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WHY DUBAI'S REAL ESTATE DOESN'T JUST SURVIVE PRESSURE, IT'S DESIGNED FOR IT.

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From the Editor

Dear Readers,

As we step into 2026, the dialogue surrounding Dubai's real estate sector has reached a sophisticated new vantage point. We are no longer simply discussing growth in terms of scale; we are witnessing a profound transition toward institutional maturity. This issue of Real Estate Market Times explores the structural shields that have established the Emirates as a resilient global benchmark. Today, this stability is the result of a highly advanced ecosystem where long-term urban planning and equity-rich capital converge to create enduring value.

Our cover story deconstructs this collective confidence, moving beyond the headlines to examine the underlying mechanics that keep the market steady. We sit down with a diverse group of stakeholders, from developers and facilities managers to Proptech innovators, to understand how the industry has embraced a culture of selectivity and discipline. The narrative that emerges is one of deep-rooted commitment, where forward-thinking initiatives and transparent regulatory frameworks have turned real estate into a foundational lifestyle and business decision for a global audience.

This theme of intentionality extends throughout our pages. We look at the deepening segmentation of the luxury market and the rise of community-centric living that prioritizes long-term well-being. We also examine the Northern Emirates, which continue to solidify their roles as critical, cost-competitive pillars of the nation's industrial and logistics framework. These developments are not just projects; they are the building blocks of a diversified and sustainable future.

As we look ahead, the opportunity lies in this transition from building at scale to building with purpose. This issue is a tribute to the people and the strategic foresight driving our sector forward. We remain committed to documenting a market that is increasingly defined by its resilience, its agility, and its unwavering commitment to excellence in every dimension of the urban ecosystem.

Until then,

Happy Reading!

Tripti Mehta
Assistant Editor
Real Estate Market Times

DUBAI LAND DEPARTMENT NEWS

Dubai's Real Estate Services Sector Sees Strong Growth Momentum

This progress is reflected in the expansion of real estate valuation activity, the rise in real estate permits, and the strengthened role of registration trustee and real estate services offices

Dubai's real estate services ecosystem recorded notable growth in 2025, reflecting the institutional maturity of the emirate's real estate market and the growing demand for regulatory and technical roles that support operational accuracy and transactional transparency.

This progress was reflected in the expansion of real estate valuation activity, the rise in real estate permits, and the strengthened role of registration trustee and real estate services offices, which serve as a key customer-facing interface for market participants.

Within the real estate valuation sector, the market continued to attract specialised expertise. According to data from Dubai Land Department, the number of registered real estate valuers reached 133 by the end of 2025, underscoring the growing importance of valuation as a core component in investment and financing decision-making.

New registrations of real estate valuers increased by 50% compared to 2024, reaching 33, reflecting the continued expansion of the technical talent base in this vital field. The number of registered real estate valuation offices also rose to 68, including eight new offices, further strengthening the market's capacity to meet rising demand for specialised valuation services.

Real estate permits issued for advertising and promotional activities also recorded a notable increase in 2025, rising by 24% to reach 26,044. The growth reflects sustained market vitality and the diversification of real estate marketing tools within clear regulatory frameworks.

This expansion was supported by the key role played by Dubai Land Department in regulating real estate advertising and strengthening governance through qualitative initiatives, most notably the Real Estate Advertising Governance Platform. The platform leverages digital technologies and artificial intelligence to ensure the accuracy, credibility and regulatory compliance of advertising content across various channels.

Electronic advertisements accounted for the largest share of issued permits, with 23,521 permits. Other permits covered outdoor advertising, classified advertisements, vehicle advertisements and billboards, as well as licences for real estate events such as project launch ceremonies, seminars and open days. This reflects the diversity of communication and promotional channels and their ability to adapt to evolving customer behaviour.

The network of real estate registration and service trustee offices also continued to expand, reaching 32 offices, representing a 14% increase. This growth reflects enhanced accessibility to services and the continued development of the service delivery network.

Transactions completed through these offices rose to 282,661, marking a 5% increase, while the number of customers grew by 7% to reach 563,920 in 2025.

This trend highlights the growing reliance on these channels as an effective interface between customers and the official real estate ecosystem.

Overall, this integrated performance reflects the transformation of real estate support services into a core pillar that enhances market efficiency, strengthens regulatory discipline and reinforces investor and customer confidence. It also underscores the commitment of Dubai Land Department to continuously develop this ecosystem, enhance service quality and expand its scope in line with the sustainable growth of the real estate sector, laying the foundation for a more resilient, transparent and sustainable phase in the years ahead.

Dubai Land Department launches Phase II of Its Tokenisation Project

Phase II focuses on enabling the resale of approximately 7.8 million real estate tokens

Dubai Land Department (DLD) has announced the launch of Phase II of the Real Estate Tokenisation Project, marking the start of resale activity in the secondary market, in a strategic step that reflects the project's transition from a pilot phase to a more advanced operational stage, within a regulated model that enhances the real estate market's readiness for a future driven by advanced technologies.

This phase follows the pilot stage launched by the Department in March under the "REES Real Estate Innovation Initiative," in collaboration with the Virtual Assets Regulatory Authority (VARA) and strategic partners. During the pilot phase, the regulatory, legislative, and technical frameworks for real estate tokenisation on title deeds were tested, reinforcing Dubai's position as the first real estate registration authority in the region to adopt this innovative model within a regulated environment.

Phase II focuses on activating resale activity in the secondary market by enabling the resale of approximately 7.8 million real estate tokens, within a controlled pilot framework aimed at assessing market efficiency, testing operational readiness, enhancing transparency and governance, and safeguarding investors' rights while ensuring transaction integrity.

A Carefully Planned Transition Toward Market Expansion

DLD confirmed that the implementation of this phase follows a gradual approach based on the practical evaluation of outcomes, and in close coordination with relevant regulatory authorities, in preparation for future decisions grounded in clear operational data. This approach ensures alignment with approved regulatory and legislative frameworks and strengthens confidence among local and international investors.

Strategic Alignment with National Agendas

The Real Estate Tokenisation Project serves as a key enabler of the objectives of the Dubai Real Estate Sector Strategy 2033, which focuses on strengthening market balance, enhancing transparency, enabling technology, and delivering an integrated investment experience. This contributes to increasing the real estate sector's share of Dubai's GDP and reinforces the emirate's position as a leading global hub for real estate investment, in alignment with the objectives of the UAE Vision 2071, aimed at consolidating global leadership and building a sustainable future economy.

The project also aligns with the Dubai Urban Plan 2040, which places people and quality of life at the heart of urban development by supporting smart and sustainable urban models, enhancing land-use efficiency, and adopting digital solutions that contribute to managing the emirate's rapid urban growth and future demographic expansion.

DUBAI ISSUES TWIN LAWS TO STRENGTHEN BUILDING SAFETY AND REGULATE SHARED HOUSING

Both laws require stakeholders to comply within one year

His Highness Sheikh Mohammed bin Rashid Al Maktoum

In his capacity as Ruler of Dubai, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, has issued two new laws, Law No. (3) of 2026 and Law No. (4) of 2026, regarding building safety and shared housing regulation, respectively. Together, the measures establish a comprehensive framework to improve structural integrity, regulate occupancy standards, and promote safer, more sustainable living environments across the emirate, including private development zones and free zones.

Law on Quality and Safety of Buildings

Provisions of Law No. (3) of 2026 apply to all buildings across Dubai, including those in private development zones and free zones such as the Dubai International Financial Centre, whether built before or after its enactment.

According to the Law, Dubai Municipality is responsible for ensuring building safety and quality by developing a digital management system, maintaining a unified building database, conducting periodic assessments, setting standards for sustainability, and implementing measures and procedures to safeguard buildings, lives, and property. It also oversees maintenance, investigates incidents, applies corrective actions, promotes modern technologies, regulates materials, and manages the digital building portal.

According to the Law, the owner of a building must obtain a Quality and Safety Certificate after the building's completion, ensure defects identified in inspections are corrected, and follow procedures set by the relevant authority. Building owners must hire a licensed engineering office to assess the building and prepare a technical report, carry out periodic maintenance, and fix defects that threaten structural safety, lives, property, or surrounding buildings. Owners must allow inspections, enable repair works, and continue maintenance after obtaining the certificate.

The validity of the Quality and Safety Certificate is 10 years for buildings less than 40 years old, and five years for buildings 40 years or older. The certificate can be renewed for similar periods, with conditions determined by a decision issued by the Chairman of The Executive Council of Dubai.

In cases where a building is approved for demolition, rules for vacating tenants apply. Tenants who vacate have priority to return after reconstruction or maintenance, at the same rental value agreed in their original lease, unless otherwise agreed.

Violators face fines from AED100 to AED1,000,000, with repeat offences within two years subject to doubled fines up to AED2,000,000.

Relevant authorities may also suspend building permits, stop transactions

Law No. (3) of 2026

- Applies to all buildings in Dubai, including free zones and private developments
- Mandatory Quality and Safety Certificate after inspection
- Valid for 10 years for buildings under 40 years and 5 years for buildings over 40 overs
- Fines from AED100 to AED1,000,000; repeat offences within 2 years subject to fines up to AED2,000,000

related to the building, and halt lease certifications until violations are corrected. Imposing fines does not prevent holding the violator accountable under civil or criminal law, and engineering offices or contractors remain responsible for their obligations.

The Law permits anyone subject to a decision to submit a written appeal within 30 days. A committee will resolve the appeal within 30 days, and its decision is final.

Building owners, contractors, and engineering offices must comply within one year from the Law's effective date.

The Law will take effect 60 days after publication in the official gazette.

Law on Regulating Management & Occupancy of Shared Housing

The provisions of Law No. (4) of 2026 apply to private development zones and free zones, as well as to owners authorised to allocate their real estate units for shared housing and tenants residing in units designated for shared housing. The Law also applies to establishments licensed to lease and manage real estate units on behalf of owners, or to lease units from owners for the purpose of subleasing them to tenants, including those operating in special development zones and free zones. It further applies to lease and management contracts concluded by owners or establishments with residents. Units designated for collective labour accommodation are excluded.

Law No. (4) of 2026

- Applies to owners, tenants, and property management firms
- Mandatory permit required to operate shared housing
- Validity: 1 year (renewable), or 2 years on request
- Fines:
  - AED500 to AED500,000
  - Up to AED1,000,000 for repeat violations

Under the Law, Dubai Municipality oversees shared housing in the emirate, setting policies and strategic plans, defining conditions for unit allocation, including maximum occupancy, space per resident, and required shared facilities, and designating permitted areas based on urban planning, population density, infrastructure, and neighbourhood character. It also manages a unified digital platform for permits, records, and data access. Meanwhile, the Dubai Land Department (DLD) operates the electronic shared housing registry linked to this platform, determines and updates key registry data, and standardises lease and management contract requirements, including landlord details, resident numbers, unit information, and allocated space. DLD further ensures regulatory compliance by establishments, coordinates with licensing authorities, and maintains a rent indicator for shared housing units based on their specifications.

The Law prohibits allocating units for shared housing without a permit, which is issued and renewed under rules set by the Director General of Dubai Municipality in coordination with the Dubai Land Department and relevant authorities. Units must meet technical requirements, including building standards, occupancy limits, space per resident, and shared facilities. Permits are valid for one year (or two years on request), renewable for similar periods, with renewal applications required at least 30 days before expiry.

Only the owner or an authorised establishment may lease shared housing units, with no subleasing by tenants. Leasing can be done directly by the owner, through a managing establishment, or via an establishment leasing from the owner to sublease to tenants. Units must meet building, health, fire, sanitation, security, and electrical standards, while the Law defines landlord and tenant obligations and rules for advertising. Violations carry fines of AED500 to AED500,000, doubled within one year up to AED1 million. The Dubai Land Department may also suspend activities (up to six months), cancel permits, revoke licences, disconnect services, or order eviction of non-compliant units. Disputes fall under the Dubai Rental Disputes Center. Existing operators must comply within one year (extendable once), conflicting laws are annulled, and the Law takes effect 180 days after publication.

BUILT TO OUTLAST

Why Dubai's real estate doesn't just survive pressure, it's designed for it

Tripti Mehta

The question was posed sharply in early 2026. Global macro conditions tested every market at once, Ramadan compressed working hours and decision cycles, and capital had every reason to pause. Real estate markets in proximity to instability typically signal it immediately via falling volumes and retreating foreign interest. Dubai, however, did not pause. Buyers transacted, developers launched, and investors committed. The question worth asking is not whether the market is resilient. It is what, precisely, makes it so.

The market that entered 2026 did so from a position of exceptional strength. The Dubai Land Department's annual performance statement confirms 2025 as the sector's strongest year on record, with over 270,000 transactions worth AED 917 billion. But the strength of a market is not only measured in its record years. It is measured in how it behaves when tested. The conditions of early 2026 provided that opportunity to demonstrate exactly that. The reason Dubai passed it lies in six structural mechanisms, each deliberately built, each quietly reinforcing the others.

The Selectivity Buffer

The first mechanism is counterintuitive: Dubai's resilience is partly a function of what the market doesn't do when pressure arrives. It doesn't flood supply. It doesn't capitulate on pricing. Instead, demand reorganizes by shifting toward well-credentialed developers and well-located projects, while developers respond with phased launches and controlled supply rather than desperate volume plays.

Dr. Majid Jack Hsiung, General Manager at Source of Fate, describes the dynamic precisely. "Demand does not disappear; instead, it shifts toward well-located, thoughtfully designed projects. Pressure is managed through transaction pacing, buyer behaviour and developer strategy, with developers like us phasing launches, controlling supply and structuring payments," he says.

This selectivity reflects a structurally different buyer base. As **Madhav Dhar, CEO of ZāZEN Properties**, observes, "The buyer profile has evolved. A larger share of demand is coming from end-users who have built their lives here, whether through businesses or families.

Dr. Majid Jack Hsiung

> Dubai's real estate market absorbs pressure through selectivity rather than chaos

That creates a more stable base compared to cycles that were driven largely by short-term investors." When the people buying are the people living, volatility has fewer places to hide.

The Equity Fortress

The second mechanism is financial and perhaps the most consequential. Dubai is a low-leverage market, a structural characteristic that insulates it from the interest-rate sensitivity and forced-selling cascades seen in less structurally robust markets. Knight Frank, in its Q3 2025 Dubai Residential Market Review, estimated that 86% of total residential transaction volume in the first three quarters of 2025 was conducted in cash. This is not a characteristic of the ultra-luxury segment alone. It reflects the composition of the entire market. In leveraged markets, rising rates trigger a chain reaction: distressed owners sell, prices fall, sentiment collapses. Dubai breaks that chain at the first link.

Louis Harding, CEO of Betterhomes, frames the consequence plainly. "There is a strong pool of equity-rich and cash-ready purchasers, and experienced investors who understand how to navigate evolving market conditions. Buyers are being more selective, with greater focus on location, quality and pricing. This is not demand driven by short-term speculation, but by financial confidence and genuine long-term commitment to Dubai," he says.


Ibrahim Imam


Madhav Dhar

Dubai continues to attract committed capital, not just opportunistic capital

The market is not reacting impulsively. There is a degree of caution, but it is measured

The Payment Plan Evolution

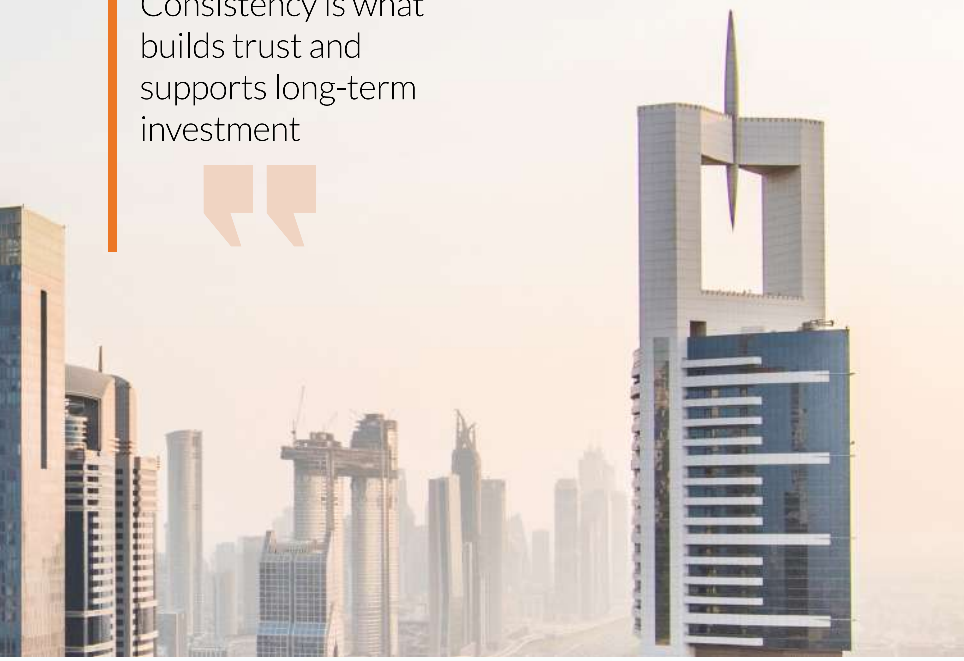
A third mechanism is how capital enters the market. Extended payment plans, once a developer's tool for stimulating demand during slow periods, have become a permanent structural feature of Dubai's transaction architecture, and one that is nearly unique globally. **Mikhail Podkopaev, Sales Director at MERED**, argues this is evolution, not accommodation. He says, "What started as a way to support demand has now become an integral part of how the market operates. For many buyers, particularly international ones, it offers a more comfortable entry point. For developers, it broadens the buyer pool and ensures steady absorption." By distributing capital commitment across time, payment plans reduce the binary nature of investment decisions, deepening the pool and cushioning the market against sentiment swings.

Blagoje Antic

> Consistency is what builds trust and supports long-term investment

Karl-Heinz Otto Mair

> The demand for well-managed, high-quality environments remains strong, and that is a very tangible sign of resilience



The Regulatory and Digital Thread

Resilience also operates at the level of information. **Ibrahim Imam, Co-founder and CEO of PlanRadar**, points to the digital thread now running through serious developments, such as fire safety records, inspection logs, structural audits, maintenance histories, increasingly connected in real time. “When critical records are digitally connected, investors gain a much clearer picture of asset quality and operational risk. That transparency matters even more during periods of heightened investor scrutiny, because it replaces assumptions with evidence,” he says.

The regulatory layer reinforces this. Escrow mechanisms, phased payment oversight by the Dubai Land Department, and consistently enforced approval processes mean the rules of the market are legible and dependable.

As **Blagoje Antic, CEO and Founder of DHG Group**, notes, “Regulatory safeguards such as escrow mechanisms and phased payment plans provide buyers with a level of security that helps sustain activity even when sentiment becomes more cautious.”

The Operational Layer

Beneath all of this runs a quieter but equally important mechanism: the professionalization of how built assets are managed once delivered. **Karl-Heinz Otto Mair, CEO of Berkeley Services UAE LLC**, says, “Stability for residents is often shaped by what consistently works in the background, but also by knowing that someone is there when it matters. Well-integrated building systems, combined with advanced technologies such as real-time monitoring and predictive maintenance, allow us to identify and address potential issues before they impact daily life. This creates a reliable and seamless living environment where things simply work as they should. At the same time, technology alone is not enough. What truly makes the difference is accessibility and human connection. As a Facilities Management provider, we make sure that Berkeley is not just a system, but also a team that is present, reachable, and responsive. Residents know they can rely on us—not only digitally, but also in person.”

Sovereign Architecture: The Dubai 2040 Factor

Long-term urban policy is itself a resilience mechanism. The Dubai 2040 Urban Master Plan does not merely shape skylines, it shapes the longevity of demand by pushing developers to build for connectivity, density, green space, and quality of life. Dhar explains its practical effect. “It is less about standalone projects and more about how communities function

We're still seeing buyer behaviour that helps support property values over the longer term

Dubai is adapting rapidly to global capital behaviour, and that agility is one of its strengths

over time. For developers who take this seriously, it changes how projects are planned from the outset," he says.

Podkopaev situates this within the full ecosystem argument. "It's not just one factor like the Golden Visa or tax incentives; it's a combination. People feel secure investing here from a governance perspective, economically, and from a currency perspective. A large portion of today's buyers are holding assets for the long term rather than flipping them quickly, which naturally reduces market volatility," he says.

Sovereign Maturity

What the conditions of early 2026 demonstrated is that Dubai's real estate market has moved beyond reacting to cycles. It engineers them. Six interlocking mechanisms — selectivity, equity depth, payment plan architecture, digital transparency, professionalized asset management, and long-term planning — form a system that does not depend on calm conditions to function. It is designed precisely for conditions that are not calm.

The market that continued to transact through February and March 2026 while global uncertainty and Ramadan compressed activity simultaneously was not operating on sentiment or momentum. It was operating on structure. That is a different kind of confidence entirely, one that does not evaporate when headlines change.

What distinguishes this system is that each mechanism reinforces the others. The equity base protects against forced selling. The selectivity buffer directs surviving demand toward quality. The payment plan architecture keeps the buyer pool broad even when conditions tighten. The digital thread ensures that investors can verify what they are committing to. The operational layer protects value after delivery. And the long-term planning mandate ensures the city continues to grow into the assets being built today. Together they create something that individual mechanisms cannot: a market that is self-correcting rather than self-reinforcing; one that stabilizes under pressure.

Antic captures the cumulative picture. "Dubai's real estate sector continues to demonstrate resilience through both transaction volumes and sustained activity across market cycles. This reflects a market driven by fundamentals developed over decades," he says. Decades, not months. The mechanisms described in this piece were not assembled in response to any single market moment. They were built long before those pressures arrived. Dubai's answer to a complex global environment is not reassurance. It is architecture — structural, deliberate, and demonstrably functional. In a year when international capital is asking harder questions, that architecture is the only answer that matters.

Y A S Developers Launches Casa Altia in Al Furjan

Y A S Developers has launched Casa Altia, a boutique residential project in Al Furjan, as it outlines plans to roll out developments worth AED 1 billion across Dubai in 2026. The launch marks the developer's third residential project in Dubai, following the handover of Altia Residence and Altia One in Dubai Silicon Oasis. Casa Altia will comprise 72 units, including 12 one-bedroom units, 48 two-bedroom apartments and 12 three-bedroom residences. One-bedroom units will span approximately 1,000 sq ft, two-bedroom apartments between 1,400 and 1,465 sq ft, and three-bedroom residences around 1,900 sq ft. The project will include retail space, a gym, infinity pool, clubhouse and children's play area. It is located within close driving distance of Al Furjan Metro Station, Discovery Gardens Metro Station, Ibn Battuta Mall, Al Maktoum International Airport and Expo City Dubai. Y A S Developers has also indicated another luxury project in Al Furjan is expected to be launched soon.

WHAT'S HOT?

- Prices starting from **AED 1.7 million**
- Payment plan: **60/40** (60% during construction, 40% upon handover)
- Handover scheduled for **Q1 2028**

DAMAC Brings Valencia Apartments to Lagoons District in Dubailand

WHAT'S HOT?

- Prices starting from **AED 725,000**
- Payment plan: **60/40** (60% during construction, 40% upon handover)
- Handover scheduled for **Q1 2029**

DAMAC Properties has launched Valencia apartments and Piazza Roma offices at its DAMAC Lagoons District in Dubailand, adding new residential and commercial supply to Dubai's growing portfolio of integrated live–work–play communities. The launch introduces a mix of apartments and office space within a master-planned waterfront district anchored by DAMAC Mall. The development will deliver a total of 779 apartments within a building comprising a ground level, two podium levels and 13 residential floors. The unit mix includes studios, one-bedroom and two-bedroom apartments, targeting both end users and rental demand in Dubailand, an area that continues to see increased residential activity supported by ongoing infrastructure expansion. The office tower, on the other hand, will deliver approximately 37,350 sqm of net office area. The development will be supported by 747 parking spaces. Office units are expected to transact at an average ticket price of approximately AED 7.4 million.

Source of Fate Begins Construction on Miraggio Waterfront Project at Al Marjan Island

Source of Fate has commenced construction on Miraggio, its flagship waterfront residential development located on Al Marjan Island, Ras Al Khaimah. Miraggio has been designed with sustainability measures integrated into the project, including solar-ready infrastructure, greywater irrigation systems and a central water filtration system aimed at reducing single-use plastic consumption. Source of Fate has appointed a consortium of consultants to support project delivery, including VX Studio as project consultant, HQS as cost management consultant and NEXT Engineering Consultant overseeing technical and sustainability aspects. Construction will follow UAE regulations and internationally recognised building and safety standards. Miraggio forms part of the broader pipeline of waterfront residential developments contributing to Al Marjan Island's emergence as a key growth area within Ras Al Khaimah's real estate landscape.

WHAT'S HOT?

- Prices starting from **AED 1.2 million**
- Payment plan: **20/40/40** (20% upfront, 40% upon completion, 40% 2-year post handover)
- Handover scheduled for **Q4 2028**

Meraki Developers Launches 392-unit Nirvana Residence 1 in Dubai Production City

Meraki Developers has announced the launch of Nirvana Residence 1, a new residential tower located in Me'aisem, within Dubai Production City. The project comprises a 22-storey tower with 392 residential units, offering a mix of studios, one-, two- and three-bedroom apartments. According to the developer, the scheme has been planned around a wellbeing-focused living concept, with amenities distributed throughout the building to support fitness, relaxation and social interaction. A key feature of the development is Nirvana Groves, a series of landscaped green spaces integrated across different levels of the tower. These areas are intended to provide residents with access to wellness-oriented environments within an urban residential setting. Nirvana Residence 1 adds to the evolving residential profile of Dubai Production City, which continues to develop as a mixed-use district catering to professionals and families seeking connectivity, community-oriented living and access to employment hubs.

WHAT'S HOT?

- Prices starting from **AED 650,000**
- Payment plan: **40/60** (40% during construction, 60% upon handover)
- Handover scheduled for **Q1 2029**

Acube Abodes Begins Work on Altair 52 Residences in Dubai South

Acube Abodes Realty has broken ground on Altair 52, its latest residential development located in Dubai South. The residential offering at Altair 52 comprises studios, along with one-, two- and three-bedroom apartments. Envisioned as a contemporary residential project combining modern architecture, efficient layouts and lifestyle-oriented amenities, Altair 52 is positioned to benefit from connectivity to major highways and proximity to Al Maktoum International Airport, as well as key logistics and commercial hubs including Jebel Ali Free Zone. Acube Abodes Realty has appointed Golden Bricks as the project's master broker. Acube Abodes has also confirmed plans to launch two additional residential projects, Altair 72 and Altair 92, in Dubai South. Together with Altair 52, this move reflects the company's longer-term plans in the area, which continues to attract residential and investment interest as infrastructure delivery and economic activity expand across the district.

WHAT'S HOT?

- Prices starting from **AED 630,000**
- Payment plan: **35/65** (35% during construction, 65% upon handover)
- Handover scheduled for **Q3 2027**

JAD Global Introduces J188, Its AED 240 million Freehold Apartments Project

WHAT'S HOT?

- Prices starting from **AED 1.1 million**
- Payment plan: **50/50** (50% during construction, 50% upon handover)
- Handover scheduled for **Q2 2028**

JAD Global Real Estate Development has launched J188, a new AED 240 million freehold residential development in Al Jaddaf, as the total value of its Dubai real estate investments surpasses AED 1 billion. The 13-storey project will comprise one- and two-bedroom apartments and is open to ownership by all nationalities. Located in Al Jaddaf, J188 benefits from proximity to Dubai Creek, Downtown Dubai, and major transport corridors, positioning it within an established mixed-use district that continues to attract residential and investment demand. The development is designed with a focus on long-term liveability, incorporating wellness-led planning principles and shared community amenities. According to the developer, J188 has been structured to appeal to both end-users and long-term investors, with eligible purchasers potentially qualifying for UAE Golden Visa consideration, subject to prevailing regulations. The launch also coincides with the introduction of JAD 288, a three-building residential community in Jumeirah Garden City, further expanding the developer's footprint in central urban locations.

**Prices, availability, and purchase terms are subject to change. Please contact the developer for the most up-to-date information*

19 OF 20 ASKED
'WHERE'S THE OPPORTUNITY?'

The sentiment on the ground is not what the headlines suggest. Dubai's property professionals are not watching and waiting. They are moving.

Ashirwad Somani in conversation with Jatin Deepchandani on The DeepTalks Podcast

Dubai has weathered storms before and emerged stronger each time. But for real estate veteran **Ashirwad Somani, Founder and Managing Partner at Velar LLC**, the current global conditions represent a different kind of market moment, not a financial crisis, but as he characterises it, investors encountering a new kind of macro environment. In conversation with **Jatin Deepchandani, CEO of Real Estate Market Times and host of The DeepTalks Podcast**, he unpacks what investors and residents should make of the moment. The verdict? Measured, grounded, and surprisingly bullish.

For brokers and developers tracking buyer behaviour, that perspective matters. It is not simply an individual reading of the market but a sentiment being echoed across professional circles, transaction data, and client conversations across the emirate.

Sentiment on the Ground

Of 20 investor conversations Somani had during the recent period of global market volatility, 19 were asking about opportunity, where the deals were, and how to take advantage, rather than looking to exit. Demand has not retreated; in many cases, it has sharpened. "I've not had one call from someone who's looking to sell. That talks a lot about the confidence that people have in the leadership and the country itself," he says.

This is not the behaviour of a market losing faith but of one recalibrating, distinguishing noise from signal, and positioning accordingly. For professionals on the ground, recognising that distinction early is what separates those

DeepTalks

Scan to Watch

The reality on the ground is developing towards one direction only, and that direction is not panic

who capitalise on the moment from those who simply wait it out. "People who are looking or keep waiting for more and more to happen will find themselves in a different situation," Somani feels. For developers managing launch windows and brokers advising clients on timing, that assessment carries direct practical weight. The window for optimal positioning is narrow, and it is open now.

What the Risk Shift Means for the Trade

Somani's read on risk is one the industry would do well to internalise. A market that has absorbed uncertainty is, paradoxically, a more stable one to operate in. Pricing adjustments create entry points, entry points drive volume, and volume sustains the broader ecosystem, supporting developers, brokers, and community managers in equal measure.

His reference point is 2014, when flexible payment structures at a time when the market was going through financial uncertainty, generated strong returns for those who moved decisively. "We are again in a time of caution. And there is an opportunity which will not present itself again," Somani adds. Those best placed to serve their clients are the ones who can articulate that case with clarity and conviction rather than deferring to caution.

On the question of off-plan versus ready properties, Somani resists a blanket answer, a nuance that brokers advising across segments will recognise. He says that ready property gives you full cash deployment and no future liability concerns. But a smart investor who knows how to use leverage can actually play off-plan more advantageously right now than ever. The caveat, he adds, is that you need an extremely steady hand.

For those advising clients currently holding assets, his counsel is grounded in a principle he has long advocated. "You cannot tread very close to your boundaries. In the best times, people call that advice overly conservative. But in moments like this, that philosophy becomes more valuable and gets heard more," he says.

The Ras Al Khaimah Opportunity

One of the more counterintuitive observations Somani offers concerns Ras Al Khaimah. With the Wynn resort set to open next year and construction nearing completion, the economic trigger it represents remains firmly on track. Somani's read is that the current climate may delay some incoming supply, which would leave the market undersupplied relative to the demand the Wynn will generate. For developers and brokers active in that market, the implication is straightforward: rental yields could outperform earlier projections precisely because supply tightens at the moment demand arrives.

The Broader Market Signal

Dubai's underlying proposition, spanning governance, infrastructure, liveability, and long-term growth trajectory, remains not just intact but, for many professionals, more compelling than before. Somani frames Dubai's long-term appeal in comparative terms. "People decided to leave their country and come here because that matrix was hugely skewed in favour of the UAE. Once that answer is established, that matrix will still be in favour of the UAE. That is my belief," he says.

For trade professionals, this speaks directly to the durability of the market they operate in. A market that holds and continues to transact through a period of global uncertainty is one that has demonstrated something important about its own maturity and depth. As Somani notes, research into comparable global situations consistently points to rapid economic recovery in the aftermath. "Once conditions normalise, we will have a better sense of the ground we stand on. A lot of things are becoming clearer, but the conclusions will happen once this settles," he adds.

Somani's own position is unambiguous: "Long-term, I am very bullish. Short-term, I am very bullish on the opportunities that it will present. Ten on ten." That conviction, widely shared across the professional community, is itself a market signal worth communicating clearly to every client, partner, and stakeholder in the months ahead.

THE DEVELOPMENTS THAT DROVE DUBAI'S *2025 BOOM*

More than 215,800 transactions worth AED 687.1 billion were recorded in 2025, driven primarily by apartment sales, strong off-plan demand, and large-scale master-planned developments.

The Dubai real estate market has once again rewritten the record books. According to the annual figures published by DXB Interact, total property sales value reached AED 687.1 billion in 2025, marking the highest annual transaction value ever recorded in the emirate.

In total, 215,886 property transactions were registered during the year, reflecting sustained demand across residential, commercial, and land segments. Compared to 2024, this represents a 30.9 per cent increase in total sales value and an 18.8 per cent rise in transaction volume, reinforcing Dubai's position as one of the world's most resilient and transparent real estate markets.

By comparison, 2024 recorded approximately 180,900 transactions worth AED 522.1 billion.

> Over the past decade, Dubai's average price per square foot almost doubled, rising from AED 968 to AED 1,660

Apartments Led Volumes as Commercial Activity Accelerated

Data from DXB Interact shows that apartments remained the backbone of Dubai's real estate market in 2025, accounting for 170,453 transactions, up 19.9 per cent year-on-year, with a combined sales value of AED 333 billion.

Villa transactions totalled 34,671 deals, generating AED 206.9 billion in sales value, while maintaining steady momentum in master-planned and lifestyle-oriented communities.

The commercial property segment emerged as one of the fastest-growing asset classes, recording 6,086 transactions, a 41.4 per cent increase compared to 2024, supported by business expansion and ongoing infrastructure investment.

Land (plots) transactions reached 4,466 deals worth AED 128.5 billion, reflecting longer-term investor positioning, while

Top-Performing Areas by Volume in 2025

Area	Transactions	Sales Value (in AED)
Al Barsha South Fourth	18,690	24.3B
Business Bay	13,843	39.9B
Wadi Al Safa 5	11,632	21.9B
Madinat Al Mataar	9,830	24.2B
Jabal Ali First	8,330	18.3B

Average prices continued to rise across all property categories in 2025, supported by sustained end-user demand and steady absorption rather than speculative activity.

Best-Selling Projects in 2025

First Sale Apartments

Project	Volume	Value (in AED)	Median Price (in AED)
DAMAC Riverside (All Buildings)	3,706	4.8B	1.2M
Binghatti Skyrise	2,653	4.2B	1.4M
Sobha Solis	2,064	2.5B	1.1M
Sobha Orbis	1,518	2.0B	1.2M
Binghatti Hillviews	1,461	1.7B	1.2M

First Sale Villas

Project	Volume	Value (in AED)	Median Price (in AED)
DAMAC Islands - Bali - All Phases	1,073	3.0B	2.5M
DAMAC Islands - Bora Bora - All Phases	900	1.7B	2.3M
Dubai World Central	900	3.6B	3.9M
Reportage Village 1	706	951.2M	1.3M
DAMAC Hills (2) - Violet 4	698	1.5B	2M

Resale Apartments

Project	Volume	Value (in AED)	Median Price (in AED)
Mediterranean Cluster	445	283M	680WK
Elite Sports Residence	399	240.7M	575K
Sobha Hartland – The Crest	369	740.3M	1.7M
Skycourts Towers	369	225.9M	580K
Qpoint Liwan	292	195.5M	595K

Resale Villas

Project	Volume	Value (in AED)	Median Price (in AED)
DAMAC Islands – Bora Bora (All Phases)	396	1.2B	2.5M
DAMAC Islands - Maldives 4	280	772.7M	2.6M
Rukan 3	240	322.5M	1.2M
Jumeirah Village Triangle	175	729.3M	4.6M
Aura	156	820.9M	5.4M

> An 18.8% jump in transactions pushed Dubai's real estate market into record territory in 2025

65 full-building transactions were recorded, representing a sharp year-on-year increase from a low base.

Across all asset classes, the average price per square foot rose to AED 1,660, an 8.3 per cent annual increase, driven by sustained demand rather than speculative pressure.

Developers Led the Off-Plan Market
Dubai's off-plan (primary) market remained the dominant growth engine throughout 2025. First-sale transactions continued to significantly outpace resale activity in both volume and value, reflecting investor confidence in developer delivery timelines, payment structures, and regulatory oversight.

Lifestyle-led master communities, branded residences, and large-scale island developments attracted strong interest from both regional and international buyers, reinforcing the emirate's global appeal.
Over the past five years, Dubai's residential property sales value has expanded from approximately AED 71.5 billion in 2020 to AED 687.1 billion in 2025, representing more than eightfold growth. Published data from DXB Interact and the Dubai Land Department confirms 2025 as the most active year on record for both transaction volume and value.

Outlook: Data, Transparency, and Investor Trust

Dubai's real estate ecosystem continues to set global benchmarks for transparency, accessibility, and data integrity. With developers refining payment structures, large-scale communities sustaining global appeal, and mid-market demand anchoring liquidity, Dubai's 2026 outlook remains confident, shaped not by the absence of challenge, but by the depth of the foundations built to meet it.

Dubai is no longer simply breaking records. It is defining what a modern, data-driven real estate market looks like, and how one performs when it matters most.

Source: DXB Interact. Data includes DLD direct sale transactions and DIFC sale transactions.
Mortgage registrations and gift transfers are excluded.


الإمـــارات للتأميـــن
Emirates Insurance
Where Visionary Developments,
Meet Trusted Protection
40+ Years of Trusted Experience
Underwriting Excellence
Bespoke Real Estate Cover
Emirates Insurance Company combines industry expertise with specialized coverage to navigate the complexities of today's property landscape. From soaring towers to exclusive villas — delivering insurance that genuinely fits every real estate reality
EIC – Your Trusted Partner for Real Estate Excellence and Protection
eminsco.com

ABU DHABI'S 4 REFORMS TO ENHANCE OVERSIGHT AND INVESTOR SAFETY

The new decisions standardise escrow, ownership and refunds

4 Key Changes You Need to Know

- Escrow withdrawals before 20% completion are now subject to bank guarantees and approved cost controls.
- Jointly owned properties now follow a formal framework defining common area management and stakeholder roles.
- Owners' committees now operate under standardised bylaws defining formation, competencies, and coordination with authorities and managers.
- Compensation ratios and refund timelines are now defined based on project status and completion level.

The decisions were issued by the Department of Municipalities and Transport on 30 March 2026. Implementation timelines and compliance requirements are subject to official circulars from the DMT.

The Department of Municipalities and Transport (DMT) has announced the issuance of a package of administrative decisions to implement Law No. (3) of 2015 (as amended by Law 2 of 2025) concerning the Regulation of the Real Estate Sector in Abu Dhabi. The decisions enhance the effective implementation of the law, further strengthening transparency and governance within the emirate's real estate market. The package comprises four administrative decisions addressing key stages across the development, regulation and management cycle of real estate development projects in the emirate.

Decision No. (24) of 2025, on the mechanism and controls for disbursements from real estate project escrow accounts prior to achieving 20 per cent project completion, focuses on regulating withdrawals from escrow accounts before the completion threshold stipulated under the Real Estate Sector Regulation Law. This is achieved by introducing clear controls linked to the submission of bank guarantees and approved cost estimates, with the aim of safeguarding purchasers' funds and preventing any unregulated use of monies deposited in project escrow accounts.

Decision No. (25) of 2025 addresses the regulation of jointly owned property by establishing a comprehensive regulatory framework for the management of real estate assets, common parts and shared facilities. It defines the respective roles and responsibilities of owners, developers, and property management companies, supported by a clear regulatory and supervisory framework that strengthens the role of the Abu Dhabi Real Estate Centre.

Decision No. (26) of 2025, on the adoption of the unified bylaw for Owners' Committees, aims to regulate the operation of owners' committees through clear and standardised internal bylaws applicable across the emirate. It sets out the mechanisms and procedures for establishing owners' committees, defines their competencies, operating mechanisms, and relationships with authorities and management companies, and seeks to improve the management of residential communities while enhancing owners' participation in the sustainability of real estate projects in line with international best practices.

Decision No. (165) of 2025 regulates the compensation percentages due to developers in cases where purchasers breach their contractual obligations under off-plan sales agreements, as well as the timeframes and procedures for refunds to purchasers following the cancellation and resale of units. The decision adopts compensation ratios that ensure fairness between the parties taking account of the status of the project, level of completion, while establishing transparent procedures that safeguard the rights of all parties providing a faster and more equitable resolving mechanism.

HOW GLOBAL CAPITAL IS REPOSITIONING IN DUBAI

Since the post-pandemic rebound in 2021, Dubai's real estate sector has been moving into a more mature investment cycle, supported by population growth, economic diversification and the emirate's expanding role as a global business and tourism hub, drawing sustained attention from global investors seeking long-term stability.

Dubai's real estate market is entering a more mature investment cycle, supported by population growth, economic diversification and the emirate's expanding role as a global business and tourism hub.

Investor confidence in the market remains strong. In 2025 alone, Dubai recorded more than AED 687 billion in real estate sales transactions, reflecting sustained demand across residential, commercial and hospitality sectors.

International investors continue to play a central role. Foreign nationals are estimated to hold around 43% of the total value of residential real estate in Dubai, highlighting the city's position as one of the world's most globally connected property markets. Much of this capital originates from a diverse mix of global investor markets. Buyers from India and the United Kingdom remain among the most active international participants in Dubai's property sector, followed by investors from China, Saudi Arabia and Russia. Together, these groups represent some of the largest pools of cross-border investment targeting the emirate's residential market.

Yet while capital inflows remain strong, how investors deploy that capital is evolving. Industry leaders say the focus is shifting away from speculative trading toward long-term asset resilience, income stability and developments capable of sustaining demand across economic cycles.

Capital Deployment Is Becoming More Strategic

Across Dubai's real estate market, private and international investors are entering with a noticeably longer-term outlook. According to **Zacky Sajjad**, **Director Business Development and Client Relations** at **Cavendish Maxwell**, global capital flows into the emirate are increasingly shaped by structural drivers such as wealth migration and confidence in Dubai's regulatory environment.


Zacky Sajjad

> Capital is increasingly selective rather than speculative, favouring income resilience and capital preservation

Elie Namaan

Investors are looking beyond short-term returns and focusing on fundamentals that support long-term value

"Private and international capital is being deployed into Dubai real estate with a noticeably longer-term mindset, driven by wealth migration, currency hedging and confidence in the emirate's regulatory framework," he says.

"Capital is increasingly selective rather than speculative, favouring income resilience and capital preservation over short-term trading in Dubai," he adds.

Prime and ultra-luxury residential assets remain one of the strongest magnets for global capital, with demand from international high-net-worth buyers continuing to support pricing and liquidity. "The strongest long-term confidence is evident in prime and ultra-luxury residential, where demand from global high net worth individuals continues to outpace supply, supporting pricing and liquidity," shares Sajjad.

Beyond residential, logistics and industrial assets linked to trade, e-commerce and regional supply chains are also attracting sustained institutional interest. "Purpose-built retail, residential and hospitality assets aligned with lifestyle and tourism growth remain key targets, reflecting confidence in Dubai's population growth, economic diversification and long-term urban strategy," he adds.

Dubai's relatively strong rental yields also help explain investor interest. According to Cavendish Maxwell's full-year 2025 residential market report, gross rental yields in Dubai stood at 7% for apartments and 4.8% for villas, significantly higher than many mature global cities where yields typically fall between 2% and 4%.

Investor Expectations Are Evolving

As global capital continues to enter Dubai's real estate market, investor expectations are also becoming more sophisticated. Developers say buyers are increasingly focusing on the fundamentals that support long-term value rather than short-term financial gains. For **Elie Namaan, CEO and Co-Founder** of **Ellington Properties**, this shift reflects the growing maturity of the market. "Investor expectations in Dubai real estate have evolved as the market has matured. Today, investors are looking beyond short-term returns and focusing more on fundamentals that support long-term value, including design quality, livability and relevance over time," he says.

"At Ellington, this shift is clear in conversations that increasingly centre on spatial planning, functionality, natural light and the overall experience of the home, rather than headline features alone," he adds.

These expectations are influencing how developers plan and deliver projects, with greater emphasis on maintaining quality and consistency throughout the development lifecycle. "For us, phasing is about preserving the integrity of the original design and maintaining the same level of detail and craftsmanship from first release to final handover, which builds confidence among investors and end users alike," shares Namaan.

"Positioning has also become more purposeful. Investors want clarity on who a project is for and how it fits within the wider urban context. Sustainable capital growth comes from well-designed, livable homes that stand the test of time," he adds.

Destination-Led Developments Gain Attention

Alongside residential assets, investors are increasingly targeting developments that integrate hospitality, retail and lifestyle experiences. These destination-led developments are becoming a growing part of Dubai's investment landscape, supported by tourism growth and the city's expanding population. According to **Ghanim Bin Sulayem**, **Director of Operations** at **Seven Tides**, Dubai's ability to combine tourism, lifestyle and real estate development continues to attract long-term capital. "Dubai continues to attract long-term capital because it has matured into a structurally resilient, experience-driven market underpinned by strong governance, world-class infrastructure and a clear economic vision," he says.


Ghanim Bin Sulayem

> Developments that integrate hospitality, experiential retail and leisure are delivering diversified income streams, stronger brand equity

"What sets Dubai apart is its ability to translate global travel, population growth and premium consumption into long-term asset performance," he adds.

"Destination-led developments that integrate hospitality, experiential retail and leisure are delivering diversified income streams, longer stay times and stronger brand equity, enhancing both occupancy stability and pricing power," Bin Sulayem shares.

As consumer behaviour evolves, projects capable of adapting to changing demand attract increasing interest from global capital.

A Market Entering Its Next Phase

Together, these trends point to a real estate market that is becoming increasingly strategic and globally connected. Prime residential assets continue to attract international wealth, logistics real estate is benefiting from Dubai's role in regional trade and supply chains, and destination-led developments are drawing investors seeking diversified income streams.

As capital flows into the emirate, Dubai's real estate market is entering a new phase, defined less by speculative cycles and more by long-term investment strategies aligned with the city's economic growth and urban development.

The perspectives shared here were gathered before the conflict reshaped regional sentiment. The months that followed tested the confidence these industry leaders described, and the data suggests that confidence was not misplaced. Transaction volumes moderated before recovering. Long-term capital remained deployed. The repositioning these contributors identified did not reverse. It held.

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Dubai Real Estate Snapshot

Market Activity
- AED 687.1 bn property sales transactions in 2025
- 94,700+ investors entered the market in H1 2025
- AED 326bn invested in property in H1 2025

Global Buyers
- 43% of residential property value held by foreign buyers
- Top investor markets: India, United Kingdom, China, Saudi Arabia, Russia

Source: Dubai Land Department; DXB Interact

Berkeley

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Innovation Driven, Facility Focused

INTEGRATED FACILITY MANAGEMENT

Maintenance

Security

Landscaping

Cleaning

Laundry

Support

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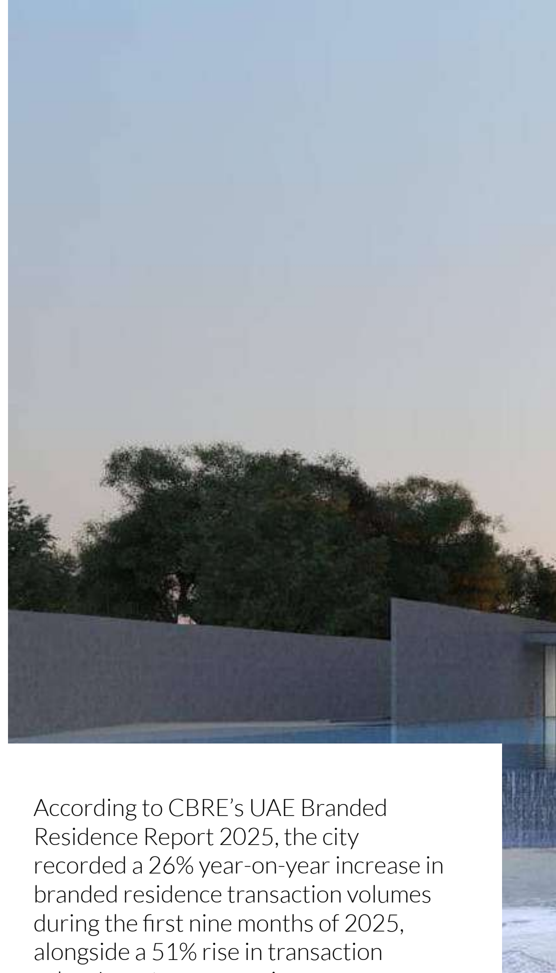
MULTISERVICES

What's Next for Branded Living in the UAE?



Branded residences in the UAE have moved decisively beyond novelty. As supply accelerates toward the end of the decade, the real question for developers and investors is no longer whether branded living will grow, but where the next wave of demand will emerge and which markets will define its future.

The UAE's branded residences market is underpinned by strong macroeconomic fundamentals and sustained wealth migration. What began as a luxury differentiator has evolved into a structured residential asset class, driven by population growth and increasingly sophisticated global buyers. Industry research from CBRE and Savills indicates that the UAE is now one of the world's most active branded residences markets, with Dubai, Abu Dhabi and Ras Al Khaimah each occupying a distinct stage of the development cycle. The country continues to attract one of the largest inflows of high-net-worth individuals globally, supported by robust non-oil sector growth and a stable investment environment.

At the same time, a new buyer cohort is reshaping the residential landscape. Global wealth studies referenced in CBRE's UAE Branded Residence Report highlight the rise of so-called "Everyday Millionaires" (EMILLIs), individuals with assets of US$1–5 million — who are increasingly seeking branded homes that combine security, services and brand assurance without the ultra-prime price tag.

Population growth is reinforcing this demand base. Dubai's population has surpassed 4 million residents, while emerging markets such as Ras Al Khaimah are expanding rapidly from smaller bases. Together, these demographic and wealth trends are broadening the addressable market for branded residences across multiple price tiers.

Structural Drivers of UAE's Branded Residences

- Strong non-oil GDP growth supporting real estate demand
- Significant inflow of global wealth and new residents
- Expansion of the US$1–5m "Everyday Millionaire" buyer segment
- Mature off-plan sales and financing structures
- Growing participation of international luxury brands

Dubai: A Mature Market Entering Its Segmentation Phase

Dubai remains the UAE's largest and most liquid branded residences market. Transaction data shows strong growth in both sales volumes and values in recent years, with branded homes continuing to command substantial price premiums compared with non-branded stock.

According to CBRE's UAE Branded Residence Report 2025, the city recorded a 26% year-on-year increase in branded residence transaction volumes during the first nine months of 2025, alongside a 51% rise in transaction value. Investors are paying an average premium of around 64% for branded units compared with non-branded homes in similar locations.

However, the nature of demand is evolving. Rather than a single ultra-luxury segment, the market is increasingly splitting into multiple tiers. Ultra-prime projects continue to attract ultra-high-net-worth buyers seeking trophy assets, while a growing pipeline of

How Big Will the UAE Branded Residences Market Become?

- Dubai branded residences pipeline: 31,300 units across 110 projects by 2030
- Branded homes expected to account for 8% of Dubai's new residential supply by 2030
- Abu Dhabi branded residences share projected to reach 18% by 2029
- Ras Al Khaimah branded homes could represent 54% of residential supply by 2030

Armani Beach Residences at Palm Jumeirah

branded residences is targeting affluent professionals and global investors in the emerging millionaire segment.

Key market signals include:

- Largest branded residences market in the UAE
- Branded homes command significant price premiums over non-branded properties
- Pipeline expected to exceed 30,000 units through 2030
- Buyer base expanding beyond UHNWIs

Strategic Watchpoints for Dubai

- Greater differentiation needed between ultra-luxury and mid-luxury branded offerings
- Execution and delivery timelines becoming critical as supply grows
- Brand-operator partnerships increasingly scrutinised by investors

- Liquidity and resale transparency remain key strengths

Another defining characteristic of the market is the dominance of off-plan investment. More than 80% of branded residence transactions in Dubai currently occur in the off-plan segment, highlighting strong investor appetite for early access to flagship branded developments and flexible payment structures.

This segmentation suggests that Dubai is not approaching a peak but entering a maturing phase, where brand partnerships, pricing strategies and operational delivery will become more important differentiators than simply attaching a luxury label to a project.

Abu Dhabi: Scarcity-Driven Premiums

Abu Dhabi's branded residences market has developed along a different trajectory. While transaction activity has grown significantly in recent years, the market remains defined less by scale and more by scarcity.

Market data from CBRE shows that branded residences in Abu Dhabi command an average premium of around 87% compared with standard residential properties in comparable locations, among the highest premiums recorded globally.

Limited prime waterfront land, carefully controlled development pipelines and high-quality master planning have created a market where branded residences command some of the strongest premiums in the region. Buyers are typically long-term investors or family offices seeking stability and prestige rather than short-term capital gains.

Key market signals include:

- Strong branded price premiums compared with standard homes
- Limited supply of prime waterfront development land
- Demand driven by long-hold investors and family offices
- Master-planned islands supporting luxury positioning

Cultural infrastructure, tourism growth and major destination projects continue to reinforce Abu Dhabi's position as a

Strategic Watchpoints for Abu Dhabi

- Smaller buyer pool compared with Dubai
- Premium pricing reliant on continued supply discipline
- Longer hold periods reflect premium positioning

premium residential environment. As a result, branded residences here are often positioned as capital-preservation assets, rather than high-volume sales products.

Ras Al Khaimah: Emerging Branded Market

Ras Al Khaimah represents the UAE's most forward-looking growth opportunity in branded living. While still a smaller market, the emirate has seen rapid expansion in tourism, infrastructure and residential development over the past few years.

According to CBRE projections, branded residences could represent 54% of RAK's residential supply by 2030, reflecting the emirate's tourism-led development strategy. The key catalyst has been the Wynn Al Marjan Island integrated resort, now under construction and scheduled to open in Spring 2027, which has effectively anchored the sector with a major long-term demand driver. Compared with Dubai or Abu Dhabi, RAK offers lower entry price points, making it attractive to investors seeking lifestyle properties or rental income.

Key market signals include:

- **Rapidly expanding residential and tourism sectors**
- **Lower entry price points than Dubai and Abu Dhabi**
- **Growing presence of global hospitality and lifestyle brands**
- **Strong appeal for second-home buyers and lifestyle investors**

Because the market is still developing, performance will depend heavily on brand strength, operational quality and tourism growth. For developers and investors alike, RAK represents an earlier-cycle opportunity with potentially higher upside but also greater sensitivity to market execution.

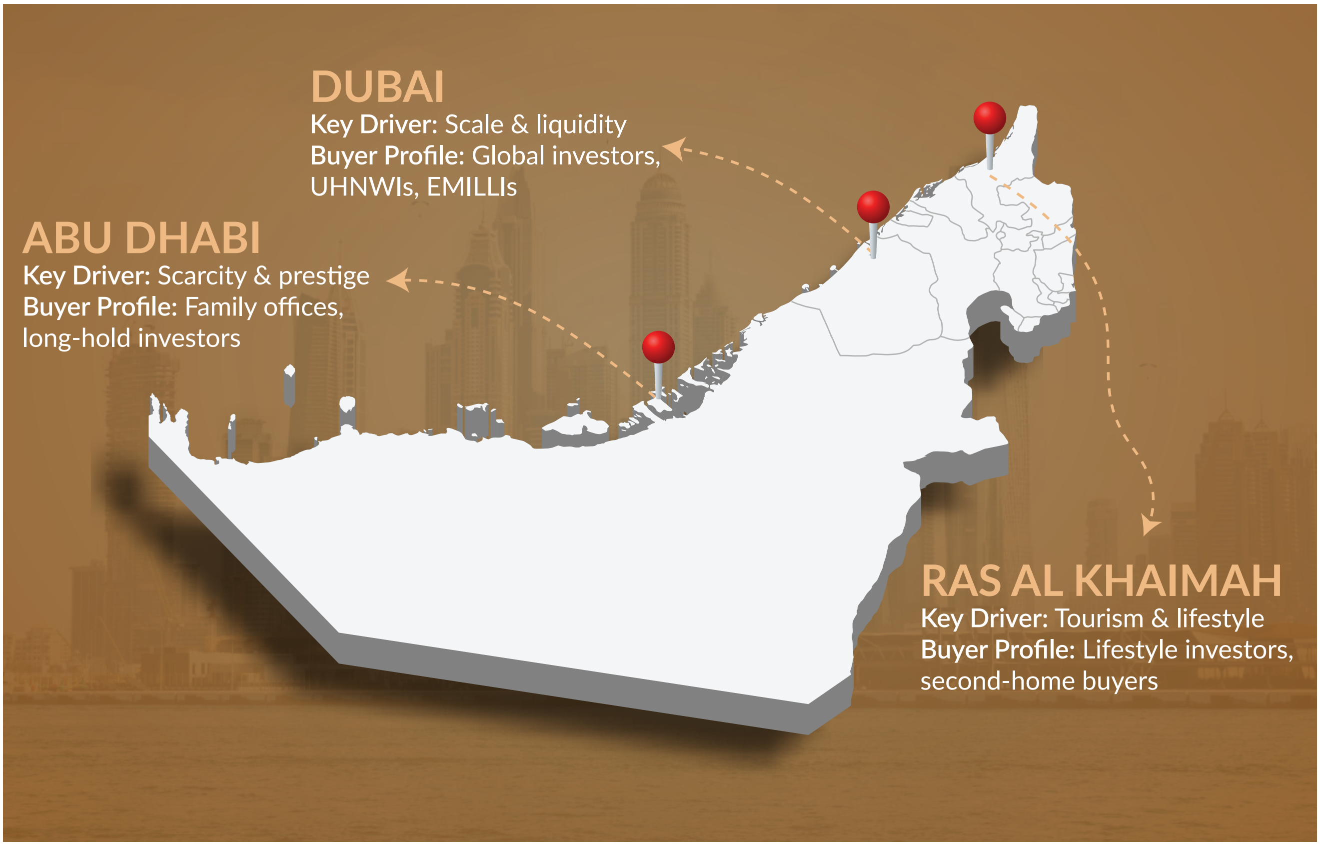
The UAE's branded residences story is entering a more nuanced phase. While demand remains strong, success will increasingly depend on aligning product, price point and brand identity with the right market.

Dubai's scale offers liquidity and segmentation opportunities. Abu Dhabi provides scarcity-driven premiums and long-term stability. Ras Al Khaimah represents the next frontier of resort-led branded living.

For industry stakeholders, the message is clear: the next chapter of branded residences in the UAE will be defined not by headline launches, but by discipline,

Strategic Watchpoints for RAK

- Greater exposure to tourism cycles
- Rental performance critical to investor returns
- Market depth still developing compared with Dubai



Source: CBRE UAE Branded Residence Report, December 2025; Savills Branded Residences Report 2025/2026; UBS Global Wealth Report 2025 (via CBRE); Dubai Statistics Center

WORLD
REALTY
CONGRESS

THE WEEK THE REAL ESTATE WORLD GATHERED

As the global real estate ecosystem prepares for the next edition of **World Realty Congress in December 2026**, the conversations and momentum generated during the previous edition in Dubai continue to shape expectations for what lies ahead.

In an industry defined by rapid change, from digital transformation to evolving models of community living, platforms that bring leaders together for meaningful dialogue have become increasingly important.

Later this year, World Realty Congress will return to Dubai for its next edition, in December 2026, once again convening developers, community management leaders, facilities management professionals, PropTech innovators and policymakers from across the UAE and international markets.

Over five days, the programme is expected to bring together global perspectives on how cities are evolving and how the real estate sector must adapt to shifting expectations around sustainability, governance and technology.

While details of the upcoming edition will continue to unfold in the months ahead, the Congress has steadily positioned itself as a platform where industry leaders can exchange ideas, explore emerging trends and build collaborations that extend beyond the event itself.

Building on the Momentum of 2025

The growing anticipation surrounding the 2026 edition is rooted in the momentum created during World Realty Congress 2025, which brought the global real estate ecosystem to Dubai last December.

Held at the Mövenpick Grand Al Bustan, the five-day programme welcomed more than 1,000 delegates from over 15 countries, representing a wide cross-section of the industry, from developers and property managers to technology companies and policymakers.

Across the week, more than 75 speakers and over 20 sessions explored themes that increasingly define the future of the sector, including sustainable urban development, digital transformation, community governance and the expanding role of PropTech.

One of the highlights of the programme was a keynote address by Emmy Award-winning producer and technology entrepreneur Neil Mandt, founder of Digital Rights Management, who spoke about the role of innovation and storytelling in industries navigating technological change.

Beyond the conference sessions, the week included the IRECMS Dubai Masterclasses, the CAM G10 Summit Dubai, curated community tours and the World

5 DAYS OF POWER PACKED PROGRAMS

75+ SPEAKERS

30+ CATEGORIES

21+ SESSIONS

15+ VISITING COUNTRIES

1000+ DELEGATES

5 EVENT FORMATS

- Masterclasses
- Conference
- Awards
- Community Tour
- Specialised Parallel Tracks

5 DIVERSIFIED SECTORS

- Property Development
- Real Estate Brokerage
- Real Estate Management
- PropTech
- Consultants

Realty Congress Awards gala, which brought together more than 400 industry leaders to celebrate excellence across the real estate ecosystem.

With over 260 finalists and 73 winners recognised across more than 30 award categories, the programme highlighted the organisations and individuals pushing the industry forward.

A Platform for Industry Dialogue

Reflecting on the Congress, **Jatin Deepchandani, CEO of Real Estate Market Times and Eventyst Global** (organiser of World Realty Congress), emphasised the importance of creating platforms where global industry leaders can come together to exchange insights and learn from one another. "World Realty Congress exists because the real estate industry needs more than conferences; it needs conversations that actually move the needle. Our goal is to bring global leaders into the same room and create the kind of dialogue that shapes where this sector goes next," he says.

As cities grow more complex and the real estate sector navigates rapid technological and regulatory change, the importance of these conversations continues to increase. In many ways, the discussions that unfolded in Dubai last December served as a reminder that the industry is entering a period defined not only by development, but by the long-term stewardship of communities and urban ecosystems.

The Conversation Continues

As preparations for World Realty Congress 2026 gather pace, the next edition promises to build on the momentum of the past year.

For an industry that is increasingly interconnected across markets and disciplines, the Congress has become a meeting point where conversations extend beyond the conference hall, shaping ideas, partnerships and strategies that influence the future of cities.

If the energy of last December's gathering is any indication, the real estate community will again arrive in Dubai to continue that conversation.

Scan the QR code or visit ***www.worldrealtycongress.com*** for updates.

WORLD REALTY CONGRESS
Executive Roundtable

THE NEW INDUSTRY ENGINE

While World Realty Congress brings together the global real estate ecosystem at scale, the conversations it initiates often extend beyond the conference itself.

In recognition of this, Eventyst Global has introduced the WRC Executive Roundtable — a leadership initiative designed to carry forward these discussions in a more focused and structured format.

Positioned as part of the broader World Realty Congress leadership ecosystem, the Roundtable provides a platform for continued engagement between editions of the Congress, allowing industry dialogue to evolve beyond the main event.

"Real estate today is evolving at an unprecedented pace, shaped by shifting market dynamics, capital flows, and emerging demands. In such an environment, continuous dialogue is essential—not just to exchange ideas, but to anticipate change, identify opportunity, and collectively define the way forward for the industry," says **Jatin Deepchandani**, **CEO** of **Real Estate Market Times and Eventyst Global**.

The format of WRC Executive Roundtable differs intentionally from traditional conference settings. Participation is limited to a select group of senior industry leaders, and the discussion is conducted in a closed-door environment that prioritises moderated dialogue over formal presentations.

The initiative also reflects a broader evolution within the real estate sector, where leadership dialogue and cross-market exchange are becoming increasingly important in navigating a rapidly changing urban and operational landscape.

As cities grow more complex and integrated, the management of real estate assets extends beyond development to encompass governance frameworks, service delivery models, digital systems and long-term community stewardship. In this context, structured forums for peer-level discussion provide valuable opportunities for aligning perspectives and advancing professional practice.

Insights emerging from the Roundtable will contribute to ongoing knowledge initiatives within the World Realty Congress platform, including a leadership whitepaper capturing perspectives from participating leaders, helping extend the value of these discussions to the wider industry.

In doing so, the WRC Executive Roundtable reinforces the role of World Realty Congress not only as an annual gathering, but as a platform for continuous, year-round engagement across the global real estate ecosystem.

Scan to learn more

Dubai South

The City's Next Growth Hub

Strong business expansion, new residential supply, enhanced connectivity and infrastructure growth are bringing Dubai South into focus as one of the city's most dynamic development corridors.

Attracting new global players while maintaining high retention rates demonstrates the confidence businesses place in Dubai South as a strategic destination.

Nabil Al Kindi,
Group CEO, Dubai South

Dubai South has been gaining renewed attention as activity accelerates across its aviation, logistics and residential districts, supported by a strong performance in 2025 and a growing pipeline of developments. Pegged as Dubai's largest single urban master development focusing on an aviation and logistics ecosystem that houses the world's largest airport when fully operational, complemented by a multi-modal transport infrastructure connecting air, land and sea, Dubai South aims to create a vibrant living and working community by leveraging its unique aviation, logistics, and real-estate products and services and world-class infrastructure solutions.

Logistics and Business Expansion

Dubai South's Logistics District continues to play a central role in its growth story. The district recorded a strong year, supported by the expansion of global operators including DHL, UPS and Ford, alongside the inauguration of major facilities such as the DHL Innovation Centre. New multi-user infrastructure has also been introduced to support SMEs, while EZDubai, the dedicated e-commerce zone, continues to strengthen its role within the regional digital economy. With the UAE's e-commerce market reaching AED 32.3 billion in 2024, demand for logistics and fulfilment infrastructure remains a key growth driver.

Aviation Ecosystem Scaling Up

The Mohammed bin Rashid Aerospace Hub has also seen significant activity, reinforcing Dubai South's positioning as an aviation-focused development. Strategic agreements were signed with global players including Avia Solutions Group and Atherion Aerospace, alongside partnerships with regional

Connectivity Snapshot

Airport
Al Maktoum International Airport set to become the world's largest upon full completion, with planned capacity of over 260 million passengers annually.

Metro
Route 2020 Red Line extension from Expo City Dubai to Al Maktoum International Airport (3km, 2 stations) currently at design stage.

Source: RTA Dubai

entities. At the same time, new facilities such as Satys, Tim Aerospace and RH Aero were inaugurated, while GE broke ground on a new built-to-suit facility. The launch of the Sky Support Complex and the VIP Terminal Boulevard further signals continued investment in aviation services, targeting both operational capacity and high-end aviation offerings.

Metro Connectivity

Dubai South's long-term connectivity proposition received a significant boost with the RTA's planned extension of the existing Route 2020 metro line to Al Maktoum International Airport. The 3-kilometre extension from Expo City Dubai station to the airport's West Terminal — with two new stations — is currently at design stage. Once complete, the extension will bring direct metro access to Dubai South, linking it to the wider Red Line network and reinforcing the district's position as a future urban and aviation hub.

> As we move forward, we remain focused on delivering world-class infrastructure and enabling sustainable growth in support of our wise leadership's vision to further strengthen Dubai's position as a global economic and aviation hub
>
> — Nabil Al Kindi

Residential Market Gains Traction

Dubai South's residential segment is now beginning to scale alongside its commercial ecosystem. The delivery of The Pulse Beachfront, comprising 800 units, marks a key milestone, while approximately 1,300 additional units are scheduled for handover across South Bay and South Living Tower in 2026. Recent launches, including HAYAT by Dubai South, Beachfront Gates and South Square, have generated strong market interest, with several developments achieving full sell-outs. This reflects growing demand from both end-users and investors seeking more accessible entry points within a master-planned environment.

Lifestyle and Community Development

Supporting this residential growth, Dubai South is also expanding its lifestyle and retail offering. The announcement of South Bay Mall, a 200,000 sq ft retail and lifestyle destination, is set to enhance the district's community appeal. Designed to include a curated mix of retail, dining and wellness experiences, the development reflects a broader shift towards creating self-sustained communities rather than standalone residential clusters.

A District Coming into Its Own

As development continues across aviation, logistics and residential sectors, Dubai South is evolving into a more integrated and balanced urban ecosystem. With business growth, infrastructure expansion and residential delivery now moving in parallel, the district is transitioning from a long-term vision into an active and increasingly relevant part of Dubai's real estate landscape, positioning itself as a key contributor to the city's next phase of growth.

Business & Real Estate Snapshot

653	**4,200+**	**90%**	**65%**
New companies in 2025	Total businesses	Retention rate	Increase in licences

Aviation & Logistics

- **Global operators**
  DHL, UPS and Ford expanding presence
- **New facilities**
  DHL Innovation Centre and logistics hubs
- **Upcoming infrastructure**
  Sky Support Complex and VIP Terminal Boulevard

Real Estate & Community

- **800 units**
  Delivered (The Pulse Beachfront)
- **1,300 units**
  Scheduled for 2026 delivery
- **200,000 sq ft**
  South Bay Mall

Source: Dubai South

From IT to Iconic Towers

Shubam Aggarwal and **Siddharta Banerji, Co-Founders of The Luxe Developers**, on their shift from technology to luxury real estate, featured on The Property Pulse.

(L-R) Jatin Deepchandani with Shubam Aggarwal & Siddharta Banerji

When ambition is guided by discipline and creative curiosity, it can give rise to something enduring. In a recent episode of The Property Pulse, **Jatin Deepchandani, CEO of Real Estate Market Times and Host of The Property Pulse** spoke with **Shubam Aggarwal** and **Siddharta Banerji**, **Co-Founders** of **The Luxe Developers** and the minds behind Ras Al-Khaimah's luxury landmarks, Oceano and La Mazzoni. Their journey from India's technology sector to the UAE's real estate landscape underpins a building philosophy shaped by precision, design and long-term thinking.

How did two people from different worlds end up building together?

We met around 15 years ago, while carving out our careers. A shared passion for art, lifestyle and the way people live drew us together. From early jobs to startups across two countries, we were always searching for something we could not yet find in the market. That curiosity, that restlessness, became the foundation of The Luxe Developers.

> Every project must stand as a landmark on its own

What did you bring from your IT background into real estate?

Everything we do starts with structure. We both come from IT, where design, precision and mapping are instinctive. We carried that discipline directly into development. Every project is approached with the same rigour and methodical thinking that technology demands.

You launched in Ras Al-Khaimah long before it became a buzzword. What led you there?

While the market was still early, we saw real movement on Al Marjan Island and major developments taking shape ahead of the wider industry. Launching Oceano in a market with no luxury competition allowed us to create a benchmark at precisely the right moment.

How do you balance great design with practical living?

Our thought process is not like a developer; it is like a consumer. Luxury goes beyond lobbies and finishes. It lies in privacy, comfort and the freedom to enjoy life at home. That thinking shapes everything we build.

Where do you want The Luxe Developers to be in five years?

Every project must stand as its own landmark. We never want to repeat a success formula; each project has to surprise. If something carries the Luxe name, there is no compromise. That is the standard we are building toward.

Rapid Fire: The Quick Three

One word that defines RAK?
Upcoming downtown Vegas.

A non-negotiable in your partnership?
No compromise in quality, and trust.

Innovation or tradition?
Innovation, in a traditional way.

Scan this QR code to view the interview

What Developers & Investors Must Get Right Early

Sankey Prasad, Chairman of **Sterling Ark,** explains where execution risks emerge and what developers and investors should watch long before construction begins.

The UAE's real estate sector has entered a new phase of scale and complexity. **Sankey Prasad, Chairman of Sterling Ark**, has spent more than four decades overseeing complex real estate and infrastructure developments. He explains where projects begin to fail.

At what point do projects usually begin to fail operationally?

Operational issues most often surface 12–24 months after launch, when projects transition from sales momentum to real execution challenges, particularly in off-plan developments. Many large-scale schemes in the UAE are marketed with 12–18-month delivery promises, yet comparable projects typically require 24–48 months for construction and handover. Unrealistic timelines mask execution risks until progress visibly stalls, causing delays, increased costs and investor disappointment. This window is often overlooked because early success is measured by sales velocity rather than delivery readiness.

What actually limits how much development can be delivered successfully?

Capital and ambition are abundant in the UAE, but execution capacity and labour and contractor availability are the primary constraints. Supply chain disruptions and skilled labour shortages can slow progress and delays often show up as mid-project timetable slippage and cost escalation across portfolios. For example, a construction boom has strained quality contractors, slowing completion rates even as sales remain high. This creates a divergence between anticipated and realised supply, particularly in newer or boutique developers without deep operational experience. It is these execution limits, not capital scarcity, that determine how much can be built and delivered reliably at any time.

What signals distinguish projects that attract repeat investor confidence?

Successful projects typically demonstrate practical and feasible timelines based on past delivery experience, not aspirational promises; clear regulatory compliance and escrow transparency ensuring investor funds are released only against verifiable progress; and experienced construction oversight with rigorous contractor vetting. Together these indicators reflect operational discipline and risk management at the pre-development stage.

One assumption about delivering large projects that no longer holds true?

The key assumption that no longer holds true is that speed and speculative market demand alone can overcome the complexity of delivering large real estate projects. In a maturing market, selling is driven by product relevance, not market optimism.

> *Unrealistic timelines mask execution risks until progress visibly stalls*

Where do projects most often lose time or value?

Large projects most often lose time and value due to handover bottlenecks and supply chain issues. Even short delays can be costly, adding financing costs, lost opportunities and reputational risk. Many developments still exceed initial timelines by an average of two to four months or more, largely because initial schedules were too aggressive.

What Strong Projects Do Early

- Realistic timelines based on past delivery performance
- Demonstrated regulatory compliance and escrow transparency
- Strong construction oversight and contractor vetting

Sankey Prasad

NORTHERN EMIRATES
A Growing Industrial Ecosystem

Driven by government-backed zones and cost-efficiency, the Northern Emirates are transforming from secondary markets into a primary pillar of the UAE's logistics ecosystem.

The Northern Emirates are emerging as an increasingly important component of the UAE's industrial landscape, supported by expanding inventory, infrastructure investment and free zone-led development. They are no longer viewed as secondary or spillover markets, but as a growing and competitive industrial base offering greater choice and flexibility for occupiers. According to Knight Frank's UAE Industrial and Logistics Market Review 2025/26, these markets are evolving into a complementary industrial base, offering occupiers greater flexibility, scalability and cost efficiency.


Sharjah

Sharjah

Sharjah represents the largest concentration of industrial supply in the Northern Emirates, anchored by established zones such as Al Sajaa, the Sharjah Industrial Area and Hamriyah Port and Free Zone. The emirate continues to attract a broad mix of logistics, manufacturing and trading occupiers, supported by strong infrastructure and a mature supply base.

Key Highlights

- Largest concentration of industrial supply in the Northern Emirates
- Al Sajaa remains the primary warehouse and logistics hub
- More industrial listings than the whole of Dubai
- Supported by Hamriyah Port and Free Zone and Sharjah Airport International Free Zone

Ras Al Khaimah

Ras Al Khaimah is emerging as a fast-growing industrial market, supported by increasing project activity and investment. The emirate is attracting manufacturers and logistics operators through integrated zones and competitive operating conditions. This momentum is reinforced by its export-oriented industries and improved connectivity to ports.

Key Highlights

- 204% year-on-year increase in industrial project value
- 10 industrial contracts awarded in 2025
- Supported by RAKEZ industrial zones
- Growing demand from manufacturing and logistics sectors


Ras Al Khaimah

Ajman

Ajman plays a key role in providing accessible and flexible industrial space, particularly for SMEs and light industrial users. Its market is characterised by smaller unit sizes and a high volume of available stock. They position Ajman as a practical alternative for occupiers seeking operational efficiency without the cost pressures of larger emirates.

Key Highlights

- Strong supply of small to mid-sized industrial units
- High volume of active listings
- SME-driven demand base
- Supported by Ajman Free Zone


Ajman


Umm Al Quwain

Umm Al Quwain

Umm Al Quwain has become an increasingly viable option for a wider range of occupiers, particularly those prioritising space availability and cost efficiency. The emirate is strengthening its industrial profile. Infrastructure improvements and land availability are expected to support future growth, making it an attractive option for cost-sensitive occupiers.

Key Highlights

- Rental levels typically range from the high AED 30s to around AED 40 per sqft
- Among the most affordable industrial locations in the Northern Emirates
- Increasing availability in key clusters such as Umm Al Thuoob
- Supported by UAQ Free Trade Zone

Source: Knight Frank's UAE Industrial and Logistics Market Review 2025/26, relevant free zone authorities across the Northern Emirates

INTEGRATED FACILITIES MANAGEMENT IS THE FUTURE

Facilities management has moved from a support function to a strategic necessity. **Furqan Mian, Senior Operations Manager Dubai, NE & DC Operations, ENGIE Solutions UAE**, outlines why integrated facilities management is now central to building resilient communities.

The traditional facilities management model was built for a simpler time, when buildings stood alone, maintenance was reactive, and success meant simply keeping the lights on and the air conditioning running. But, as cities across the Middle East evolve into interconnected ecosystems of mixed-use developments, that old playbook no longer works.

Today's communities are complex environments where thousands of people work, live, and play. Managing them requires a fundamental shift, from maintaining structures to nurturing neighborhoods.

From Building Management to Community Stewardship

The difference between managing a single building and stewarding an entire community is profound. It's not just about scale but the complexity and integration of systems. Community infrastructure requires expertise beyond conventional property management.

At ENGIE Solutions' IFM division, we've spent decades managing community-wide infrastructure across major developments in the region. This experience has taught us that successful management rests on three pillars: deep technical expertise, smart deployment of digital technology, and an unwavering commitment to safety, quality, and environmental responsibility.

When these elements come together with AI-driven tools, maintenance shifts from reactive to predictive, resources are allocated based on data, and residents experience fewer disruptions.

The Data Advantage: Smarter Operations, Safer Communities

Consider what happens when you integrate data-driven platforms with safety and security protocols. Sensors monitor everything from equipment performance to environmental conditions. Artificial Intelligence analyzes patterns, detects anomalies and prioritizes interventions based on actual criticality.

For example, at Standard Chartered Tower in Dubai, we implemented condition-based maintenance that consolidated insights from multiple data sources, enabling our teams to address

Predictive maintenance reduces both operating and capital expenses in tangible ways

Furqan Mian,
Senior Operations Manager Dubai, NE & DC Operations, ENGIE Solutions UAE

root causes. The result? High workspace availability, reduced response times and optimized equipment lifecycle management, while maintaining LEED certification.

Better data ultimately leads to better maintenance decisions, extending asset lifespans and reducing costly emergency repairs.

The Economics of Prevention

The financial case for intelligent community management is compelling. Shifting from reactive to predictive maintenance changes the economics of asset ownership. Instead of sending technicians for routine monthly checks, sensors and AI tell us precisely when intervention is required. This approach reduces unnecessary maintenance, prevents failures and extends equipment lifecycles.

In our regional projects, we've achieved energy reductions of up to 32% through no-cost and low-cost measures, primarily by ensuring equipment operates as designed and optimizing run times. In the Middle East's hot, humid climate, reducing unnecessary cooling yields particularly significant savings.

This shift represents a rethinking of how we invest in and maintain community infrastructure.

What Integrated FM Delivers

- Maintenance shifts from reactive to predictive
- Resources are allocated based on data, not guesswork
- Fewer disruptions and improved system reliability
- Greater comfort and confidence for residents

Building for Tomorrow's Carbon Reality

Cost reduction matters, but it's not the whole story. Developers and asset owners face mounting pressure to reduce carbon footprints and meet sustainability targets. This is where integrated facilities management (IFM) becomes essential.

Managing technologies such as solar PV or EV charging infrastructure requires specialized expertise. These systems require ongoing optimization to maintain efficiency. Specialist teams audit energy consumption, identify improvement opportunities, and implement solutions that reduce environmental impact.

The key is integration. Solar panels don't operate in isolation but as part of a complex energy ecosystem. Optimizing one element without considering the others leaves value on the table.

What Comes Next

Looking ahead, the convergence of AI and smart building technologies will redefine community and facilities management over the next five years. We're moving beyond simple automation toward comprehensive systems that learn, adapt, and optimize themselves in real time.

The platforms we're developing combine multiple technologies and regression models to share data and deliver optimal outputs. Technology must still be paired with experienced professionals who understand how complex infrastructure behaves under extreme regional conditions.

The most successful communities of the future will be those that marry technological capability with human judgment, where AI augments rather than replaces the expertise of seasoned professionals who understand the unique challenges of managing infrastructure in this region.

A New Definition of Success

Ultimately, the measure of successful community management isn't just uptime percentages or maintenance costs, though those matter. It is also about whether owners achieve their financial and sustainability goals and whether communities become more resilient and efficient over time.

That's the promise of truly integrated facilities management. It goes beyond simply maintaining the physical infrastructure of neighborhoods and actively contributes to the quality of life within them. As our cities grow denser and more complex, that distinction will only become more important.

Ultimately, the future of community is about building communities that work better for everyone who calls them home.

6 MYTHS DISTORTING OFF-PLAN INVESTING

Porush Jhunjhunwala, CEO of Banke International Properties and a seasoned real estate leader, shares insights that challenge six prevailing myths in today's off-plan market, drawing on advisory-led analysis and real transaction behavior.

MYTH

Off-plan success is mainly about getting in early at launch and exiting quickly.

FACT

Early entry matters far less than fundamentals, delivery history and end-user demand. With over 10,000 units delivering, price growth is no longer guaranteed by launch timing or perceived scarcity.

MYTH

Strong branding, design narratives, and lifestyle positioning guarantee future value.

FACT

Branding attracts attention, but sustained performance depends on location maturity, accessibility, and how effectively the project serves real living or rental needs over marketing narratives.

MYTH

Flexible payment plans significantly reduce investment risk.

FACT

Buyers often focus on instalment percentages but overlook assignment clauses, handover timing, service charges, and exit or leasing flexibility once unit is delivered.

MYTH

Show units and lifestyle storytelling reflect final delivery.

FACT

Marketing reflects aspiration, not execution. Variations in finishes, unit sizes, and surroundings on completion are common.

MYTH

Buyers still rush to secure units as soon as projects are launched.

FACT

Buyers today are more deliberate, comparing multiple projects, questioning assumptions, and taking time to assess value before committing. This reflects growing market maturity.

MYTH

Buyers are driven primarily by price discounts or emotional appeal.

FACT

Many buyers now act like portfolio managers, evaluating off-plan purchases through the lens of risk exposure, yield potential and exit optionality.