels. Recent off-plan projects along the Jumeirah coastline are selling at an average of AED 14,000 per sq ft, with villa plots priced at AED3,000 to AED8,000 per sq ft.

“Penthouses have reached record-breaking prices of AED 500 million. This segment is firmly established, as any UHNWIs choosing to exit can only sell to similarly wealthy buyers, preserving exclusivity and value.” ♦

Construction is a critical indicator of societal development and a key driver of economic growth. With the rising urbanization, the construction industry is growing at an unfathomable rate. But what is concerning is its negative impact as a major contributor to environmental degradation. From excessive carbon emissions to resource depletion and waste generation, the industry is significantly adding to the planet's woes. Research has shown that the construction industry is a major contributor to environmental waste,

"Prioritising research and innovation in the upcoming construction technologies can pave the way for smarter cities and help relieve the overwhelming pressure on the environment through innovative solutions."

**Sumit Pathak, CEO, Linus International FZCO**



creating a third of the world's waste and carbon dioxide emissions up to 40%. And according to The Global Status Report for Buildings and Construction (Buildings-GSR), the buildings and construction sector globally accounted for 21% of greenhouse gas emissions in 2021, rising up to 37% of energy and carbon dioxide emissions in 2022. Sustainability lies at the forefront of a green future. As we move towards an environmentally conscious world, the industry continues to be shaped by sustainable practices, innovative



technologies, and a commitment to reducing the environmental footprint. A paradigm shift is underway as we integrate sustainable construction materials, eco-friendly techniques, and environmentally conscious designs that harmonise development with environmental stewardship. As the demand for nature-friendly construction intensifies, the industry is making conscious efforts to incorporate renewable energy solutions in its operations and designs. Solar panels, green roofing, etc., are becoming popular in buildings. Green building materials can go a long way in mitigating the carbon footprint emanating from the construction industries. Materials like recycled steel, sustainable wood, bamboo, concrete, recycled glass, etc., are gaining ground due to their reduced environmental impact, thus supporting sustainable urbanisation.

Specifically in our warehouse construction business, we are focusing on reducing waste and streamlining processes to reduce time of construction. The reduction in time of the project is often ignored as a source of waste with respect to the cost of fuel for generators, human waste production, increased waste from worker mobilization, their transport, housing, and attenuated waste arising from feeding and

housing them.

In addition to this, construction companies such as ours also suffer from an over-dependence on processes and systems which leads to a mountain of paper generation. A paperless strategy has been a welcome by-product purely due to the reduction in the number of bureaucratic steps involved in the complex procurement and engineering processes involved

Technology has come to play an instrumental role in advancing sustainable construction. By creating a digital model and fostering collaboration between stakeholders, the software called Building Information Modelling (BIM) offers meticulous control on costs and helps track energy consumption and fulfil green regulatory requirements. Smart home technology is creating ripples in construction projects as it allows remote monitoring and management of home appliances like temperature, lighting, etc.

Prioritising research and innovation in the upcoming construction technologies can pave the way for smarter cities and help relieve the overwhelming pressure on the environment through innovative solutions. For instance, tech tools like 3D printing provide precision in creating components and designs, ensuring effective

waste management through proper resource utilization. Innovations and advancements in the sector, like prefabrication, retrofitting, lean construction, adaptive reuse, etc., are changing the ways in which construction projects are planned and executed. They help in optimising energy consumption, managing waste generation, and reducing pollution.

Using efficient delivery management and efficient supply-chain systems, we saw a significant reduction in the number of trips being made by our delivery trucks. Often times, we overlook the availability of usable space in trucks as they deliver a single item type. This is not very different from the LCL container filling model. Reduction in trips is a direct contributor to cost and energy savings where the project and the environment both benefit.

The adoption of the circular economy model can prove to be a game changer. It is a viable alternative for resource production and consumption as existing products are shared, reused, repaired, recycled, and refurbished to minimise waste and generate more value. The use of software beyond standard ERP software is key. Measuring our performance, understanding the metrics presented, and finding nuggets of

insights therein can provide the fodder for efficiencies that inevitably bring about savings in energy and resource allocation. Managing our drivers' driving habits through software has drastically reduced idle times, traffic-induced fuel wastage, and other delays that lead to direct and indirect wastages.

The call to sustainability is pressing and requires collective efforts from companies, industry leaders, policymakers, stakeholders, and communities to redefine how construction is approached. Government-led initiatives must back the efforts of companies manufacturing and transporting eco-friendly construction materials while driving demand and adoption of green homes.

We are now actively looking at carbon-neutral alternatives for construction materials, including plastic-based blockwork and waterless drilling/demolition equipment, to reduce the environmental impact during construction. Better design, however, can have a lasting effect far beyond the handover of the project, as we actively consult on landscaping, greywater systems, and renewable energy solutions to directly influence the project's ongoing impact.

The journey towards a green future depends on skilled talent proficient in green retrofitting, sustainability literacy, and energy modeling to lead this transition. Sustainable construction is not just a necessity but the foundation for a greener future, enriching lives and showcasing our commitment to responsible practices. Although progress has been made, the pursuit of sustainability requires continuous dedication. ♦



# SUSTAINABLE CONSTRUCTION AT THE FOREFRONT OF A GREEN FUTURE

TECHNOLOGY HAS COME TO PLAY AN INSTRUMENTAL ROLE IN ADVANCING SUSTAINABLE CONSTRUCTION.



Compiled by **Rui Lui, CEO and Founder, Leos Developments**

## TRENDS FOR 2025: DUBAI'S SHIFT TOWARDS SUSTAINABILITY AND WELLNESS

Dubai continues to position itself as a global leader in innovation and urban development. A key trend shaping the city's future is the growing emphasis on sustainability and wellness, redefining how we live, work, and interact with our environment. At Leos Developments, we are not just observing this transformation; we are actively contributing to it, aligning our projects with Dubai's vision for a more sustainable and healthier future.

### Dubai's Commitment to Sustainability and Wellness

Dubai has long been known for its ambitious projects and forward-thinking approach. In recent years, the city has doubled

down on its commitment to sustainability and wellness, implementing initiatives like:

#### The Dubai 2040 Urban Master Plan:

A strategic blueprint designed to ensure sustainable urban development, with a focus on increasing green spaces, promoting public transportation, and enhancing quality of life.

#### Net Zero by 2050:

A nationwide pledge to achieve net-zero carbon emissions by mid-century, with Dubai leading the way by introducing green building regulations and renewable energy projects.

THE FIRM ANNOUNCES A PROPERTY PORTFOLIO WORTH AED2.6 BILLION TO BE INTRODUCED INTO THE MARKET BY Q4 2025.

#### Sustainable Districts:

Communities like The Sustainable City serve as models for eco-conscious living, integrating renewable energy, waste management systems, and wellness-focused design.

#### Wellness-Centric Spaces:

Dubai's push for wellness has introduced initiatives such as walkable neighborhoods, urban forests, and projects that integrate fitness and mental well-being into everyday life.

#### Wellness-Centric Living

We believe wellness starts with where and how people live. That's why our projects focus on:

#### Walkable Communities:

Prioritizing pedestrian-friendly layouts and accessible amenities to promote active and healthy lifestyles.

#### Holistic Living:

From fitness centers to wellness retreats, we ensure that mental and physical health are embedded into the DNA of our developments.

At Leos Developments, we are not just observing this transformation; we are actively contributing to it, aligning our projects with Dubai's vision for a more sustainable and healthier future."

#### Leading the Way in 2025 and Beyond

As Dubai sets its sights on a more sustainable future, Leos Developments is proud to be at the forefront of this movement. With our expansion into Dubai over the past two years, we've embraced the city's vision while adding our own innovative approach. Each of our projects is a reflection of our commitment to creating sustainable, wellness-focused communities that not only meet the needs of today but also anticipate the demands of tomorrow. We are excited to contribute to Dubai's transformation and confident that by staying true to our core pillars, including sustainability and wellness, we will continue to deliver developments that redefine the standards of luxury and responsibility. ✦



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# REGION'S FIRST FULLY AI-INTEGRATED RESIDENTIAL DEVELOPMENT 'LAGUNA RESIDENCE' LAUNCHED BY ONE DEVELOPMENT

IT OFFERS A SOPHISTICATED LIFESTYLE, COMBINING CONVENIENCE WITH PERSONALIZED SERVICES.



ONE Development, a homegrown boutique developer with offices and showrooms in Abu Dhabi and Dubai, recently revealed details of its flagship AED2 billion project in Dubai's City of Arabia. This development is expected to become an iconic strategic project that will attract homebuyers and investors.

The Laguna Residence was officially launched at a spectacular event held at Dubai's Coca Cola Arena. The event featured an impressive lineup of stars,

including global music sensation Amr Diab, Bollywood superstar Kareena Kapoor, and Egypt's celebrated actor Amir Karara. The event was hosted by renowned international presenter Raya Abi-rached and Egyptian Star Sherif Mounir.

Distinguished guests were treated to an extraordinary reveal of Laguna Residence's unique features, reflecting ONE Development's vision of elevating the bar for the real estate industry.

Laguna Residence is the first fully AI-integrated residential development in the region, featuring the largest lagoon on a podium, centred between two iconic high-rise towers. The residence offers an exclusive retreat with uninterrupted views of the Dubai skyline. This distinctive community presents a wide range of unit options, from studios to three-bedroom apartments, duplexes and sky-homes, all with flexible payment plans. The two towers are connected by a vibrant amenities hub, offering more than 40 world-class features, including entertainment, wellness, and social spaces, creating an engaging and connected living experience where the sky truly is the limit.

"As a homegrown boutique developer, our mission is to reflect the unique aspirations and lifestyles of our clientele in the UAE." **Ali Al Gebely, Founder & Chairman, ONE Development**



Speaking at the launch event, ONE Development's Founder & Chairman, Ali Al Gebely, emphasized the company's commitment to Dubai's growth and its evolving real estate landscape, saying: Laguna Residence is a unique project, introducing the UAE's first AI-integrated residential community. It offers a sophisticated lifestyle, combining convenience with personalized services. Our goal is to redefine the real estate industry by elevating daily life and reshaping the meaning of quality living. This community not only embraces technology, innovation and sustainability but also champions eco-friendly solutions."

He added: "As a homegrown boutique developer, our mission is to reflect the unique aspirations and lifestyles of our clientele in the UAE. By delivering iconic, high-quality developments, we align with the UAE's strategic ambitions and leadership's vision to attract local, regional and international investors, setting a new benchmark in the real

estate industry."

The UAE's real estate market is experiencing steady growth, attracting investors from across the globe. The Laguna Residence project is set to offer attractive returns on investment as the first fully AI-integrated community with the region's largest lagoon on a podium. This development aligns with Dubai's Real Estate Strategy 2033, which aims to increase the value of Dubai's real estate transactions to AED1 trillion (US\$272 billion) by that year.

The UAE continues to be one of the world's most appealing real estate markets, with cities like Dubai having gained a reputation for catering to luxury and becoming a top destination for high-net-worth individuals looking to invest in property. Recently, Dubai and Abu Dhabi have made significant progress in terms of transparency, digital integration and ease of doing business, simplifying the process of purchasing freehold residences. ✦





Compiled by **Binesh Babu Panicker**  
 Pics: **Supplied**

## ROYAL REGENCY SUITES IN BUSINESS BAY LAUNCHED BY AL SEEB DEVELOPERS

POSITIONED AS A PRIME INVESTMENT PROSPECT, ROYAL REGENCY SUITES OFFERS ONE OF THE MOST-AWAITED APARTMENTS IN THE BUSINESS BAY AREA.

For over three decades, Al Seeb Developers has been synonymous with quality, expertise, and value in the UAE’s real estate landscape. A part of the reputed Al Safeer Group, Al Seeb’s portfolio spans across residential properties, hotels, shopping malls, and commercial spaces. A name synonymous with luxury and quality in real estate, Al Seeb Developers, is now pleased to announce the latest launch of Royal Regency Suites, an elite residential development, valued at AED 500 million in Dubai’s vibrant and coveted Business Bay area, establishing new benchmarks in both residential quality and investor returns. Positioned as a prime investment prospect, Royal Regency Suites offers one of the most-awaited apartments in the Business Bay area, priced between AED 1.18 million and AED 4.4 million, with an investor-friendly 60/40 payment plan. With an attractive launch price of just AED 1,800 per square feet, the development is poised to deliver substantial returns on investment (ROI), attracting high-value investors who are seeking robust growth potential in Dubai’s competitive market.

“WE ARE CONFIDENT THAT ROYAL REGENCY SUITES WILL SET A NEW BENCHMARK IN THE VIBRANT DUBAI REAL ESTATE MARKET OFFERING AN EQUALLY ATTRACTIVE PRODUCT TO INVESTORS AS WELL AS END USERS.” **J P KALWANI, FOUNDER CHAIRMAN & CEO, AL SEEB DEVELOPERS.**



Led by Mr. J.P. Kalwani, the company’s culture combines traditional values with cutting-edge technology to deliver projects that are tailored to the demands of today’s discerning buyers and investors, supported by a team of 3,500 professionals. “Royal Regency Suites is an embodiment of our vision to redefine the standards of luxury living in Dubai. This project not only has attractive pricing options but offers superior amenities.

“This project represents not only a prime investment opportunity but also aligns with our commitment to delivering exceptional value, design, and sustainability to home buyers. We are confident that Royal Regency Suites will set a new benchmark in the vibrant Dubai real estate market offering an equally attractive product to investors as well as end users,” said J P Kalwani, Founder Chairman & CEO, Al Seeb Developers. Al Seeb Developers has collaborated with industry-leading partners to ensure seamless project execution, delivering exceptional quality across construction, design, and management. Every detail of Royal Regency Suites has been thoughtfully curated to reflect Al Seeb Developers’ high standards, with Italian-made entrance doors, fully fitted kitchens with premium appliances, and advanced home automation systems available in select units. Royal Regency Suites will be one of the most sought after properties in the prime location of Business Bay, due to a number of reasons including its easy access into the neighbourhood, one of the most spacious lounge areas offering panoramic views, complemented

by a café on the ground floor and a fine dining restaurant on the first floor. Health and wellness facilities such as a state-of-the-art gym with an acoustic system, a temperature-controlled swimming pool, a Jacuzzi, and gender-specific steam rooms and saunas. In addition, it includes sustainable and convenient features like dedicated EV charging stations, a service lift, and advanced access and intercom systems. It also has landscaped recreational areas, enhancing the residents’ lifestyle with serene outdoor spaces and premium interiors with smart home automation options in select units, bifold doors in 3BHK apartments, and luxurious Jacuzzis in balcony layouts. Set for completion on March 31, 2027, Royal Regency Suites will offer investors and residents the perfect blend of luxury, convenience, and returns on investment. This project expands Al Seeb Developers’ footprint within Dubai, reinforcing its position as a leader in delivering high-value, investor-centric, quality developments that align with the UAE’s progressive real estate vision. ✦





“THE SURGE IN PROPERTY PRICES IN RAS AL KHAIMAH REFLECTS THE GROWING ATTRACTIVENESS OF THE EMIRATE AS A REAL ESTATE INVESTMENT DESTINATION.”

**MAXIM NOVIKOV, HEAD OF RAK BRANCH, METROPOLITAN PREMIUM PROPERTIES**



ZāZEN Properties proudly announces the launch of its latest LEED-certified residential project, The Hub Residences by ZāZEN, in Al Furjan. Continuing a long-standing and successful relationship, ZāZEN Properties is once again partnering with One Broker Group (OBG) as the exclusive sales partner for this new launch. This launch reinforces the brand’s dedication to sustainable, community-focused developments and aligns with global efforts to secure a greener future. The Hub Residences is located just 150 meters from the Al Furjan metro station, making it ideal for end users and investors alike. This new project is poised to offer an elevated standard of living within one of Dubai’s most vibrant, community-centric neighbourhoods. As Dubai’s real estate market continues its robust growth, the off-plan market takes the edge over ready properties, accounting for 52.2% of total

transactions, equating to a staggering AED 822.1 million. This new LEED-certified, 10-storey mid-rise development adds to ZāZEN’s portfolio, offering a selection of 105 high-quality spacious residences. Built to foster comfort, well-being and community, the 105 residences consist of modern one, two, two with maids, three with maids and select Townhouse apartments. The Townhouse apartments offer a new product type within Al Furjan, giving residents the space of their own townhouse, with a private garden and pool, along with the benefits and facilities of a premium apartment building. Madhav Dhar, Founding Member, and COO of ZāZEN Properties, commented on the launch: “We are thrilled to announce that our newest project, The Hub Residences by ZāZEN, will be officially launching over the next few weeks. The location right next to the Al Furjan metro is very

premium, offering great capital appreciation and rental returns over the mid-term. And with so many new developers entering the mid-market segment, our proven success with delivering ZāZEN One and ZāZEN Gardens, and selling out ZāZEN Ivy speaks for itself. We have laid a foundation of quality, community, and sustainability, and with this new development, we continue to set the benchmark. Our commitment remains as strong as ever—to build thriving communities that offer long-term value to end-users and investors.” Residents will enjoy proximity to the Al Furjan Metro, Ibn Battuta Mall, 2 International Schools, and other key destinations such as The Beach at JBR and Dubai Marina, further enhancing Al Furjan’s appeal as an investment hotspot. The upcoming metro expansion and Al Furjan’s transformation into a 20-minute city underscores ZāZEN’s commitment to meeting the city’s progressive urban demands. The project is primed to attract renters and buyers seeking a home that combines quality with a strategic location and exceptional design. With a focus on innovation, ZāZEN continues to integrate cutting-edge technology into its developments, ensuring residents enjoy modern, efficient, and comfortable living spaces. In line with Dubai’s ongoing real estate boom, the timing for this project aligns perfectly with market demands for high-quality sustainable urban residences. ZāZEN’s commitment to fostering sustainable communities underscores its alignment with global efforts to secure a greener future. By anticipating trends today, ZāZEN contributes to the broader dialogue on sustainability, ensuring communities thrive responsibly in the years to come. ✦



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Compiled by **Binesh Babu Panicker**  
Pics: **Supplied**

# ZAZEN UNVEILS THE HUB RESIDENCES IN AL FURJAN

LOCATED JUST 150 METERS FROM THE AL FURJAN METRO STATION

# TOP BROKERAGES OF DUBAI REAL ESTATE



HONOURING THE BEST  
IN THE MARKET FOR  
THEIR...

- \*DEDICATION
- \*UNWAVERING SPIRIT
- \*TRANSPARENCY
- \*PROFESSIONALISM

**RELEASING SOON**



## DHG PROPERTIES' SWISS SPECIALISTS SET TO REDEFINE LUXURY LIVING AT HELVETIA RESIDENCES

HELVETIA RESIDENCES COMBINES EUROPEAN-INSPIRED KITCHENS, STATE-OF-THE-ART ACOUSTIC SYSTEMS, AND LUXURIOUS FINISHES LIKE ARMANI BRONZE AND ITALIAN MERMER MARBLE.

DHG Properties, a leading real estate development company operating within DHG Holding with a distinguished legacy of over three decades, has completed 20% of construction for its inaugural development in Dubai, Helvetia Residences in Jumeirah Village Circle (JVC). Handover is set for H1 2026, and the company has now announced that ten Swiss specialists have arrived in the emirate to complete the interiors of ten showcase apartments. These experts have worked on several notable DHG developments across Europe and are now providing existing buyers, potential investors, and end-users with a glimpse of what the DHG's JVC-located flagship project will entail; a premium living experience and elevated lifestyle. The dedicated team of Swiss specialists and craftsmen, bring

their expertise in flooring solutions, wall and ceiling treatments, tiling, carpentry, upholstery, lighting design, and acoustic treatments that combine with Swiss precision and European excellence to inject added value into Dubai's competitive real estate market. Moreover, DHG's efforts will contribute to forecasts that the UAE construction industry is expected to register an annual growth of 3.9% from 2025 to 2027. The showcase will set a new benchmark of craftsmanship for the 430-unit residence in JVC; all of which can be fully rented or sold upon launch. Milena Stevovic, COO of DHG Group, commented: "When we initially expanded markets, the UAE was an obvious choice due to the forward-thinking nature of the country has shown across all industries – especially property.

Our overarching goal has been to strengthen the DHG brand and simultaneously work side-by-side with the nation to elevate its real estate standing on both a regional and global scale. Our Swiss specialists will ensure that this ambitious vision offers more than just a home and aligns with our execution. Helvetia Residences is about introducing a lifestyle of unparalleled quality, functionality, comfort, and value – not just aesthetics. By involving Swiss experts and sourcing premium European materials, we aim to bring added value to Dubai's competitive real estate market, setting new standards for premium living." DHG' has developed more than 2,500,000 square meters of living space and it has 1,500-plus developments in the pipeline. ✦

COMPANY CLOSED AED4.4 MILLION PENTHOUSE LEASE IN THE ROYAL ATLANTIS ON PALM JUMEIRAH



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Compiled by **Binesh Babu Panicker**

# METROPOLITAN PREMIUM PROPERTIES CLOSES THE HIGHEST APARTMENT LEASE IN DUBAI HISTORY

Metropolitan Premium Properties (MPP) – a full-service real estate agency and the Metropolitan Group’s flagship property company, recently closed the biggest single-unit annual rental deal in Dubai history, an AED 4.4 million penthouse in The Royal Atlantis Resort & Residences on Palm Jumeirah, one of the most sought after and exclusive residential projects in Dubai. The 10,000 square feet, four-bedroom penthouse includes a living/dining area, a library, an exercise room and comes fully furnished. The 2,717 square feet terrace boasts a transparent infinity pool with panoramic views of the city and the Burj Al Arab. The tenants, belonging to a high-net-worth European family, who are returning to live and work in Dubai after a stay abroad, selected the unique penthouse for its high-end amenities, the hotel concierge service it provides and the fact that it was turnkey and ready to move in. Residents of The Royal Atlantis Resort & Residences can additionally benefit from a private beach, 17 celebrity-led restaurants, a 295 feet sky-high infinity pool, entertainment venues, various high-end boutiques and a state-of-the-art fitness centre.

Vladimir Minaev, Luxury Property Specialist at Metropolitan Premium Properties, said: “This penthouse is the pinnacle of residential sophistication and one of the most coveted homes in the city, as it sets new standards of excellence in design, amenities and living



space with spectacular views of the ocean and Dubai skyline. The client was looking at other units on the Palm, however, they didn’t find anything to their liking so decided to increase their initial budget and settle on the penthouse, which has the hotel amenities they were looking for and is also brand new. It is undoubtedly the most unique penthouse in Dubai as there is nothing that compares. I really believed in the project from day one and advised my clients, such as the owner of the penthouse, to invest at an early stage. He now has multiple units in the development and has seen his investments significantly increase in value.”

In March this year, Vladimir Minaev sold a four-bedroom apartment for AED61 million which, to date, represents the highest resale transaction in The Royal Atlantis Resort & Residences. This resulted in a three-fold profit for the owner who purchased the unit during the pandemic. Minaev has sold over AED600 million in real estate this year including AED135 million in re-sale transactions at The Royal Atlantis Resort & Residences. ✦

“I really believed in the project from day one and advised my clients, such as the owner of the penthouse, to invest at an early stage.” **Vladimir Minaev, Luxury Property Specialist at Metropolitan Premium Properties**



Text: Supplied

# LACASA GROUP ENTERS DUBAI REAL ESTATE MARKET WITH THE LAUNCH OF ITS DEVELOPMENT WING LACASA LIVING

LACASA LIVING'S BOUTIQUE DEVELOPMENTS WILL FOCUS ON KEY MARKETS IN THE UAE WITH UPCOMING PROJECTS IN DUBAI AND RAS AL KHAIMAH & LUSAIL IN QATAR.

Lacasa, a multidisciplinary architectural and engineering firm renowned in the region for its decade-long design expertise, has announced its strategic entry into real estate development through the launch of its new division, Lacasa Living. This marks a transformative step for the company, which has been instrumental in delivering landmark projects across residential, hospitality, and mixed-use developments, as well as top-of-the-range interior designs services. The new venture aims to bring bespoke developments that emphasize intelligent design and meticulous craftsmanship.

Lacasa Living's boutique developments will focus on key markets in the UAE with upcoming projects in Dubai and Ras Al Khaimah (RAK) & Lusail in Qatar. Designed with the end user in mind, Lacasa Living will deliver a portfolio that ranges from architectural marvels of ultra-luxury, private villas from their Signature Collection to smart and modern bespoke residential apartments and holiday homes. Recently, Lacasa reestablished its capabilities with the handover of an AED 120 million worth private villa in Dubai Hills. In January 2025, the division will unveil its Exclusive



"Our entry into real estate development is a natural evolution of our journey in the architectural and design industry," **Emad Jaber, Chairman, Lacasa Living**



Residential Developments with its first project of bespoke apartments coming up on Al Marjan Island in RAK, targeting the thriving real estate market with functional, stylish apartments in prime locations

targeting end users and investors alike.

What sets Lacasa Living apart is their cumulative architectural and engineering expertise and the vision of over 500 professionals

that bring to life a deeply personal and intentional approach to design. Every detail, from furnishings to home accessories is keenly focused on creating thoughtful spaces and vibrant communities that reflect both character and refined design.

"Our entry into real estate development is a natural evolution of our journey in the architectural and design industry. For years, we've collaborated with some of the region's most prestigious developers, delivering iconic projects that bring a sense of purpose, creativity, and thoughtfulness that will continue to be at the heart of every project we build. Our extensive experience across multiple sectors has given us deep insights into what makes a development truly exceptional and a house a home. With Lacasa Living, our aim is to leverage this expertise to create signature properties that seamlessly blend intelligent

design and well-thought out functionality that is not easily replicated. We are proud to evolve our legacy to bring trend-setting developments that stand out with our signature designs, in some of the most coveted areas of the UAE," said Emad Jaber, Chairman, Lacasa Living.

Looking ahead, Lacasa Living has outlined an ambitious growth trajectory, with six projects already designed and ready for development. The company projects AED 1.2 billion in project values for 2025, AED 2 billion for 2026, and AED 3 billion for 2027. Each project will emphasize ready-to-move-in properties that combine bespoke design and boutique living in a functional, community-centric environment.

Lacasa Living has partnered with One Broker Group, an award-winning, developer-focussed real estate agency to prioritise the sales

interest of end users and investors for their upcoming launches of bespoke residential projects across the UAE.

"At Lacasa Living, we are channeling the same passion and precision that have defined our architectural achievements for years, into our real estate developments with a focus on creativity, craft, community and functionality. We approach every project with a holistic mindset, hand-picking strategic locations, rethinking traditional solutions and creating spaces that meet the unique demands of today. Therefore each design element is intentional and each aspect of the space serves a purpose that inspires connection, belonging, and beauty. We are here to carve a niche for ourselves where we curate homes that are as complete as the life lived within them.," added Eng. Ahmad Jaber, CEO, Lacasa Living. ✦



PICS : SUPPLIED

Compiled by **Binesh Babu Panicker**  
 Pics: **Supplied**

# AN UNPRECEDENTED COLLABORATION TO BUILD “THE GREATEST CITY IN THE WORLD”

Dubai’s growing assembly of more than 22,900 real estate brokers can combine to help build the greatest city in the world through a shift to more collaborative practices.

That is the vision behind a first of its kind educational programme aimed at transforming the Dubai property market, with brokers maintaining healthy, ethical competition, while also forging partnerships that benefit the broader community. Launched by Firas Al Msaddi, CEO of fām Properties, the ‘Real Estate Blueprint’ offers a series of unique events and training initiatives

combining to create a community hub for brokers focused on learning, networking, and building professional skills. The first of these events, ‘The Game Changers’, drew almost 3,000 paying real estate professionals to the Coca Cola Arena. Dubai’s first ever ticketed property show saw Al Msaddi share the stage with top US broker and reality TV star, Ryan Serhant, and Dr Mahmoud AlBurai, Dubai Land Department’s Senior Director, Real Estate Policies and Innovation.

“Through this event, and the others to follow, we’re shifting from the outdated mindset of

LAUNCHED BY FIRAS AL MSADDI, CEO OF FĀM PROPERTIES, THE ‘REAL ESTATE BLUEPRINT’ OFFERS A SERIES OF UNIQUE EVENTS AND TRAINING INITIATIVES COMBINING TO CREATE A COMMUNITY HUB FOR BROKERS FOCUSED ON LEARNING, NETWORKING, AND BUILDING PROFESSIONAL SKILLS.

“By sharing knowledge and collaborating, we’re paving the way for a more connected and transparent industry where brokers can thrive,”



one-way competition to a more collaborative effort, where brokers and agencies work together to foster a resilient and dynamic market,” said Firas. “This is a new approach focused on collaboration, ethics, and sustainable growth. Game Changers laid the groundwork for this transformation and represented a commitment to raising the standard across the brokerage landscape in Dubai.” During the event, Firas told brokers they had the opportunity to be part of

building the greatest city in the world thanks to the visionary leadership of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. That message will be a central theme running through the ‘Real Estate Blueprint’ programme of events and training initiatives, which deliver latest insights on data analysis, sales strategies, market trends, and branding.

“By sharing knowledge and

collaborating, we’re paving the way for a more connected and transparent industry where brokers can thrive,” said Firas, who has generated sales worth billions of dollars, and trained thousands of agents, in building the emirate’s largest real estate brokerage. Underlining Dubai’s status as a leading destination for real estate investment, a recent market report from fām Properties revealed sales worth AED141.9 billion in Q3 2024, setting an all-time record for a single quarter. ♦



HRE Development and One Broker Group have announced the successful sell-out of Skyhills Residences 2 in Jumeirah Village Circle (JVC), representing a significant milestone with a project valuation exceeding AED 650 million. This achievement underscores their continued success in delivering high-value real estate developments in Dubai's competitive market. Skyhills Residences 2 offered fully furnished modern apartments, ranging from studios to duplexes, featuring premium Bosch and Teka appliances, integrated smart home technology, and lifestyle-focused amenities such as indoor and outdoor gyms, a swimming pool, and lush green spaces. The project's structural completion prior to its launch and the availability of flexible two-year post-handover payment plans contributed to overwhelming buyer confidence and rapid sell-out. "The success of Skyhills Residences 2 reflects our ability to anticipate market trends and deliver exceptional projects that

resonate with buyers," said Mohamed Adib Hijazi, Chairman of HRE Development. "This accomplishment sets a strong foundation as we move forward with our next major launch."

Building on this momentum, HRE Development unveiled Skyhills Residences 3, also located in JVC. Hasan Hejazi, Vice Chairman of HRE Development, emphasised the company's innovative consistent offering to enhance the UAE real estate landscape: "Skyhills Residences 3 will continue to reflect our commitment to offering communities the best of quality and design that are not just living spaces but lifestyle statements. We are dedicated to maintaining our high standards of architectural excellence by bringing quality projects to life, on time to meet the growing demands for homes in well-located communities."

The mixed-use project which is now on sale will include 501 residential units—spanning studios, 1-, 2-, 3- and 4-bedroom apartments.



Compiled by **Binesh Babu Panicker**  
Pics: **Supplied**

## HRE DEVELOPMENT AND ONE BROKER GROUP ANNOUNCE COMPLETE SELL-OUT OF SKYHILLS RESIDENCES 2 WITHIN TWO MONTHS

SKYHILLS RESIDENCES 3, A PREMIER MIXED-USE PROJECT IN JVC, IS NOW ON SALE.

THE SUCCESS OF SKYHILLS RESIDENCES 2 REFLECTS OUR ABILITY TO ANTICIPATE MARKET TRENDS AND DELIVER EXCEPTIONAL PROJECTS THAT RESONATE WITH BUYERS."  
**MOHAMED ADIB HIJAZI,**  
**CHAIRMAN OF HRE DEVELOPMENT.**



Living spaces in one of Dubai's most sought-after locations. "Jumeirah Village Circle continues to attract significant attention for its strategic location, seamless connectivity, and vibrant lifestyle offerings," said Umar Bin Farooq, CEO and Founder of One Broker Group. "The strong demand for Skyhills Residences 2 underscores the market's appetite for well-designed, high-quality developments in this area. We are confident Skyhills Residences 3 will continue to build on this success." For a firsthand look at the lifestyle promised by Skyhills Residences 3, prospective buyers can visit the dedicated Sales Center at Skyhills Residences, where fully furnished show apartments are now avail-

able. Skyhills Residences offers a unique blend of luxury and practicality, making it a standout choice for families and professionals alike. Interested parties are encouraged to register early to secure their place in this highly anticipated development. Craig English, Managing Director of One Broker Group, added: "Our successful collaboration with HRE Development has redefined premium living spaces in JVC. We look forward to replicating this success with Skyhills Residences 3 as we expand our portfolio with another groundbreaking project." ✦





Text: Supplied  
Image: Supplied

## UAE'S REAL ESTATE MARKET CONTINUES TO FLOURISH

THE PROPERTY MARKETS IN ABU DHABI, DUBAI, SHARJAH, AND AJMAN WITNESSED SIGNIFICANT ACTIVITY IN TRANSACTION VOLUMES OVER THE PAST YEAR, MAINTAINING POSITIVE PERFORMANCE LEVELS THANKS TO DIVERSE INVESTMENT OPPORTUNITIES AND GROWING DEMAND FOR VARIOUS PROPERTY TYPES.

The UAE's real estate sector maintained its growth momentum throughout 2024, marked by an increase in real estate projects and infrastructure investments, reinforcing its position as a key pillar of the country's economic growth.

The vibrant real estate markets across the emirates underscored the UAE's status as a global hub for property investments and an attractive destination for high-net-worth individuals who play a vital role in stimulating market activity, particularly in luxury real estate.

The property markets in Abu Dhabi, Dubai, Sharjah, and Ajman witnessed significant activity in transaction volumes over the past year, maintaining positive performance levels thanks to diverse investment opportunities and growing demand for various property types.

According to official data from the local real estate authorities of the four emirates, the total value of real estate transactions reached approximately AED893 billion by the end of 2024, with over 331,300 transactions recorded. Mortgage transactions alone exceeded AED229.3 billion, encompassing over 50,000 transactions, excluding mortgages in Ajman. In Abu Dhabi, the total real estate transactions amounted to AED79.3 billion through 25,046 sales and mortgage transactions across various property types by the end of 2024.

The "Dari" platform by the Department of Municipalities and Transport in Abu Dhabi reported that total sales since the beginning of the year exceeded AED46.5 billion, executed through 14,816 sales and purchase transactions. These included 5,646 transactions for ready units and 9,169 for off-plan properties. Over the past 12 months, the emirate recorded 10,230 mortgage transactions valued at AED32.8 billion.

Dubai achieved record-breaking real estate transaction values in 2024, totalling over AED760.7 billion from 226,000 transactions. These figures highlight Dubai's leading position in offering diverse and attractive investment opportunities that surpassed previous records. According to the Dubai Land Department, property sales in the emirate reached AED522 billion through 180,000 sales transactions across various property types. Mortgage transactions amounted to AED187 billion from 35,000 mortgages by the end of 2024.

Sharjah maintained robust growth in its real estate sector, recording transactions worth over AED36.4 billion between January and November 2024, including AED9.5 billion in mortgage transactions, according to the monthly reports from the Sharjah Real Estate Registration Department. Sharjah's distinctive real estate projects facilitated over 78,600

total sales transactions during the same period, with 4,011 mortgage transactions recorded.

In Ajman, real estate transaction values exceeded AED16.9 billion in 2023, reflecting a remarkable 43 percent growth compared to 2022. A total of 11,500 real estate transactions were executed, with total trade volumes reaching AED10.2 billion across 8,675 trading activities.

Ajman's figures highlight the upward trajectory of its real estate sector, with strong performance across numerous projects driven by diverse investment opportunities and growing demand for various property types throughout the emirate.

The Ajman Department of Land and Real Estate Regulation reported that real estate transactions in the emirate reached AED16.35 billion by the end of October 2024, encompassing approximately 12,718 transactions, showcasing the resilience and diversity of investment options in Ajman's property market.

With positive indicators in real estate markets across the UAE in 2024, international reports predict continued growth in 2025, supported by the country's conducive investment environment and the anticipated execution of several new real estate projects attracting both local and international investments. ✦

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