

REM[^]TIMES

THE PREMIER REAL ESTATE MAGAZINE IN THE UAE

April 2025

TRANSFORMING SKYLINES

ONE COMMUNITY AT A TIME

*In conversation with Egor Maslennikov,
Founder and CEO of Object 1*

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From the Editor

Dear REM TIMES Readers,

One of the questions I get asked the most is: "Why Dubai?" Or sometimes, "Is Dubai real estate just hype?"

For me, the proof is in the pudding. I came here with a five-year plan—and today marks 12 years of calling this city home. What was meant to be a chapter became the story!

There's a unique peace of mind this country offers—a sense of security, progress, and purpose that's hard to replicate elsewhere. And that's what makes Dubai real estate so much more than an investment play. It's about building a life, a legacy, and being part of a city that never stops evolving.

With AED 761 billion in transactions and over 226,000 deals in 2024, the numbers speak volumes—but it's the stories behind them that truly shape the narrative.

This edition brings you a curated glimpse into some of the most investable opportunities across Dubai's landscape. In our cover story, **Egor Maslennikov, Founder and CEO of Object 1**, reveals how his company is redefining urban living through smart, sustainable spaces—perfectly aligned with Dubai's future-forward vision.

We also explore how tokenization is reshaping real estate investment, the rising influence of women investors, and the growing inclusivity across the sector. Plus, our curated community snapshots are designed to help you navigate the market with clarity and confidence.

Dubai's story is one of ambition—but more than that, it's about access, belief, and vision. We hope this issue inspires you to see what's possible—and to be a part of it.

Until then,
Happy Reading!



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DLD Launches Pilot Phase of Real Estate Tokenisation Project

As part of its ongoing efforts to strengthen Dubai's position as a global leader in real estate and PropTech, and in line with the Dubai Real Estate Sector Strategy 2033, Dubai Land Department (DLD) has launched the pilot phase of the 'Real Estate Tokenisation Project.' This initiative, introduced under the Real Estate Innovation Initiative 'REES,' establishes DLD as the first real estate registration entity in the Middle East to implement tokenisation on property title deeds. The project is being implemented in collaboration with the Dubai Virtual Assets Regulatory Authority (VARA) and Dubai Future Foundation (DFF) through SandBox Real Estate.

DLD anticipates that this groundbreaking initiative will drive significant growth in the real estate tokenisation sector, with its market value projected to reach AED 60 billion by 2033, representing 7% of Dubai's total real estate transactions. As part of this initiative, DLD organised a specialised workshop on 'Real Estate Tokenization,' bringing together leading PropTech companies, including top global firms specialising in real estate asset tokenisation.

Revolutionary Tool

- DLD becomes the first real estate registration entity in the Middle East to adopt tokenisation on property title deeds
- The project converts real estate assets into digital tokens, enhancing the efficiency of buying, selling, and investment processes
- Dubai's real estate tokenisation sector is projected to reach AED 60 billion by 2033, accounting for 7% of the emirate's total real estate transactions



His Excellency Eng. Marwan Ahmed Bin Ghalita, Director General of Dubai Land Department, said, "Amid rapid technological advancements and the increasing reliance on digital solutions, real estate tokenisation emerges as a revolutionary tool driving fundamental change in the real estate sector. By converting real estate assets into digital tokens recorded on blockchain technology, tokenisation simplifies and enhances buying, selling, and investment processes. This aligns perfectly with Dubai Land Department's vision to achieve global leadership in real estate investment, leverage technology to develop innovative real estate products, and foster an ecosystem that supports real estate innovation."

He added, "This pioneering project is part of the recently launched 'REES' Real Estate Innovation Initiative, designed to attract diverse technology firms. It aligns with our strategy to unlock new opportunities for innovative real estate products, enhance property sector innovation, promote transparency and governance, and enable a wider pool of investors to participate in large-scale real estate projects in Dubai."

"We are pleased to collaborate with partners from both the public

and private sectors to advance the real estate industry's digital ecosystem and enhance our operations' efficiency and effectiveness. Following this year's pilot launch, we will thoroughly assess the outcomes and leverage key insights to refine the project ahead of its full-scale implementation."

Project Objectives

The Real Estate Tokenisation Project aims to attract global technology firms and open new investment opportunities for the investor market. It seeks to diversify property ownership by allowing multiple investors to co-own a single property through tokenised real estate assets. Additionally, the project strengthens Dubai's position as a regional and global hub for virtual assets; promotes investment awareness in virtual asset services and products, encourages real estate innovation, and supports the development of cutting-edge solutions in the sector. Furthermore, the initiative contributes to attracting investments and virtual asset companies to establish their operations in Dubai while ensuring the necessary regulatory frameworks are in place to protect investors and stakeholders.

Dubai Land Department Introduces Tayseer Initiative

The organisation joins hands with JOP management companies to ease the payment of currently overdue service fees

As part of its commitment to enhancing global competitiveness and promoting community well-being, the Real Estate Regulatory Agency (RERA), a subsidiary of Dubai Land Department (DLD), launched the 'Tayseer' initiative to facilitate the payment of currently outstanding service fees. Under this initiative, unit owners can pay their outstanding service fees by offering flexible payment plans with a minimum of six months in coordination with jointly owned property (JOP) management companies. This step is expected to ease financial burdens on owners and contribute to greater financial stability within the real estate sector.

This initiative aligns with the objectives of the 'Year of the Community,' announced by the wise leadership under the theme "Together, hand in hand," designating 2025 as a milestone for strengthening family and community bonds, and reinforcing values of cooperation and belonging through initiatives that safeguard cultural heritage and lay the foundations for sustainable growth.

The Tayseer initiative promotes the principle of community collaboration and fosters a supportive environment that contributes to both social and economic stability by offering flexible financial solutions to property owners, positively impacting quality of life across the emirate.

The initiative was launched following a meeting held by the Real Estate Regulatory Agency with JOP management companies, where both parties discussed mechanisms for settling current overdue service fees by property owners. It was agreed to open registration for the initiative for two months through the management



"Dubai Land Department continues to launch impactful initiatives that keep pace with market developments and address the needs of property owners and investors. The 'Tayseer' initiative aligns with our vision of delivering proactive, customer-centric services that build trust and balance economic and social priorities."

Mohammed Ali Al Bidwawi

Acting CEO, Real Estate Regulatory Agency, Dubai Land Department

companies, with a commitment from these companies not to initiate enforcement actions against unit owners while implementing the payment plan. As a result of the meeting, 19 companies joined the initiative, reflecting the real estate sector's commitment to supporting property owners and enhancing financial stability and sustainability within jointly owned communities.

Mohammed Ali Al Bidwawi, Acting CEO of the Real Estate Regulatory Agency at the Dubai Land Department, affirmed that the initiative reflects the DLD's ongoing commitment to enhancing the real estate sector's readiness and sustainability while strengthening public-private partnerships. He said: "Dubai Land Department continues to launch impactful initiatives that keep pace with market developments and address the needs of property owners and investors. The 'Tayseer' initiative aligns with our vision of delivering proactive, customer-centric services that build trust and balance economic and social priorities."

Through the 'Tayseer' initiative, Dubai Land Department aims to achieve a set of strategic objectives, including reducing the number of service fee-related cases registered with the Rental Disputes Center, minimising complaints and observations, and enhancing the efficiency of service fee allocation across real estate projects. The initiative also seeks to improve the experience of property owners and stakeholders by providing seamless payment services, thereby boosting satisfaction and supporting the long-term sustainability of the real estate sector.

BEYOND THE BOOM

The New Foundations of Real Estate Investment in Dubai

Prof. Jeevan D'Mello

Dubai's real estate sector has often captured global attention for its dramatic growth, architectural ambition, and investment appeal. Yet, what we are witnessing in 2025 is not merely another surge, but a structural transformation. Fueled by regulatory foresight, technological integration, and shifting investor priorities, Dubai is repositioning itself as one of the world's most resilient and future-ready real estate markets.

Aligned with the Dubai Real Estate Sector Strategy 2033, D33 Economic Agenda, Social Agenda 33, and the visionary Dubai 2040 Urban Master Plan, the city's real estate transformation is not incidental—it is intentional, data-driven, and globally benchmarked.

From Speculation to Stability: A Market in Maturation

Over the past two decades, Dubai has evolved from a frontier market into a global capital of commerce, tourism, and urban innovation. While the city's early real estate cycles were driven largely by speculative demand, the current wave is markedly different.

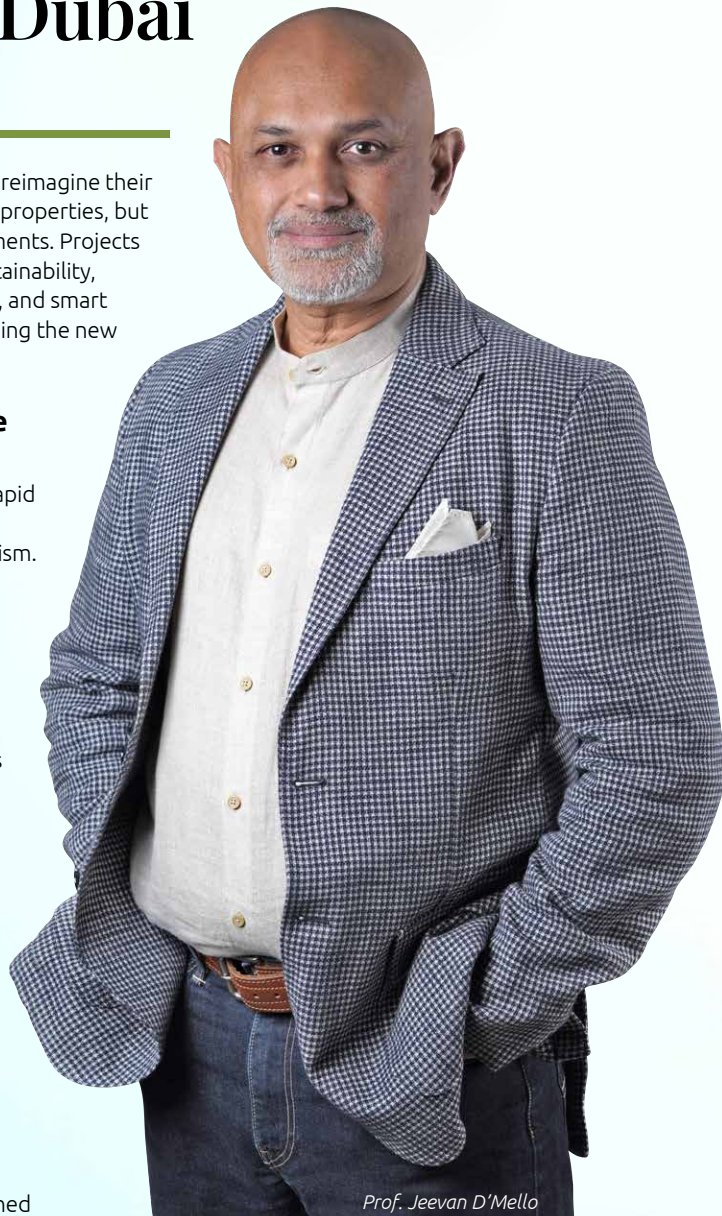
Today's buyers are increasingly end-users and long-term investors. The motivation is not limited to short-term capital gains but extends to quality of life, regulatory security, and access to residency benefits. This shift has

prompted developers to reimagine their offerings—not simply as properties, but as holistic living environments. Projects prioritizing wellness, sustainability, community engagement, and smart infrastructure are becoming the new benchmark.

Deconstructing the 'Bubble' Narrative

It is not uncommon for rapid growth in any property market to attract skepticism. Headlines speculating a potential "bubble" in Dubai re-emerge with each upward cycle. However, closer analysis reveals that the underlying fundamentals today are far stronger than in previous booms.

Unlike earlier phases characterized by overleveraged investors and oversupply, the current market is supported by real demand, diversified capital sources, and increasingly robust regulation. The UAE Central Bank's mortgage reforms, the Dubai Land Department's strengthened



Prof. Jeevan D'Mello

escrow requirements, and milestone-linked off-plan sales are all designed to mitigate systemic risks. These safeguards reflect a deliberate move towards a more sustainable, transparent, and investor-protected environment.

Tokenization: Democratizing Access and Deepening Liquidity

One of the most significant developments reshaping investment access is the integration of blockchain technology into real estate transactions. The Dubai Land Department, in partnership with the Virtual Assets Regulatory Authority (VARA), has initiated the pilot phase of its Real Estate Tokenization Project—an ambitious plan to digitize property ownership through tokenized assets. This innovation enables fractional ownership, allowing multiple investors to co-own a property through blockchain-based tokens. Forecasts suggest this market could reach AED 60 billion by 2033, potentially accounting for 7% of total property transactions. More importantly, it opens the door for a new class of investors—those previously deterred by high capital requirements—to participate in one of the world's most sought-after real estate markets.

Policy Liberalization: Expanding Access and Investor Confidence

Parallel to technological advancements, legislative reforms have further expanded the accessibility of Dubai's property market. The enhanced Golden Visa framework now provides clearer pathways to long-term residency for property investors, reinforcing Dubai's appeal as a base for global citizens. Furthermore, the recent expansion of freehold zones—most notably along Sheikh Zayed Road and in Al Jaddaf—allows foreign investors to acquire real estate in previously restricted prime locations. This strategic liberalization is expected to unlock new segments of demand, particularly in the luxury and ultra-prime categories.

Transparency and Data: Driving Intelligent Investment

Another pillar of market maturity is data transparency. The introduction of the Smart Rental Index—an AI-powered



platform launched by the Dubai Land Department—equips landlords, tenants, and institutional investors with real-time insights into property valuations, rental yields, and asset quality.

By standardizing data and offering predictive insights, this initiative reduces information asymmetry and allows for more informed, data-driven investment decisions. Over time, it is expected to not only enhance investor confidence but also create a more efficient rental market in which quality properties command justifiable premiums.

Mortgage and Off-Plan Market Reform: Aligning Incentives

Mortgage regulations introduced in 2024 now mandate upfront payment of brokerage and title transfer fees, increasing initial acquisition costs but also deterring overextension and impulsive speculation. In parallel, reforms in the off-plan sector require developers to meet higher escrow thresholds, demonstrate construction progress before launching sales, and offer refund guarantees in the event of project delays or cancellations. These measures align the interests of all stakeholders—developers, buyers, and regulators—towards long-term success and risk minimization. Notably, the off-plan segment, despite these stricter controls, saw a 40% year-on-year sales

increase in 2024, indicating strong market trust.

Dubai's real estate market is no longer defined by volatility. It is defined by resilience, inclusivity, and innovation. Whether through tokenized ownership models, AI-led valuation systems, or policy reforms designed for global mobility, Dubai is architecting a new model for urban investment.

In this context, the question is no longer whether the market is in a bubble—but rather, how investors can align with its long-term trajectory. For those seeking a regulated, digitally enabled, and future-forward investment ecosystem, Dubai remains not only relevant but ahead of the curve.

About the Author:

Prof. Jeevan D'Mello, a US-certified real estate management expert and architect, is a leading authority in real estate in the Middle East. Known as the 'Father of Community Management' in the region, he helped establish Emaar's community division, including Burj Khalifa and set up Nakheel Community Management. He advises top developers across the UAE, Bahrain, KSA, and Spain, and served as the first International President of the US-based 50,000-member strong Community Associations Institute (CAI).

SOL Properties Launches AED 1b Mixed-Use Development



Real estate developer and real estate development arm of the Bhatia Group – SOL Properties – recently launched its latest flagship project, 'SOL Levante', located in Jumeirah Village Triangle (JVT). With a gross development value (GDV) of AED 1 billion, the mixed-use development offers panoramic views of the Dubai Marina skyline and Bluewater Islands and features 612 meticulously designed residential units, including studios, one-bedroom, one-bedroom with study, and two-bedroom with study apartments.

The development also incorporates 100,000 sq. ft. of office space and 50,000 sq. ft. of retail area, making it a complete destination catering to the diverse needs of both residents and businesses alike. Its U-shaped design will maximise natural light and create a harmonious blend of indoor and outdoor living. The strategic location of SOL Levante ensures seamless connectivity to key destinations across Dubai, with easy access to Al Khail Road and Sheikh Mohammed Bin Zayed Road.



Ajay Bhatia, Founder and CEO of Sol Properties, stated, "We are pleased to launch our flagship project – SOL Levante – in Jumeirah Village Triangle, a community that aligns with our vision of creating spaces that harmoniously blend modern living with nature. Our new development will provide residents with an exceptional lifestyle, combining tranquility, convenience, and connectivity."

WHAT'S HOT

- Prices starting from **AED 735000**
- Buyers can pay **50%** during construction and **50%** upon handover
- Scheduled to be completed by **Q3 2028**



Palladium Development Presents Amazonia in Al Jaddaf

Amazonia by Palladium is a sophisticated residential development in Al Jaddaf, offering a curated selection of 1- and 2-bedroom apartments, as well as exclusive 3-bedroom penthouses. Designed for modern living, this property by Palladium Development seamlessly blends contemporary architecture with luxurious amenities to create an exceptional lifestyle experience.

Each residence at Amazonia by Palladium is thoughtfully designed to maximize comfort and style. It offers modern architecture with floor-to-ceiling windows for abundant natural light; premium finishes and high-quality materials for a sophisticated touch, and world-class amenities such as temperature-controlled swimming pool for year-round relaxation; state-of-the-art fitness centre with the latest equipment; landscaped gardens and walking trails for a serene living environment.

WHAT'S HOT

- Prices start from **AED 1.16 million**
- Buyers can pay **10%** on booking, **50%** during construction and **40%** on handover
- Scheduled to be handed over by **Q4 2026**

Zimaya Properties Launches Celeste Heights



Zimaya Properties has launched its latest residential project, Celeste Heights, in Al Furjan, Dubai, redefining urban living. The development offers 1, 2, and 3-bedroom apartments, alongside exclusive signature residences. Designed as a sanctuary above

the city, Celeste Heights combines luxury, convenience, and stunning panoramic skyline views. At its core, the property features two levels of rooftop amenities, including an infinity pool, sky lounges, a wellness retreat, and a state-of-the-art

fitness center, providing residents with a lifestyle of leisure and relaxation. A grand lobby with co-working spaces further enhances the luxurious experience.

Strategically located in Al Furjan, Celeste Heights offers easy access to major Dubai destinations. Zimaya Properties has introduced a flexible payment plan, with 40% during construction, 20% on handover, and 40% through a 40-month post-handover plan. With strong demand and prime positioning, Celeste Heights promises to be a coveted address for both homeowners and investors.

WHAT'S HOT

- Prices starting at **AED 985,000**
- Payment plan: **40% during construction, 20% on handover and 40% 40-month post-handover** plan with 1% monthly payments
- Scheduled to be completed by **Q3 2027**

MGS Development Announces Launch of Edgewater Residences



Real estate company MGS Development announced the launch of a new phase of the Edgewater Residences, an exclusive waterfront development located in the Dubai Islands. Phase 1 and 2 of the project are almost sold out with only a handful of units available.

The project comprises three elegant 12-storey towers with two podium floors featuring one-, two- and three- bedroom apartments and offers breathtaking sea views and world-class amenities with developed infrastructure in the surrounding area providing residents with access to an array of shops, restaurants and entertainment options. Metropolitan Premium Properties (MPP), the flagship property company of the Metropolitan Group is the exclusive sales and marketing partner for the project.

WHAT'S HOT

- Prices start from **AED 1.68 million**
- **35/65** payment plan
- Project to be handed over by **Q4 2026**

COVER STORY

TRANSFORMING SKYLINES ONE COMMUNITY AT A TIME

In an exclusive interview with **REM TIMES**, **Egor Maslennikov, Founder and CEO of Object 1**, discusses the company's rapid ascent and how it is shaping smart, sustainable spaces that align with the future of urban living

Deepa Natarajan Lobo



Egor Maslennikov

In the heart of Dubai's ever-evolving skyline, a new name has quickly become synonymous with innovation, sustainability, and rapid growth—**Object 1**. Since entering the city's competitive real estate market in 2024, the company has surged ahead with a remarkable 913% increase in sales value and a clear vision for the future of urban living.

At the helm of it all is **Egor Maslennikov**, the dynamic **Founder and CEO** whose mission goes beyond just building homes. With a leadership style rooted in clarity, collaboration, and purpose, Maslennikov is steering Object 1 toward creating intelligent, connected communities that align with Dubai's 2040 Urban Master Plan and the UAE's Green Agenda 2030.

In this exclusive interview with **REM TIMES**, Egor shares insights into the company's meteoric rise, its distinctive design philosophy, and how the company is building smart, sustainable spaces that anticipate the needs of tomorrow's urban dweller. From sold-out eco-conscious projects like EVERGR1N House to a robust pipeline of mixed-use developments, Maslennikov is leading a movement that fuses functionality with futuristic vision—cementing Object 1's place among the city's most influential developers.

Today, we are among the top 20 developers in Dubai and the top three in JVC and JVT.

Object 1 has seen remarkable growth in Dubai's competitive real estate market. Can you share some key milestones that have shaped the company's rapid rise?

Object 1 has experienced extraordinary growth, marked by a 913% year-over-year increase in sales value and a 1059% surge in sales

volume, with over 860 units sold since entering Dubai's market in 2024. Our rise is rooted in a commitment to sustainable, modern urban living, paired with strategic foresight and meticulous execution. Today, we are among the top 20 developers in Dubai and the top three in JVC and JVT. We are committed to developing smart, eco-friendly projects that blend functionality, community, and aesthetics in key locations.



We aim to create more than just homes – our developments are thoughtfully designed to balance modern urban living with green, shared spaces and inclusive planning.



This strategy strengthens our market presence and solidifies our reputation as one of Dubai's fastest-growing developers.

What makes Object 1 stand out in a highly competitive industry? What is your unique value proposition?

Object 1 stands apart through a blend of sustainability, customer-centricity, and architectural excellence. Our homes are crafted with European-inspired aesthetics and ergonomic design. Every project is meticulously planned to deliver a seamless living experience, featuring high-quality finishes, thoughtful layouts, and modern aesthetics that cater to a variety of lifestyles. With over 350 professionals overseeing every stage, from concept to construction, we deliver high-quality, future-ready developments that combine comfort, style, and operational efficiency. Our commitment to quality ensures long-term value for residents and investors alike.

The concept of urban living is evolving, with smart cities and sustainability at the forefront. How is Object 1 addressing these shifts in consumer preferences?

We recognize that urban living is being redefined by the rising demand for smart, sustainable, and connected environments—and we've made this evolution central to our development philosophy. We integrate eco-friendly technologies, energy-efficient systems, and smart infrastructure across every project. From water-saving fixtures and high-efficiency insulation to advanced air filtration and energy monitoring, our developments are designed for both environmental responsibility and resident well-being. Projects like EVERGR1N House 1, which sold out within a month, reflect this ethos. In response to strong demand, we're now developing EVERGR1N House 2, which is designed with sustainable materials, modern ventilation, and smart resource

management systems. Our approach goes beyond buildings; we focus on holistic urban planning that includes green spaces, access to public transit, and support for local ecosystems. By embedding sustainability and smart solutions at every level, Object 1 ensures long-term value for residents while contributing to Dubai's vision for smarter, greener, and more connected cities.

How does Object 1 create communities that not only offer modern living but also foster engagement and connectivity among residents?

We aim to create more than just homes — our developments are thoughtfully designed to balance modern urban living with green, shared spaces and inclusive planning. We integrate amenities that support interaction and well-being, from landscaped areas to wellness facilities. By fostering walkability, accessibility, and shared

experiences, we create neighborhoods that encourage connection among residents while enhancing their quality of life. Our developments are places where people not only live but also drive — rooted in sustainability, sophistication, and a strong sense of community.

What trends do you see shaping the future of urban living, and how is Object 1 staying ahead of the curve?

Urban living is rapidly evolving, driven by sustainability, smart technology, and integrated lifestyles. With 80% of UAE real estate investors prioritizing sustainability and rising interest in smart city features, we're designing developments that meet this demand, aligning closely with the UAE's Green Agenda 2030. Our development, EVERGR1N House, reflects this.

Mixed-use developments are becoming a cornerstone of Dubai's evolving urban landscape, aligning with the city's 2040 Urban Master Plan. These blend living, working, and leisure spaces, offering unmatched convenience and lifestyle efficiency.

They foster walkable communities, reduce commute times, and drive long-term value for both residents and investors.

Object 1 is ahead of this curve, embedding smart home systems, green building materials, and mixed-use functionality into every project. Our approach is built on efficiency and adaptability, ensuring that each project aligns with the evolving needs of investors and homeowners to deliver future-ready communities that bring long-term value to residents and investors.

As the Founder and CEO, how would you describe your leadership philosophy and the principles that have driven Object 1's success?

My leadership philosophy centers on collaboration, clarity of purpose, and a shared vision. At Object 1, every team member is aligned with our mission to redefine urban living through quality, innovation, and sustainability. We cultivate open communication and encourage contributions from across the organization, empowering our 350 professionals to take ownership of each project. Close coordination with

partners, clients, and suppliers ensures that from design to construction, our developments reflect precision, efficiency, and high standards. This team-first, detail-oriented approach has enabled our rapid growth and established Object 1 as one of Dubai's most promising real estate developers.

Can you share a sneak peek into any upcoming projects or innovations that will further transform the Dubai skyline?

We are excited to continue expanding with more than 10 new developments planned in Dubai, along with additional projects in Abu Dhabi, alongside over 12 additional projects in the pipeline. These upcoming ventures will reflect our ongoing commitment to sustainable living, modern design, and creating vibrant, connected communities. Each project is being designed to meet the evolving needs of today's residents—blending energy-efficient technologies, innovative materials, and high-end architectural aesthetics. As we move forward, Object 1 remains focused on delivering homes that contribute meaningfully to and diversify Dubai's skyline and urban experience.

Dubai's real estate market growth is powered by strategic government initiatives, favorable geopolitical conditions, and a steady influx of global residents.



What is your outlook on the future of Dubai's real estate market, and how is Object 1 positioning itself to thrive amid ongoing changes?

Dubai's real estate market growth is powered by strategic government initiatives, favorable geopolitical conditions, and a steady influx of global residents. The city is thriving, with transactions hitting AED 625 billion in 2024 and expected to grow another 20–30% in 2025. Property prices are forecasted to rise by 10–15%, driven by global investor interest, government initiatives and visa reforms. The off-plan segment remains especially strong. At Object 1, we are positioning ourselves for long-term success by focusing on premium residential projects that emphasize sustainability, community well-being, and long-term value. Our forward-looking strategy ensures we're well-equipped to thrive amid market changes and contribute to Dubai's continued growth.



WORLD REALTY CONGRESS

A FUTURE-FOCUSED PLATFORM FOR GLOBAL REAL ESTATE LEADERS

Exploring Sustainable Growth, Smart
Cities & Strategic Investments

As the real estate industry navigates an era defined by transformation — whether through sustainability mandates, digital disruption, or changing investor priorities — platforms that foster meaningful dialogue and collaboration have never been more essential. Among them, the World Realty Congress (WRC), organised by Eventyst Global, has emerged as one of the most influential gatherings for cross-sector engagement and strategic thinking.

Now, as preparations begin for the 2025 edition, scheduled to take place from December 8–12, the Congress is set to return with a renewed focus: to connect the global real estate community through conversations that drive impact, innovation, and investment.



A Legacy of Leadership

Since 2018, the World Realty Congress has established itself as a convening point for developers, government leaders, brokers, property managers, facilities managers, PropTech innovators, and policymakers.

Supported by officials from the Dubai Land Department & Dubai Police, WRC has welcomed 50+ influential speakers and 700+ attendees from across the globe, reinforcing Dubai's role as a knowledge and investment hub for real estate professionals worldwide.

5 DAYS OF POWER PACKED PROGRAMS



40+
Speakers



500+
Delegates



21+
Sessions

4 EVENT FORMATS

- Masterclasses
- Conference
- Awards
- Community Tours



35+
Categories



10+
Visiting Countries

5 DIVERSIFIED SECTORS

Property Developers | Real Estate Brokerage | Real Estate Management | PropTech | Consultants



On-Ground Insights and Global Exchange

One of the most anticipated features of the upcoming edition is the introduction of community visits — designed to give international delegates an up-close view of Dubai's most forward-thinking urban developments. These curated experiences will allow guests to explore real-time urban innovation, hear from on-ground community leaders, and witness how Dubai's planning, technology, and service delivery are reshaping how cities function.

Alongside this, the Congress will welcome delegates from over 10 countries, with each bringing regional insights, investment trends, and collaborative opportunities to the table. WRC 2025 aims to not only exchange ideas but create actionable alliances across borders.

Themes That Reflect a New Era of Real Estate

As the world looks ahead to 2030 and beyond, the World Realty Congress 2025 aligns closely with the objectives of Dubai Vision 2033 — placing a key focus on sustainable growth, data-driven planning, and integrated real estate infrastructure.

Key themes will include:

- Sustainable Communities
- Real-Time Data & AI
- Integrated Real Estate Ecosystems

Whether it's through smart zoning, automated operations, or adaptive infrastructure, WRC 2025 will showcase how Dubai—and the world—is evolving toward fully integrated urban systems.

A Call to Collaborate, Contribute, and Co-Create

As with previous editions, WRC 2025 will continue to spotlight leadership voices, celebrate excellence through recognition, and open the floor for fresh perspectives from across the industry. But more than ever, the Congress will serve as a collaborative engine — a space where the private sector, public institutions, and global investors meet to align on what the future of real estate should look like.

Join the Global Conversation

World Realty Congress 2025 is open to those leading change, shaping communities, or investing in what comes next—this is the platform to be part of.

For more details on speaking, attending or sponsorships, visit www.worldrealtycongress.com

WHAT'S NEW IN 2025

- 1 SPECIALISED PROPTech TRACK**
- 2 SPECIAL BROKERS WORKSHOP**
- 3 URBAN LIVINGTRENDS ROUNDTABLE DISCUSSION**
- 4 AUDIENCE ENGAGEMENT WORKSHOP**

DUBAI

Designed to Deliver

Jatin Deepchandani

There are cities that promise returns. And then there are cities that offer reassurance. Dubai has quietly transitioned into the latter. In a time when global headlines veered between uncertainty and chaos, Dubai stood out by doing something radical — it functioned.

Whether it was how it handled international events, market shifts, or moments of global crisis like the COVID-19 pandemic, Dubai became a case study in clarity and coordination. While much of the world struggled with extended disruptions, Dubai was already recalibrating for the future. Protocols were clear. Systems were digital. Airports were operational. Confidence returned, not through noise, but through execution.



That moment recalibrated perception. What many once saw as a glamorous stopover, they began to see as a long-term base. Families relocated. Entrepreneurs shifted operations. Capital began flowing with greater intent. And for the first time, a city long admired for its ambition became equally respected for its consistency.

The Leadership Blueprint

Dubai's biggest differentiator is not its skyline — it's its leadership. What sets this city apart is intentionality. Policies are not reactive; they are architected with foresight. Whether it's economic reforms, visa flexibility, or investment frameworks, decisions here are made with a 10-, 20-, even 50-year horizon in mind.

This isn't just ambition — it's architecture. Governance here functions like a well-run enterprise: agile, accountable, and aligned. The rollout of Golden Visas, 100% foreign ownership, and the UAE's shift to a Monday–Friday workweek weren't just reforms — they were signals of adaptability, made well before they became regional trends.

Business leaders and global citizens alike now cite Dubai's governance as a reason for engagement. **In a time when regulatory whiplash is common globally, Dubai offers consistency. And in any long-term strategy, consistency is currency** — especially when paired with the kind of visionary execution that turns blueprints into benchmarks.

Life, Simplified

For those who operate across continents, time is the ultimate asset. In Dubai, the basics don't consume bandwidth. Licensing a business, getting a driver's license, school admissions, home maintenance, property registration — everything is streamlined, digitized, and efficient.

This frictionless experience extends to infrastructure. Whether you're flying private or commercial, the airport experience is elite. Connectivity to Europe, Asia, and Africa is seamless — with over two-thirds of the world's population reachable within an eight-hour flight. Add to that the quality of roads, telecom, security, and public services — **and you realize that Dubai isn't just a place to invest in. It's a place that respects your time, your ambitions, and your rhythm of life.**

Built to Absorb Growth

The population of Dubai continues to surge — nearly 170,000 new residents arrived in 2024 alone. But the city isn't reacting to this growth; it's designing for it. Entire districts like Dubai South and Jebel Ali Village are being developed with long-term intent. Mega infrastructure projects — from mobility corridors to smart urban hubs — are already in motion. Housing, healthcare, education, and transit are all expanding in sync.

Dubai's biggest differentiator is not its skyline — it's its leadership. What sets this city apart is intentionality. Policies are not reactive; they are architected with foresight.

This kind of integrated urban planning is rare. Most global cities expand under pressure, playing catch-up with demand. Dubai expands by orchestration — where infrastructure precedes population, and strategy informs scale. That's why long-term planners see not just opportunity, but alignment between vision and execution.

The New Lens of Value

We are seeing a new mindset take shape globally. People aren't only seeking returns anymore — they're looking for relevance, quality, and resilience. Real estate, for example, is no longer just about income or appreciation — it's about creating optionality. A residency pathway. A hedge against volatility. A bridge to global mobility. A legacy asset for future generations. Dubai answers all of that.

And while the returns remain competitive — with rental yields among the highest in major global markets — it is the lifestyle dividends that often tip the scale. The safety. The schools. The healthcare. The ability to live with dignity, operate with agility, and grow with stability.

Final Thought

The world has changed. People aren't just chasing gains. They're chasing clarity. And in an age where systems break and politics shift, Dubai continues to do what it does best: deliver. This city isn't just surviving the future. It's building it.



About the Author:

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With over a decade of experience across real estate, media, and investment ecosystems, Jatin Deepchandani brings a sharp eye for market trends and long-term value creation. He has played a pivotal role in shaping industry conversations through high-impact platforms, events, and publications that connect key stakeholders across the Middle East and beyond.

Through REM TIMES and other ventures, Jatin continues to provide strategic insight for property investors, developers, and decision-makers navigating today's fast-moving markets.

Connect with him to explore deeper perspectives and opportunities.

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Disclaimer: This article reflects personal insights and general trends. It does not constitute financial advice.

The UAE's Most Investable Communities in 2025: Insights from Brokers

With the release of a recent report on the UAE's most in-demand real estate communities for 2025, **REM TIMES** spoke to industry experts to gain further insights into where buyers and investors should be looking

Deepa Natarajan Lobo



The UAE's property market has seen significant shifts in recent years, shaped by economic recovery, job growth, and evolving buyer preferences. The latest data from Skyloov, a leading real estate portal, sheds light on the most searched communities in 2025, with International City in Dubai, Al Reem Island in Abu Dhabi, and Muwaileh in Sharjah emerging as the top choices for property seekers.

But do search trends necessarily indicate high investment potential? To gain a clearer picture, **REM TIMES** spoke with two industry experts—**Ben Crompton, Managing Partner at Crompton Partners and Yash Trivedi, Mortgage Advisor and Founder of YOUAE Mortgages**—who provided their take on the best areas for investment this year.

Abu Dhabi's Real Estate Comeback

Abu Dhabi's real estate market has had a fragmented recovery post-COVID, with premium areas such as Saadiyat

Island benefiting early due to financial sector job creation. However, the mid-market areas took longer to pick up. Now, with the Abu Dhabi economy in full swing, previously overlooked areas are experiencing steady appreciation.



Ben Crompton



Yash Trivedi

Ben Crompton, Managing Director at real estate brokerage firm Crompton Partners, explains, “Abu Dhabi has had a patchy recovery since the COVID pandemic catalysed the real estate market in 2021. Saadiyat and the premium areas in Abu Dhabi benefited from the job creation occurring in the financial district of ADGM, but the more mid-market areas such as Reem Island, Al Reef, and Hydra Village were slower to recover. Now, the Abu Dhabi economy is in full swing, sparking a broader uplift in property prices.”

According to Crompton, Reem Island is currently moving up in both rental and sales prices, while Al Reef is witnessing rental price growth but has yet to see a corresponding rise in sales prices—though he expects that to change soon. He also highlights other overlooked but promising areas, including the NYU District of Saadiyat Island, Masdar City, and New Raha Beach, outside the traditional founder communities of Bandar, Muneera, and Zeina.

Dubai: A Tale of Affordability and Connectivity

Dubai continues to dominate the UAE’s real estate market, attracting both investors and end-users. However, not all high-searched areas necessarily indicate strong demand, as affordability plays a key role in search behaviour.

Yash Trivedi, Mortgage Advisor and Founder of YOUAE Mortgages, explains, “The reason these communities are among the most searched areas is primarily due to their affordability. Generally, buyers tend to search for properties priced from lower to higher, which explains the demand for these areas. However, this does not necessarily indicate that they are in high demand overall.”

For affordability, Jumeirah Village Circle (JVC), Al Furjan, and Sports City are top choices. On the other hand, buyers prioritizing connectivity tend to gravitate towards areas closer to Sheikh Zayed Road, such as Business Bay, Jumeirah Lake Towers (JLT), Dubai Marina, and Jumeirah Beach Residence (JBR). For those seeking townhouses, Trivedi points to Dubai South, Damac Hills 2, and Villanova as key options.

Sharjah’s Growing Investment Appeal

While Sharjah’s property market remains more restricted for expatriate investors, a few key projects are drawing increased attention. Trivedi notes, “In Sharjah, there are very few projects available for expatriates to invest in, and most properties are leasehold rather than freehold. As a result, options for

buyers are limited. However, due to the attractive pricing of projects like Arada in Sharjah, there has been a significant increase in interest from potential buyers lately.”

This shift suggests that despite its limitations, Sharjah is becoming a more viable alternative for buyers seeking affordable housing options outside Dubai and Abu Dhabi.



Best Communities for Investment in 2025

Based on insights from Skyloov’s report and expert opinions, here are the top areas to watch for investment in 2025:

Category	Communities
Affordable Apartments	International City (Dubai), Al Reem Island (Abu Dhabi), Muwaileh (Sharjah)
Mid-Market Growth	Al Reef (Abu Dhabi), Masdar City (Abu Dhabi), JVC (Dubai)
Luxury Investments	Saadiyat Island (Abu Dhabi), Business Bay (Dubai), JBR (Dubai)
Best for Townhouses	Dubai South, Damac Hills 2, Villanova
Connectivity-Focused	JLT, Dubai Marina, Sheikh Zayed Road corridor

In a Nutshell

The UAE’s real estate market continues to evolve, shaped by affordability, lifestyle preferences, and investment potential. While search trends provide valuable insights, expert opinions offer a more nuanced perspective on where true demand and growth lie. As 2025 progresses, investors and homebuyers should closely monitor emerging opportunities in both established and overlooked communities to make informed decisions in this dynamic market.



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Women Investors Control 34% of Dubai's Real Estate Market

Megha S Anthony



Moreover, the diversity of female investors in Dubai has expanded, with their nationalities increasing from 193 in 2023 to 200 in 2024, further cementing Dubai's reputation as a leading investment hub for women worldwide. The DLD's ongoing initiatives, including targeted policies and incentive-driven frameworks, continue to support and enhance the role of women in the real estate sector, ensuring that their contributions are not only recognized but also facilitated for sustained success.

A Shift in Investment Behavior: Women as Strategic Investors

As the real estate market evolves, so too does the approach to investing, with women playing a crucial role in this transformation. Women investors in Dubai are no longer just participants in the market but are becoming key decision-makers, driving a new wave of strategic investments. Their focus on long-term value, financial independence, and diversification is reshaping the landscape of real estate investment.



Zarah Evans

Dubai's real estate sector, long known for its dynamic growth and global appeal, has seen a significant shift in recent years, with women investors increasingly making their mark. The Dubai Land Department (DLD), as part of its commitment to gender equality and inclusivity, hosted the 'She Pioneers' event to celebrate the rising influence of women in the real estate market. This event not only highlighted the achievements of female investors but also reaffirmed their pivotal role in driving sustainable growth and innovation in the sector.

Her Excellency Hessa bint Issa Buhumaid, during her address at a Women's Day event, shared some compelling statistics that demonstrate the growing participation of women in the market. Female investors now account for 34% of all real estate transactions in Dubai, with a total investment value of AED 118 billion. Emirati women, in particular, hold more than 33,900 investments, contributing to 25% of the total brokerage transactions in the city. These figures underscore a remarkable shift in both the volume and impact of female investments in the sector.

One of the key drivers behind this shift is the growing financial independence of women. As **Zarah Evans, Owner and Managing Partner at Exclusive Links Real Estate**, explains “Women today are more financially independent and educated than ever before. They are not just active participants in the workforce but are leading their own businesses and financial ventures. In a market like Dubai, known for its stability and growth potential, women are seizing opportunities with confidence.”

Evans further attributes the rise in female investors to the increasing recognition of gender equality and empowerment within the UAE's social and economic fabric. “This has resulted in tailored financial products and advisory services that are better suited to the needs of women investors. Alongside this, Dubai's real estate sector offers an environment of trust, stability, and world-class infrastructure that women are increasingly capitalizing on,” she adds.

Sami Abu Keshek, CEO, Veritas Real Estate offers additional insight into this growing trend, noting that many women, including wives of male investors or single mothers, are increasingly seeking financial independence. “Many women view property investment as a way to build passive income. In certain cultures, women are encouraged to retain income for themselves, which has further fueled the interest in real estate investment. At Veritas, we've strategically worked with spouses of male investors, and I hope that as these statistics become more recognized, brokers will take a more active approach to strategizing for female investors,” Sami explains.

“The future of real estate isn't just male-driven—it's diverse, dynamic, and led by those who know what they want. Women are not just investors; they are decision-makers who are actively shaping the future of the market.”

The Future of Women in Real Estate: Leadership and Innovation

Industry experts agree that the next five years will be pivotal for women investors in Dubai. As the market continues to grow, so too will the opportunities for women to take on more significant



roles—not only as investors but also as developers, industry professionals, and leaders. This shift is expected to foster greater innovation and inclusivity, particularly in areas such as sustainable development and community-driven projects.

Akhmed Idigov, CEO & Founder, Idigov Real Estate, highlights the growing importance of marketing campaigns tailored to female investors, which are proving to be increasingly effective. Reflecting on the growing trend among female investors, he adds, “About 50% of our customers are female, and the majority—over 75%—are investors. We've launched specific campaigns targeting female investors from regions such as the UK and Russia, and the results have been promising. Out



Akhmed Idigov



of 10 to 15 inquiries, approximately 20% have converted into transactions.”

According to **Dounia Fadi**, **Managing Director of eXp Realty**, “Women’s approach to real estate investment is sharp—focused on security, long-term value, and smart investments that align with their lifestyles. As they build wealth, they are also shaping the market. Developers and brokers who understand this shift are adapting with greater transparency and better financial options.”

Looking ahead, female investors are expected to drive significant changes in Dubai’s real estate sector. One area where their influence will be most notable is in the emphasis on sustainability. Women, who often take the lead in environmental and social governance initiatives in other



Dounia Fadi

sectors, are now pushing for greener, more eco-friendly developments in real estate. This trend towards sustainability, paired with a focus on family-friendly spaces, is likely to shape the next wave of real estate projects in Dubai.

As **Dounia** emphasizes, “The future of real estate isn’t just male-driven—it’s diverse, dynamic, and led by those who know what they want. Women are not just investors; they are decision-makers who are actively shaping the future of the market.”

The rise of female investors in Dubai’s real estate market marks a significant milestone in the industry’s evolution. As they continue to increase their investments and take on more leadership roles, women will undoubtedly drive the market towards greater inclusivity, sustainability, and innovation.

The Impact of Millionaire Influx on UAE's Real Estate

In 2025, around 142,000 millionaires are expected to relocate worldwide, with the UAE likely to maintain its lead as a top destination

Deepa Natarajan Lobo



In 2024, the UAE reaffirmed its position as the world's top destination for millionaire migration, attracting over 6,700 high-net-worth individuals—more than any other country. This surge was driven by the nation's investor-friendly policies, economic resilience, and world-class infrastructure, making it a preferred choice for global wealth relocation.

As the trend gains momentum, 2025 is expected to see an even larger wave of global wealth migration. According to Henley & Partners, approximately 142,000 high-net-worth individuals with liquid investable wealth of \$1 million or more are projected to relocate worldwide, with the UAE set to remain a leading destination. Analysts suggest that this shift reflects broader global economic and geopolitical changes, with investment migration increasingly seen as a

Mona Jalota



pathway to enhanced mobility and security.

REM TIMES explores how this unprecedented wealth migration is transforming the UAE's property markets, with industry experts noting significant shifts in buyer preferences and investment patterns. From waterfront mega-mansions to luxurious branded residences, the country's real estate sector is set to evolve rapidly to meet the sophisticated demands of the global elite.

Luxurious Rentals

Real estate remains central to this trend, evolving beyond investment value to offer residency rights, income potential, and lifestyle benefits. The UAE's proactive approach, including crypto-friendly regulations and infrastructure development, further enhances its appeal to the global elite.

The upscale sector is poised for significant growth, foreseeing a surge in demand for luxury properties in exclusive neighbourhoods such as Palm Jumeirah, Emirates Hills, and Downtown Dubai, observes **Mona Jalota, Founder and Managing Director of Krypton Global Investments**, an investment firm that specialises in real estate. "As affluent individuals seek opulence and comfort, developers are gearing towards crafting lavish residences with top-tier amenities to meet these discerning tastes," she points out and adds, "This influx of High-Net-Worth Individuals (HNWIs) is set to reshape the rental market, driving an escalation in prices and a distinct shift towards larger, more luxurious units to accommodate this affluent demographic."

Marcus Andersson, Head of Luxury, Penthouse.ae, the luxury division of the prominent real estate brokerage firm Metropolitan Premium Properties, believes that the anticipated influx, coupled with delays by developers handing over new units, may contribute to price increases. "With prime areas like Palm Jumeirah and other beachfront locations experiencing a supply shortage, these cash-rich investors prioritize larger, high-quality properties and are willing to pay premiums to secure their desired homes," he says.

According to him, HNWIs are unfazed by high inflation and interest rates elsewhere and continue to seek premium properties in established communities like District One, Dubai Hills, Emirates Hills and Jumeirah Island, further pushing rents upwards. "While there may be some geopolitical challenges, the overall outlook for Dubai's luxury rental market remains highly positive," he adds.

To sum it up, the influx of millionaires into the UAE is not just influencing property demand but also redefining the very essence of luxury living. As more and more HNWIs establish roots in the nation, the focus will shift towards bespoke developments, seamless urban connectivity, and an unmatched lifestyle offering. This is sure to firmly position the UAE as a global powerhouse in luxury real estate, with its cities evolving into the epitome of modern, affluent living.

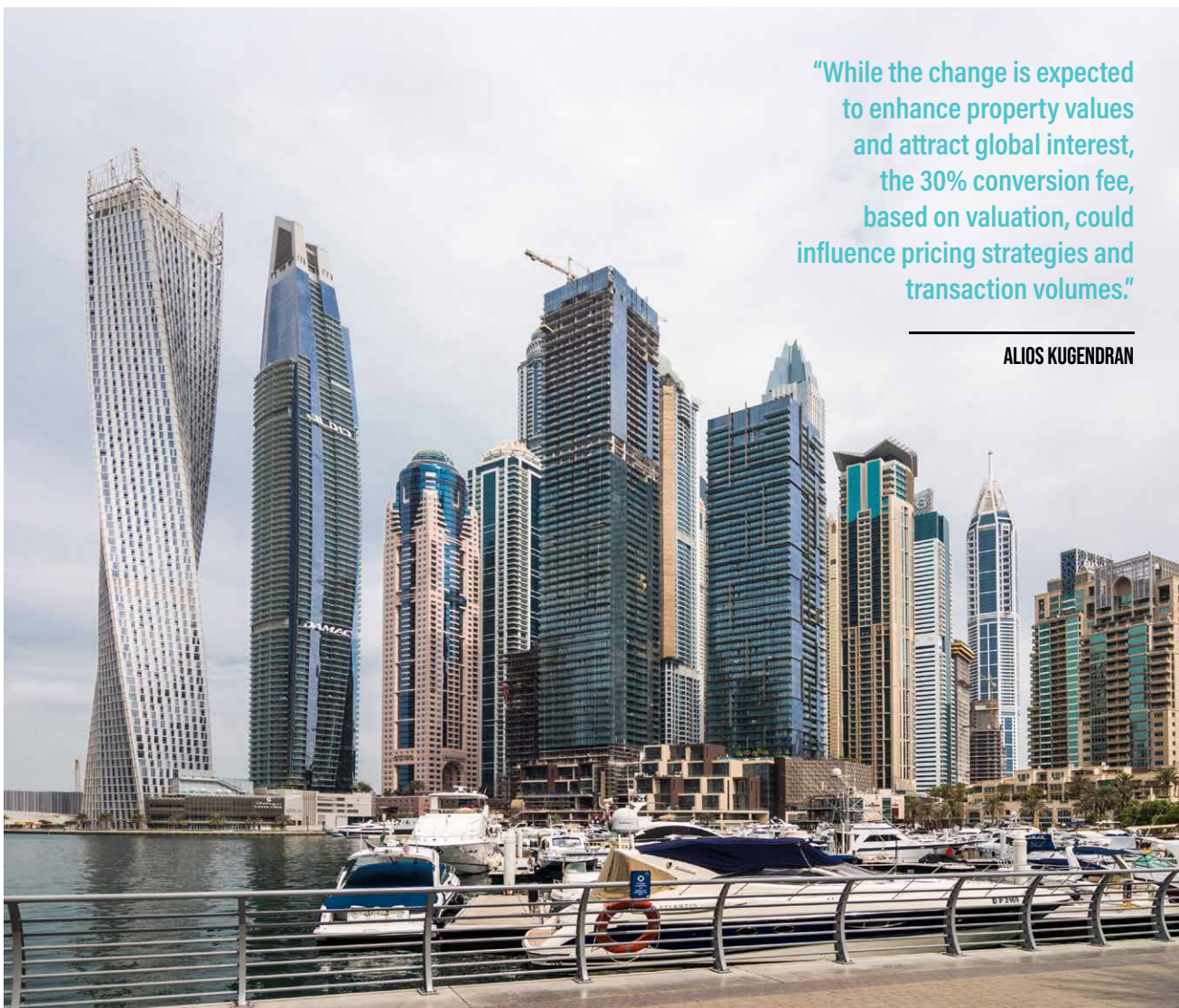


Marcus Andersson

DUBAI'S NEW FREEHOLD POLICY TO ENHANCE PROPERTY VALUES: DEVELOPERS'

REM TIMES speaks to developers on the transformational impact of Dubai's new freehold policy on the real estate market

Deepa Natarajan Lobo



"While the change is expected to enhance property values and attract global interest, the 30% conversion fee, based on valuation, could influence pricing strategies and transaction volumes."

ALIOS KUGENDRAN

Dubai's new policy allowing property owners along Sheikh Zayed Road and in Al Jaddaf to convert their holdings to freehold is poised to transform the city's real estate landscape. The initiative, opening 457 plots to all nationalities, promises to significantly boost property values and attract global investors and reshape key parts of the city, making them more accessible to both local and international buyers, fostering a stronger and more competitive market environment. It is likely to add momentum to Dubai's continuous efforts to position itself as one of the world's leading real estate markets.

Alois Kugendran, CEO of Amaya & Co Real Estate, highlights the potential of the policy, stating, "The move opens up 457 plots—128 on Sheikh Zayed Road and 329 in Al Jaddaf—for all nationalities to purchase outright, a step that is likely to boost investor confidence and drive demand in these prime locations. While the change is expected to enhance property values and attract global interest, the 30% conversion fee, based on valuation, could influence pricing strategies and transaction volumes." This shift is expected to increase property values and generate strong interest in these key areas. Investors are likely to respond to this newfound opportunity with enthusiasm, recognizing the promise of high returns on secure, freehold assets.

"By extending ownership rights to all nationalities, this initiative positions Sheikh Zayed Road and Al Jaddaf as hotspots for international investors. Expatriates and global buyers, in particular, are drawn to the opportunity for long-term, secure investments in Dubai's dynamic real estate market."

ARASH JALILI



ARASH JALILI

CEO and Founder of Unique Properties

Arash Jalili, CEO and Founder of Unique Properties, explains, "Transitioning to freehold ownership significantly boosts a property's market appeal and value. Unlike leasehold, freehold offers complete ownership without time constraints, ensuring long-term security and higher returns." This increased security is a major attraction for international buyers, especially in a market known for its stability, he points out. "By extending ownership rights to all nationalities, this initiative positions Sheikh Zayed Road and Al Jaddaf as hotspots for international investors. Expatriates and global buyers, in particular, are drawn to the opportunity for long-term, secure investments in Dubai's dynamic real estate market." Such changes are bound to fuel a steady influx of international capital into the market, leading to higher demand and higher prices.

The policy also offers unparalleled flexibility thereby allowing owners to capitalize on the full potential of their properties. "Freehold ownership empowers property owners with full control over their assets. Owners can freely sell, lease, or transfer ownership without the constraints typical of leasehold agreements. This flexibility fosters independent decision-making and maximises investment potential," explains Jalili. This level of control further elevates the desirability of freehold properties, making them an attractive investment choice for both experienced and new investors alike.

Aligning with Dubai's goals of becoming a leading global real estate hub, this policy offers a major step toward fulfilling those aspirations. "This initiative aligns with Dubai's Real Estate Strategy 2033, which aims to elevate the sector to AED 1 trillion in value. By encouraging freehold conversions, the initiative drives sustained economic growth, increases transaction volumes, and reinforces Dubai's position as a global real estate hub," says Jalili. The policy is set to strengthen Dubai's standing on the world stage, as it creates greater investment opportunities and attracts both local and international players to the market.



ALOIS KUGENDRAN

CEO of Amaya & Co Real Estate

Kugendran concludes, "This initiative aligns with Dubai's Real Estate Strategy 2033, reinforcing the emirate's appeal as a world-class investment hub. This policy shift marks another milestone in Dubai's dynamic property sector, ensuring long-term growth and expanding opportunities for investors and residents alike."

The move is bound to yield long-lasting benefits, not only for the real estate market but also for the broader economy, creating a ripple effect that will drive innovation and development across various sectors. With enhanced investment opportunities and a more accessible market, Dubai is cementing its position as one of the most attractive destinations for real estate investment globally. This bold step is only going to make Dubai even more appealing to both local and international investors, offering a promising outlook for the future of the emirate's property market.

Bringing Beautiful Homes Within Reach

Kanupriya Gupta, Founder & CEO of Do Interiors Yourself (DiY), talks to **REM TIMES** about making professional interior design accessible and affordable across India

Kanupriya Gupta, the passionate and forward-thinking **Founder and CEO of Do Interiors Yourself (DiY)**, embarked on a journey to revolutionize the Indian interior design space with one clear vision—

making professional design accessible and affordable for everyone. With a background steeped in creativity and a keen understanding of the challenges faced by homeowners, Kanupriya realized that traditional interior design services were often out of reach for many due to high costs, long timelines, and dependence on local designers.

Driven by the desire to break these barriers, she launched DiY as an online platform that empowers individuals to take charge of their own home interiors by offering pre-made design solutions, 3D visualizations, and expert consultations at a fraction of the typical cost. In an interview with **REM TIMES**, Kanupriya opens up about her inspiration, the challenges of DiY interior design in India, and her vision for expanding DiY's reach to both homeowners and industry professionals.

What inspired you to launch Do Interiors Yourself (DiY), and how does it address the gap in the traditional interior design market?

The current state of the Indian interior design market is something we struggled with, which ultimately inspired us to launch Do Interiors Yourself. Traditional interior design services in India are often expensive, time-consuming, and heavily dependent on local designers and contractors. This makes it inaccessible to a large segment of people who want beautifully designed homes but can't afford high designer fees. With Do Interiors Yourself, we wanted to change that by offering affordable, online

interior design solutions that include 3D visualizations and expert consultation. Our goal was to make interior design a practical and budget-friendly service rather than a luxury. By providing professional designs at a cost lower than the market average, we wanted to ensure that good interior design is within reach for everyone in India, irrespective of their location or budget.

What is your unique selling proposition, and how does it differentiate itself from traditional interior design firms and existing home décor solutions?

Our USP lies in providing professional interior design services online, making high-quality design

accessible and affordable for everyone pan India. Unlike traditional interior design firms that require in-person consultations and come with high designer and contractor fees, Do

Interiors Yourself offers expert guidance completely online, eliminating unnecessary overhead costs. We differentiate ourselves by ensuring that qualified interior design professionals create customized designs for our clients at rates lower than the market. Unlike



Kanupriya Gupta

existing home décor solutions that often focus only on selling products, we provide personalized design plans, 3D visualizations and strategic guidance, empowering homeowners to achieve a professionally designed space within their budget.

How do you plan to scale this business across India, and are there any expansion plans beyond individual homeowners to B2B clients like real estate developers or rental property managers?

We are actively expanding our services to B2B clients as well, including architects, interior designers, and contractors who need professional design support. Many industry professionals have great design ideas but lack the time or a dedicated team to create AutoCAD drawings and 3D visualizations. That's where we step in—offering these services efficiently and affordably, allowing them to focus on execution while we handle the technical design work. To scale across India, we are leveraging online platforms, digital marketing, and strategic collaborations to reach both individual homeowners and industry professionals. Our goal is to streamline interior design solutions, making them accessible, time-saving, and cost-effective for both B2C and B2B clients.

How do you ensure that the pre-made designs remain relevant and adaptable to changing interior design trends and customer preferences?

Our pre-made designs is a product which are not just templates, they are ready-to-use solutions tailored for individuals who seek quick and efficient home setups. We ensure that our pre-made designs stay relevant and adaptable to changing interior design trends and customer preferences, we follow a dynamic and strategic approach.

We work with a team of experienced design partners who continuously research and curate concepts based on emerging trends and evolving customer lifestyles. One of our key strategies is "Buy The Look" concept, which makes it easier for customers to

bring a professionally designed space to life. With "Buy The Look," we showcase beautifully designed interiors and provide direct links to the exact or similar products used in our designs.

Additionally, we focus on theme-based design concepts, such as Japandi style décor, space-saving interiors, and renter-friendly designs. By offering 'Buy the Look' solutions, we allow customers to achieve a cohesive, well-designed space without the complexities of traditional interior design processes.

What are the biggest challenges you have faced in educating the Indian market about DIY interior design by Do Interiors yourself, and how are you overcoming them?

One of the biggest challenges we've faced in educating the Indian market about DIY interior design is changing the perception that homeowners can't

" Our goal was to make interior design a practical and budget-friendly service rather than a luxury. "

execute designs themselves—even when they have access to pre-made professional designs. Many customers feel that without a designer physically present, they won't be able to bring their vision to life. To address this, we've created step-by-step guides that explain exactly how to use our pre-made designs effectively, empowering them to take control of their home interiors with confidence.

Another common concern is the belief that interior design services cannot be delivered online without site visits. We've overcome this by successfully completing multiple projects remotely, ensuring that designs are perfectly tailored to the client's space. By collecting accurate site measurements and detailed photos, we stay completely aligned with the client's requirements and deliver designs that work seamlessly for their home. Through these efforts, we're proving that professional interior design can be affordable, accessible, and entirely online.

Looking ahead, where do you see Do Interiors Yourself (DiY) in the next five years, and what are your key goals for business growth?

In the next five years, we envision Do Interiors Yourself becoming India's go-to platform for affordable, online interior design solutions. We also aim to establish key partnerships across various segments of the interior design industry, such as furniture marketplaces & home décor brands; contractors & vendors; interior designers & architects; builders, and tech & digital platforms.

Our key goals for business growth include:

- **Expanding Our Reach** – We aim to make interior design accessible to every home in India, including smaller cities and towns where professional design services are currently limited.
- **Strengthening B2B Services** – By partnering with architects, interior designers, and contractors, we plan to become the preferred outsourcing platform for design consultations, 2D drawings and 3D renders.
- **Enhancing the 'Buy The Look' Feature** – We want to integrate more curated product recommendations and partnerships with furniture and décor brands, making it easier for customers to implement their chosen designs.
- **Investing in Technology** – We plan to incorporate AI-driven design recommendations, AR/VR previews, and interactive design tools to improve the customer experience and help clients visualize their spaces more effectively.
- **Building a Strong Community** – Through social media, video guides, and customer engagement, we aim to educate and inspire more people to take control of their home interiors with confidence.

CONNECTING

Dubai

REM TIMES takes a look at Dubai's visionary leadership and unparalleled investor appeal, which continue to solidify its status as a leading global real estate hub

Megha S Anthony

Once a modest trading post along the Arabian Gulf, Dubai has emerged as one of the most strategically positioned and economically resilient cities in the world. Today, it is not just building skyscrapers — it is building bridges between continents, capital, and cultures. In 2025, Dubai stands as a city where policy meets possibility, where infrastructure fuels innovation, and where real estate isn't just a transaction, but a gateway to global opportunity.

From offering world-class living to attracting international investment, Dubai has transformed into a global crossroads — one that redefines how and where the world chooses to invest. **REM TIMES** explores how the emirate's vision, leadership, and unmatched investor appeal continue to shape



DUBAI

TO THE WORLD

its position as a premier real estate hub on the world stage.

A Magnet for Global Capital

“Dubai’s positioning as a global real estate investment hub in 2025 is no accident — it’s the result of visionary leadership and a system built to welcome the world. From 100% foreign ownership and zero income tax to its world-class infrastructure and safe, cosmopolitan lifestyle, Dubai has become the go-to market for investors seeking stability and growth. At Danube Properties, we’ve seen first-hand how investor confidence has surged, not just from the GCC region, but also from India, China, Russia, the UK, and Europe. Buyers today are looking for value, lifestyle, and long-term potential — and Dubai delivers all three. The city doesn’t just offer real estate; it offers a future. And that’s why it continues to outperform global markets year after year,” says **Anis Sajan, Vice Chairman of Danube Group.**

This confidence is backed by data as Dubai’s real estate market achieved unprecedented milestones in 2024 — recording 226,000 transactions in 2024 and totalling AED 761 billion in value — solidifying its appeal to investors across the globe.

Tourism and Talent: Pillars of Demand

Dubai welcomed 18.72 million international overnight visitors in 2024, a 9% year-on-year increase and its highest number on record. This surge reinforces Dubai’s allure not just as a tourist destination, but as a thriving residential and commercial hub. The city’s population also grew by 8% in 2024, reaching 3.83 million, driven by strong migration of global talent and entrepreneurial communities seeking opportunity and lifestyle.

Smart Urban Living

Dubai’s real estate evolution is not just about scale—

Dubai by the Numbers – 2024 Snapshot



Real Estate Transactions:

226,000

Transactions Worth
AED **761** Billion

Population Growth:

3.83 Million
Residents in 2024

8%
Increase in
Value YoY

Tourism Surge:



18.72 Million
International
Visitors

4th 
Most Visited
City Globally

Key Investor Benefits:

100%
Foreign Property
Ownership

Zero
Income Tax

Golden
Visa Opportunity



"At Danube Properties, we've seen first-hand how investor confidence has surged, not just from the GCC region, but also from India, China, Russia, the UK, and Europe."

Anis Sajan
Vice Chairman of Danube Group

it's about lifestyle. According to **Zorro Ghura of Aqua Properties**, "Homebuyers in Dubai are increasingly seeking wellness-focused residential communities due to a growing emphasis

on health and well-being. The rise of remote work also drives interest in these communities, as they provide spaces that enhance productivity and relaxation. These developments offer a holistic living experience and are seen as long-term investments in both health and property value."

This aligns with the global shift toward sustainable and integrated urban living.



"Homebuyers in Dubai are increasingly seeking wellness-focused residential communities due to a growing emphasis on health and well-being."

Zorro Ghura
Associate Director, Aqua Properties

Global Comparison: Why Dubai Stands Out?

	Dubai (2024)	London	Singapore	Miami
Rental Yields	6–8%	2–4%	2–3%	3–5%
Income Tax	0%	Up to 45%	Up to 22%	Up to 37%
Ownership Laws	100% foreign ownership	Restricted	Leasehold options	Conditional
Visa with Property	Yes (Golden Visa)	Limited	No	Conditional
Ease of doing Business	Ranked top in MENA	Lower regulatory ease	High	Moderate

(Dubai offers the highest combination of yields, tax efficiency, and investor-friendly policies among global real estate hubs. Source: keltandcorealty)

Vision-Driven Growth: D33 and Beyond

At the centre of Dubai’s long-term growth strategy is the D33 Economic Agenda—a government-led initiative aiming to double the size of the economy by 2033 and position Dubai among the top three global cities for living, investing, and working. This ambitious roadmap prioritizes digital transformation, foreign trade expansion, and sustainable industries—all of which directly impact the future of real estate and urban development.

Dubai’s business-friendly environment, modern infrastructure, and investor protections make it one of the most attractive and stable real estate

markets in the world. Its free zones, investor visas, and regulatory clarity continue to draw family offices, private equity firms, developers, and global talent into the city.

A Future Built on Resilience and Vision

Dubai’s success is not just in its statistics—it’s in its ability to adapt, innovate, and lead. As the world seeks stable, scalable, and forward-thinking investment environments, Dubai stands out not just as a city, but as a strategic platform for global ambition. With visionary leadership, a future-focused agenda, and a market shaped by both lifestyle and logic, Dubai isn’t just

connecting to the world—it is becoming the world’s connection point

The Investor’s Crossroads

As we move deeper into 2025, one thing is certain: the world is changing — and so is the way we live, invest, and build. In this era of transformation, Dubai is not waiting for the future to arrive — it’s shaping it.

Whether you’re a global investor seeking high-yield assets, a developer building communities for tomorrow, or a family investing in a better quality of life, Dubai offers a rare combination of opportunity, security, and vision.

In every sense, Dubai is no longer just a place on the map — it’s the meeting point of the world’s boldest ambitions.

Shaping the Future of Urban Living in the Middle East

PropTech is creating smarter, more sustainable and increasingly efficient urban spaces, writes **Can Buyukcelen, Executive Director of Design & Construction, MERED**



Technology's role in reshaping urban environments is becoming more apparent across the globe, particularly in the Middle East. In cities like Dubai, the integration of technology in real estate is not just enhancing the way people live but is driving substantial changes in how urban areas are planned, built, and operated. The adoption of **PropTech** (property technology) is helping to create smarter, more sustainable, and increasingly efficient urban spaces, with a focus on improving the quality of life for residents and businesses alike.

Smart Home Systems in Luxury Real Estate: Efficiency Meets Convenience

Smart home systems are becoming a standard in luxury real estate, offering benefits far beyond convenience. These systems are integrated into

residential properties to help reduce energy consumption, increase security, and improve overall comfort. In Dubai, high-end properties are now featuring smart technology, allowing residents to manage critical aspects of their homes—from lighting and temperature to security—remotely via their smartphones or voice commands.

This technological shift is aligned with broader regional goals of sustainability. Smart thermostats, energy-efficient lighting, and climate control systems contribute not only to reduced utility bills but also to a decrease in the environmental footprint of homes. As part of the broader push towards sustainable living, such innovations are helping cities address the growing demand for environmentally conscious, resource-efficient living spaces. According to a report by the Dubai Real Estate Institute, the UAE's smart home market is expected to expand at

a compound annual growth rate (CAGR) of 29.9% from 2023 to 2028, reflecting the region's increasing emphasis on sustainable and energy-efficient living environments.

The Evolution of Construction Technology: BIM and Automation

In addition to residential applications, PropTech is also influencing how buildings are designed and constructed. Building Information Modeling (BIM) has become a key tool in large-scale real estate development, helping architects, engineers, and contractors collaborate more effectively. BIM allows for the creation of digital models of buildings, which can be tested and refined before construction begins, ensuring better planning and fewer errors during the construction process. This technology has become a staple in the UAE, with the government mandating its use for all public sector construction projects to increase efficiency and ensure timely project completion.

Moreover, the use of robotics and automation is growing in construction. Robots are now being used on job sites for tasks such as bricklaying and pouring concrete, reducing the reliance on manual labour while increasing precision and speed. Automation also helps mitigate human error, further improving project quality. As these technologies evolve, they are expected to lower construction costs, shorten project timelines, and enhance the quality and safety of buildings.

The UAE's early adoption of BIM and robotics is helping to set the region apart, positioning it as a leader

in embracing innovative technologies in construction. These advancements are not just improving operational efficiency—they are also shaping the future of urban infrastructure, with a focus on creating cities that are both more sustainable and adaptable to future challenges.

Urban Development and Sustainability: The Role of Technology in City Planning

The integration of technology in construction is only one part of a larger trend toward building more sustainable, efficient, and connected cities. In urban development, smart systems are beginning to play a significant role

not just about improving individual buildings or systems—it's about creating an interconnected ecosystem that optimizes all aspects of urban living.

As cities expand and the population continues to grow, smart systems will become increasingly important in ensuring that infrastructure can support the needs of residents while maintaining sustainability and efficiency.

The Future of Smart Cities: How Technology Will Transform Urban Living

Looking ahead, technology will continue to play a key role in shaping the cities of the future. The concept of the smart city—an urban area that uses digital

technologies across sectors to create a more seamless and sustainable urban environment.

As the integration of technologies like AI, blockchain, and IoT deepens, the potential for these systems to enhance urban life will only increase. Smart cities will not only be more energy-efficient but will also be better equipped to respond to real-time challenges, from traffic congestion to energy shortages. The widespread adoption of PropTech will not only shape the physical spaces where people live but also influence how they interact with their environment, creating cities that are not only smarter but more adaptive to the needs of their residents.

"As cities expand and the population continues to grow, smart systems will become increasingly important in ensuring that infrastructure can support the needs of residents while maintaining sustainability and efficiency."

in areas like transportation, waste management, and energy distribution. The shift towards incorporating technologies such as the Internet of Things (IoT), artificial intelligence (AI), and blockchain in urban infrastructure is making cities more efficient and responsive to the needs of residents and businesses.

Dubai, for instance, is advancing its Smart Dubai initiative, which aims to transform the city into one of the most connected and efficient cities globally. This vision involves a wide range of technologies, from smart transportation systems that reduce congestion to AI-driven platforms that optimize energy use across the city. Such initiatives demonstrate the city's commitment to improving the quality of life while also addressing environmental concerns and future growth.

Moreover, the integration of technology in urban development is

technologies to enhance performance, well-being, and reduce costs—is gradually becoming a reality in the Middle East. In Dubai and other rapidly developing cities, the emphasis is on integrating various



Can Buyukcelen

Twin Icons of **Dubai's** *Waterfront Mastery*

Palm Jumeirah & Palm Jebel Ali

Two bold visions. One iconic city.

Palm Jumeirah and Palm Jebel Ali are not just engineering marvels – they're the embodiment of Dubai's coastal ambition, past and future. Here's a visual journey through both islands – celebrating what is and what's to come.

Location & Connectivity

Palm Jumeirah

- Prime location near Dubai Marina
- Connected via monorail and Sheikh Zayed Road

Palm Jebel Ali

- Close to Dubai South and Al Maktoum Airport
- Quick access to Expo City and emerging logistics hubs

Size & Scale



Palm Jumeirah

5.6
sq. km



Palm Jebel Ali

13.4
sq. km



Palm Jumeirah

Living & Lifestyle

Palm Jumeirah

Vibrant and bustling with beachfront villas, luxury apartments, global hotel brands, retail avenues, and nightlife.

Palm Jebel Ali

A nature-integrated, villa-only sanctuary with themed neighborhoods, lush landscapes, and sustainability woven into its masterplan.

Signature Highlights

Palm Jumeirah

- Atlantis The Palm
- Atlantis The Royal
- Nakheel Mall
- West Beach Boardwalk
- Five Palm Jumeirah

Palm Jebel Ali

- Coral & Beach Villas
- Boutique Hotels (planned)
- Waterparks & Retail Zones (planned)
- 2 Marinas
- Floating Villas (concept)

Investor Insight

Feature	Palm Jumeirah	Palm Jebel Ali
Market Type	Ready Properties	Off-plan Launch
Price Entry	High	Mid-to-High
Rental Yields	Up to 7%	Expected to grow post-completion
Growth Outlook	Stable & Prime	High Future Appreciation
Payment Plans	Rare	Available (3-4 yrs)

Palm Jebel Ali offers flexible payment plans and early entry into one of the most anticipated waterfront projects in the region.

Recent Developments at Palm Jebel Ali

Infrastructure Progress: In August 2024, Nakheel awarded an AED 810 million contract to Jan De Nul Dredging Ltd for marine works.

Construction Milestone: As of October 2024, contracts worth AED 5 billion have been issued to top-tier construction companies to develop 723 luxury villas across the first six fronds. Completion expected by late 2026.

Market Momentum: Over 60% of released units sold, indicating strong investor confidence and demand.

The Verdict

Palm Jumeirah is a proven icon of Dubai luxury. Palm Jebel Ali is its visionary sequel — a rare opportunity to be part of the future of waterfront living.



Palm Jebel Ali

The Magnetic Appeal of Beachfront Properties

REM TIMES takes a look at the evolving beachfront property market of Dubai and speaks to experts on what makes it so alluring

Deepa Natarajan Lobo



Hamed Ghelichkhan



Céline Haidamous

Known for its strategic location across the Gulf, contemporary skyline and opulent living standards, Dubai is home to some of the most remarkable beachfront properties crafted by world-class developers. Offering breathtaking vistas and top-notch amenities, these properties not only attract homebuyers looking for opulence and convenience but also elite investors eyeing high-yield investment.

REM TIMES takes a look at the factors shaping the waterfront property market of Dubai and finds out why it is emerging as a masterstroke investment in the real estate landscape of the emirate.

An Elusive Aura

The slightly elusive aura of a waterfront property makes it highly desirable among buyers and investors, feels **Hamed Ghelichkhan, CEO & Founder, Homeland Realty Real Estate**, a prominent UAE-based developer. "Their scarcity creates an aura of exclusivity and desirability. Furthermore, prime locations, stunning views, and luxurious living make them a sound investment with good potential for appreciation. The ability to generate income through high rental yields, either from long-term tenants or lucrative short-term tourist rentals, adds to their appeal," he notes.

Whether it's exclusive beachfront villas, high-rise penthouses with a bird's eye view of the bay or seaside apartments with luxurious amenities, the market is fertile with plenty of options catering to a variety of budgets. "Some investors are even choosing to buy units at waterfront hotels, resorts, and serviced apartments that cater to global tourists and business travellers. Iconic attractions like Palm Jumeirah and Dubai Marina are the top destinations for investors, while Palm Jebel Ali is seeing growing interest," points out **Céline Haidamous, Digital Sales Manager** of real estate platform **PropertyGuru.ae**.





"A trend that is noteworthy is that most in-land villa communities nowadays offer lagoons, and there is a growing trend among developers for every apartment in a project to have a private pool," adds **Peter Smithson, Managing Director** of boutique real estate agency **Bellevue**.

A Risky Affair?

Assets and liabilities are key components of any investment and a waterside paradise too comes with its fair share of risks. "Waterfront locations are more susceptible to hurricanes, floods, and coastal erosion. Investors must therefore inquire with developers on

steps being taken to mitigate any such risks. Developers must do their part and adopt sustainable construction practices, incorporating features like elevated foundations and using materials that can withstand harsh conditions. Dubai's regulatory bodies play a crucial role here, ensuring that developers adhere to strict building codes and utilise resilient materials," says **Karina Meirmanova, Real Estate Expert and Influencer**.

"The legal landscape surrounding waterfront development can also be complex. Zoning laws and regulations specific to waterfront areas exist, and navigating them can be tricky. Developers must work closely with

experienced professionals well-versed in these regulations to ensure projects comply with environmental and construction codes. And finally, partnering with a knowledgeable insurance broker to secure adequate insurance is paramount," she adds.

Smithson advises investors to be wary of purchasing in a location lacking tangible value. "As always the location will ultimately derive the value so, while I would advise investors to be wary of purchasing in a location lacking tangible value, the truth remains that most truly waterfront properties occupy prime residential spaces offering tremendous residual value," he advises.



Peter Smithson



Karina Meirmanova

The Winning Streak

However, despite the many risks surrounding it, the waterfront property market of Dubai offers abundant growth opportunities fuelled by innovation, luxury, and sustainability, according to industry experts. Investors and home buyers can work with experienced real estate

agents, legal advisors, and environmental consultants to address regulatory complexities and environmental risks effectively and navigate the market with confidence and success.

Moreover, the high occupancy rates and the steady capital appreciation of these developments despite the ups and

“The combination of luxury, exclusivity, investment potential, rental income, and proximity to vibrant tourist hubs makes Dubai’s waterfront properties a prized possession in the city’s dynamic real estate market.”

Hamed Ghelichkhan

CEO & Founder, Homeland Realty Real Estate

downs of the market make them a win-win affair. “In short, the combination of luxury, exclusivity, investment potential, rental income, and proximity to vibrant tourist hubs makes Dubai’s waterfront properties a prized possession in the city’s dynamic real estate market,” concludes Ghelichkhan.

Shape The Future Of Property

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Estate Innovators.

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Branded Residences: The New Icons of Luxury in Dubai's Skyline

REM TIMES takes a look at some of the prestigious branded residences reshaping the skyline of Dubai

With renowned international brands constantly looking for new ways to expand their portfolio, branded residences have witnessed a rapid surge across the world in the last several years. Interestingly, the expansion has not just reached developed markets but also emerging ones, where companies are taking advantage of their reputations

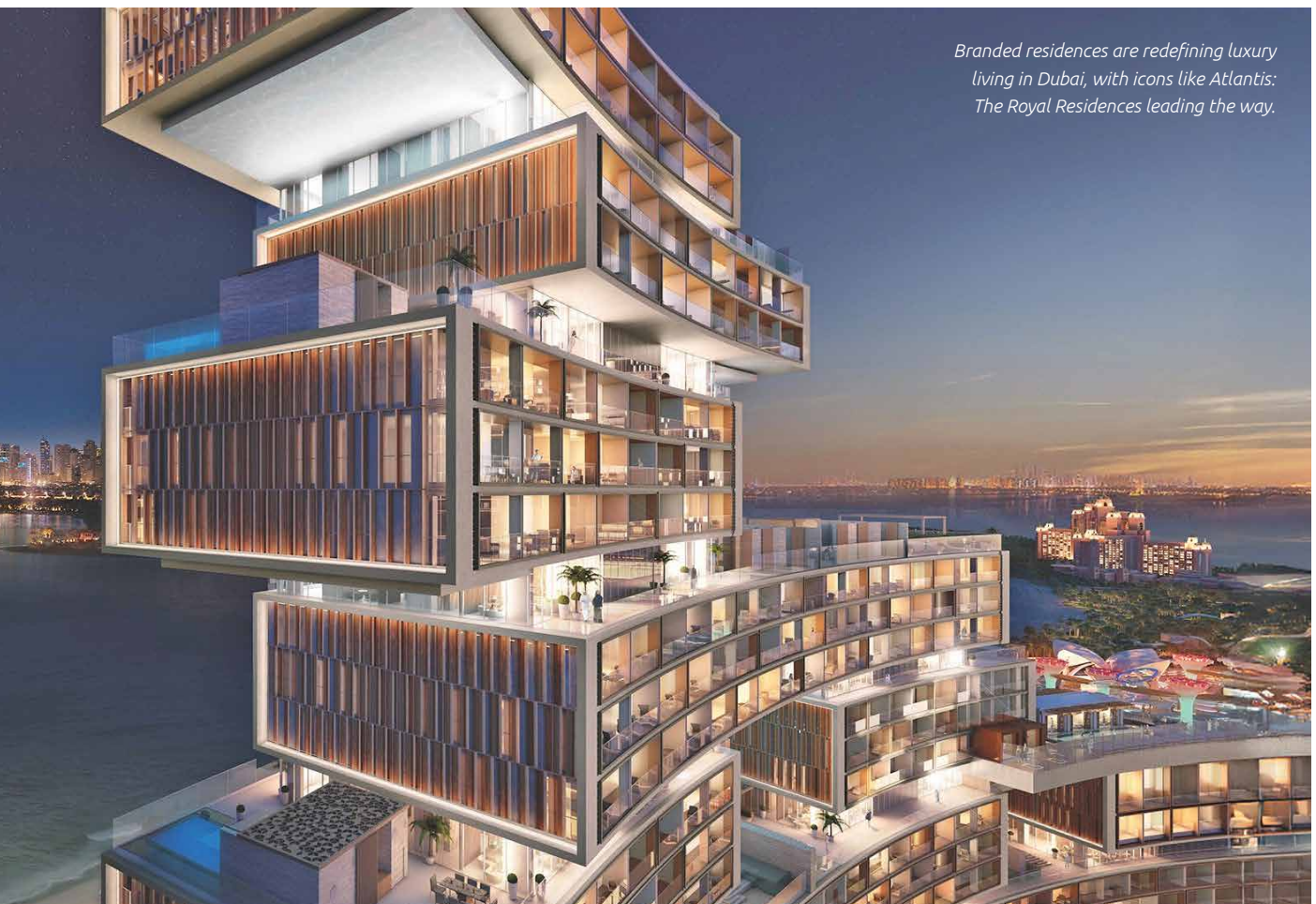
and creating world-class residences with a bouquet of amenities, leading to tremendous wealth creation and economic growth.

Hence, it's pretty straightforward why in Dubai, a city known for its opulence and dynamic real estate, the branded residences market has only been escalating. From the first branded residences that were established in

2010 (Armani Residences in Burj Khalifa), the emirate has come a long way with outstanding developments by leading luxury brands like Bulgari, Mercedes-Benz, Lamborghini, Cavalli and Karl Lagerfeld dotting its skyline today.

REM TIMES takes a closer look at some of the most prestigious branded residences that are reshaping Dubai's skyline.

Branded residences are redefining luxury living in Dubai, with icons like Atlantis: The Royal Residences leading the way.





Karl Lagerfeld by Taraf

In the heart of Meydan, Karl Lagerfeld Villas by Taraf redefine luxury living. Inspired by the legendary designer's signature style, each **5-7 bedroom villa** is a masterpiece of minimalist elegance and Art Deco influences. A catwalk-inspired entrance welcomes residents, leading to **opulent interiors and a waterfall-edge pool overlooking a crystal lagoon**. Every detail, from bespoke furnishings to grand architectural flourishes, embodies Lagerfeld's iconic vision. Nestled in Nad Al Sheba, this exclusive enclave offers an immersive fusion of fashion and sophistication, where haute couture meets high-end real estate, crafting a one-of-a-kind lifestyle experience in Dubai's dynamic luxury landscape.

Bugatti Residences by Binghatti

In the heart of Business Bay, Bugatti Residences by Binghatti brings the legendary French automaker's spirit into luxury living. This first-ever Bugatti-branded residential tower features **182 exclusive homes, including Cannes, St. Tropez, and Monaco mansions, alongside 11 Sky Mansion Penthouses** equipped with private car lifts. Designed for those who seek the ultimate fusion of speed, sophistication, and skyline views, Bugatti Residences embodies the grandeur of the Riviera, offering an unparalleled metropolitan lifestyle. With architectural innovation mirroring Bugatti's automotive excellence, this tower redefines branded luxury, making every residence a masterpiece of engineering and elegance.



Armani Beach Residences by Arada

Located on the shores of Palm Jumeirah, Armani Beach Residences by Arada embodies refined elegance. Designed by the Japanese architect Tadao Ando in collaboration with the renowned Italian fashion brand Giorgio Armani, this exclusive retreat offers **53 boutique residences**, including 2-5 bedroom apartments, penthouses, and two presidential suites with rooftop access. A private beach, three pools, a two-story gym, and a world-class spa redefine luxury living.

This is **Armani's second venture in Dubai**, following the iconic Armani Residences in Burj Khalifa. Seamlessly blending architecture and fashion, Armani Beach Residences delivers a tranquil, sophisticated escape, where minimalist design meets coastal serenity, setting a new standard in branded luxury.



Bulgari Lighthouse by Meraas

Rising above Jumeirah Bay Island, Bulgari Lighthouse reimagines Italian luxury in Dubai's seascape. Designed by Antonio Citterio Patricia Viel, the **4-5 bedroom penthouses** feature staggered balconies for privacy, private pools, and exclusive lift access. At the pinnacle sits the Sky Villa Penthouse, offering breathtaking Arabian Gulf views. Inspired by the interplay of light and shadow, the tower's design ensures each residence is a haven of tranquility and grandeur. Seamlessly blending modern aesthetics with timeless Bulgari craftsmanship, this waterfront retreat sets a new benchmark in Dubai's ultra-luxury real estate.



Burj Binghatti Jacob & Co. Residences by Binghatti

A masterpiece of design and craftsmanship, Burj Binghatti Jacob & Co. Residences is set to become the world's tallest residential tower. Developed by Binghatti in collaboration with luxury brand Jacob & Co., this architectural marvel offers ultra-luxurious living in the heart of Dubai and is set to become the tallest residential building globally once it is completed in June 2026.

Featuring **quarter-floor to full-floor Sky Mansions and opulent two-floor penthouses**, each residence is adorned with exquisite finishes and panoramic views of the Dubai skyline. Residents enjoy unparalleled amenities, including private infinity pools, a sky pool, a fitness club, and concierge services. Inspired by Jacob & Co.'s high jewelry and horology, this Hyper-Tower redefines elite living.

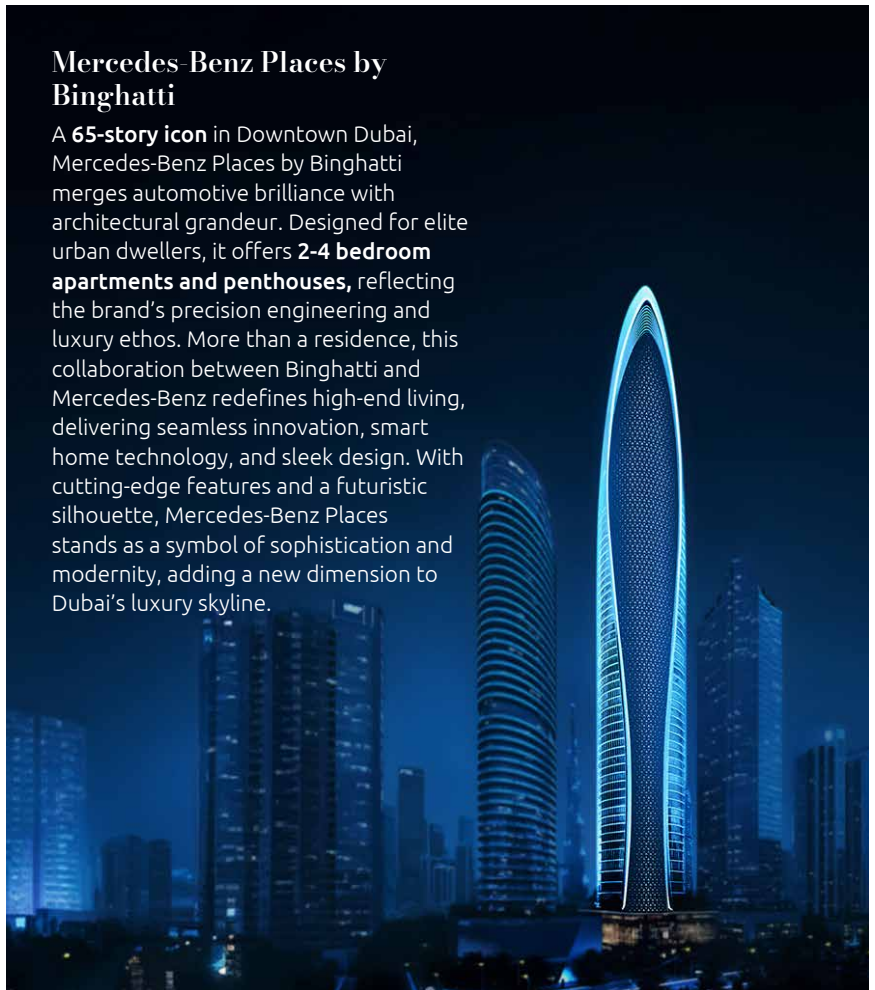
DAMAC Bay by Cavalli

Set against the backdrop of Dubai Harbour, DAMAC Bay by Cavalli delivers an exquisite fusion of waterfront serenity and high-fashion luxury. Developed by DAMAC Properties, in collaboration with Cavalli, this ultra-stylish retreat offers studio to **3-bedroom residences with private pools**. Nestled between Palm Jumeirah and Bluewaters Island, residents enjoy unparalleled ocean views, private beach access, an infinity pool, a state-of-the-art gym, and world-class wellness facilities. Embodying Cavalli's bold, extravagant style, DAMAC Bay is a true testament to indulgent coastal living, where fashion meets finesse in every detail.



Mercedes-Benz Places by Binghatti

A **65-story icon** in Downtown Dubai, Mercedes-Benz Places by Binghatti merges automotive brilliance with architectural grandeur. Designed for elite urban dwellers, it offers **2-4 bedroom apartments and penthouses**, reflecting the brand's precision engineering and luxury ethos. More than a residence, this collaboration between Binghatti and Mercedes-Benz redefines high-end living, delivering seamless innovation, smart home technology, and sleek design. With cutting-edge features and a futuristic silhouette, Mercedes-Benz Places stands as a symbol of sophistication and modernity, adding a new dimension to Dubai's luxury skyline.



CO-OWNERSHIP: A RISING TREND IN THE PROPERTY MARKET?

The growing market of fractional ownership has been catching the fancy of real estate investors in Dubai

Deepa Natarajan Lobo

For investors looking to own a high-value property without having to dwell too much on the maintenance, legalities or finances of it that accompany along, fractional or co-ownership is the ideal solution. Although still in its initial phase in Dubai and the surrounding regions, the concept of shared or fractional ownership

of properties has been catching the attention of global investors.

A system where a property is jointly owned by several investors, fractional ownership consists of a single property split into quarters, with each part owned by a different individual and having its own deed, that can be sold or mortgaged independently.

“Unlike a timeshare, where investors buy time in a property, fractional ownership involves owning a part of the actual real estate. This is particularly aimed at smaller investors in the hotel-apartment sector, enabling them to own a portion of property for less capital,”

Ahmad Al-Khalil, Dubai-based legal expert

Ahmad Al-Khalil



“Co-ownership with Shard is not a timeshare; it's a modern and sustainable way to co-own prime property with up to eight owners. When you purchase a 1/8 share of a property, you truly own that fraction: your name is on the title deed, giving you the freedom to spend your holiday there, or rent it out through Shard,”

Istvan Juhász

Co-Founder and CEO of Shard

“For the price of one property, you are able to buy eight and diversify your portfolio. Shard uses its own algorithm to select the 1% of prime property worth buying. This ensures that buyers benefit from strong price appreciation as well as the highest rental yields for a combined ROI of approximately 10% annually. With a starting price of 200,000 AED, Shard makes second home ownership more accessible,” he adds.





Navigating the Complexities

Like any new phenomenon in its pilot phase, fractional ownership too comes with its share of challenges such as disputes between co-owners or with property managers, necessitating tailored management agreements to handle potential conflicts and operational issues. "While fractional ownership reduces the financial barrier to real estate investment, prospective buyers must consider complex ownership dynamics and management company roles before investing," advises Al-Khalil.

Madhav Dhar, COO of Founding Member, ZāZEN

Properties, a prominent real estate developer in the emirate, advises fractional owners to sign an agreement clarifying each party's rights. "Co-ownership does come with inherent risks and disagreements; therefore, it is advisable for co-owners to also enter into a separate joint ownership agreement to lay out each party's rights and responsibilities and avoid future disputes," he points out.

Gaining Traction

Since it is affordable especially for young and first-time buyers, the segment will definitely gain traction in the coming months, according to Dhar. "We will start to see an increase in co-ownership models catering to specific demographics, like young couples or working professionals seeking shared living arrangements. And this will further be bifurcated into the 'high-end' and 'mid-market' price segments as the segment matures. With a growing middle-class population, it will be increasingly visible to international investors and expats who are attempting to diversify their income and produce wealth," he states.

Globally too, fractional ownership is on the rise, especially in the hotel and serviced apartments segment. "It is being seen as an attractive alternative to timeshares and home-sharing platforms, offering potential income from property value increases and rental revenues," sums up al-Khalil.

Istvan Juhász



Madhav Dhar



UAE Witnesses Surge in Demand for Holistic Community Living



With the UAE marking 2025 as the Year of Community, a recent survey of real estate experts across the region, coupled with its trusted owned insights, highlights an increased interest in holistic community living. Consumers are increasingly seeking out well-integrated developments featuring commercial, entertainment, educational and lifestyle facilities, where they can build lasting human connections, leveraging a sense of safety and contentment. Communities such as Jumeirah Village Circle, Dubai Hills Estate, Mohammed Bin Rashid City, Business Bay, Dubai Marina, Downtown Dubai, Jumeirah Lake Towers and Dubai Creek Harbour are seeing heightened

interest due to their active social environments, connectivity and diverse amenities.

The findings of the survey, conducted by PropTech firm Property Finder, also align with the nationwide initiative to strengthen social bonds and champion inclusive spaces, and highlight the emotional importance of finding the right home for every phase of someone's life, and lifestyle. As dynamic market factors shape the property ecosystem, experts weigh in on what transforms a neighbourhood into a true community:

Easy Access To A Range Of Facilities And Services

The UAE is a bustling metropolis, which means the majority of UAE residents lead busy lives where convenience is paramount. As a result, the property market has seen a rising demand for developments and communities that feature a mix of residential, commercial, lifestyle, and entertainment options.

"Based on feedback from our clients and recent trends, we have observed a growing preference for neighbourhoods with easy access to retail, dining, and essential services," explains Charlie Bannan, Managing Director, haus & haus. "Areas such as Downtown Dubai and Dubai Marina exemplify this, offering a blend of high-end shopping and diverse culinary experiences, within walking distance of residential living spaces."

Wellness and recreation are also key considerations. "Demand for comprehensive recreational facilities has surged, with buyers and tenants prioritizing parks, sports facilities and wellness spaces. As Dubai's population continues to grow, the need for well-integrated communities will only strengthen," Bannan adds.

Opportunity To Build Meaningful Connections

Consumers are increasingly seeking community-centric living that is in tune with their personal aspirations and values – they want a place where they can form strong human bonds and build relationships that last a lifetime. Neighbourhoods with good walking trails and well-maintained communal spaces, for example, encourage social engagement, and as a result are highly favoured. Areas like Jumeirah

Village Circle, Dubai Hills Estate, and Mohammed Bin Rashid City in addition to urban spots like Dubai Marina offer a vibrant community feel, believe experts.

A Place To Raise A Family

Family-friendliness has long been among the top requirements for UAE property seekers.

Bannan adds: "For families, proximity to top-tier schools remains a key factor in their home search. Communities like Dubai Hills Estate have become increasingly popular due to their access to reputable educational institutions, making them ideal for long-term family living."

Facilities such as safe indoor and outdoor play areas, green spaces and parks, kids' swimming pools, and sports courts where children are welcome, complement the list of desirable features for family-centric neighbourhoods. Parents also often prefer the security of a gated community and place a higher value on tranquility.

Thriving communities naturally lead to a flourishing real estate market with a wide variety of living options. In this diverse landscape, finding a Home for Every Life requires a connected and accessible search ecosystem that keeps pace with the latest market trends and offers property seekers accurate, insightful data needed in the home-seeking journey.

Cherif Sleiman, Chief Revenue Officer, Property Finder, says: "The UAE has been proactive in fostering a culture of tolerance and inclusivity while implementing initiatives that evoke a sense of belonging, which is why it has emerged as a coveted destination for community living. As the Year of Community unfolds, it is encouraging to see the rising importance of human connection within the nation. Within our findings, the necessity of home-seekers to engage with a wider circle of neighbours, friends and acquaintances is clear. At Property Finder, our database of available high-quality properties, features a diverse selection of integrated communities. This includes increasingly popular locations such as Jumeirah Village Circle, Dubai Marina, Downtown Dubai, Business Bay and Dubai Hills Estate, that blend lifestyle, convenience and community spirit, ultimately enhancing quality of life."

A PEEK INTO DUBAI'S SWEDEN ISLAND

REM TIMES takes a look at a luxury project inside The Heart of Europe island

Embark on a visual odyssey where luxury finds its muse in the harmonious merger of Scandinavian grace and Dubai's opulence. Nestled within The Heart of Europe, Sweden Island unveils a collection of palaces that transcend architectural brilliance.

REM TIMES gives you a sneak peek into the story of Sweden Beach Palace, where each glass-crafted masterpiece echoes the Viking legacy, offering an unparalleled blend of elegance and innovation in the heart of Dubai's luxurious landscape.

Architectural Extravaganza

Nestled within the captivating landscape of The Heart of Europe, Sweden Island stands as a testament to architectural brilliance. Eight palaces and a boutique hotel, inspired by the inverted hull of a Swedish Viking vessel, grace the pristine shoreline. The intricate design mirrors the seafaring heritage of Scandinavia, creating a seamless blend of tradition and opulence.

Viking Spirit Meets Dubai's Extravagance

Step into the ethereal world of Sweden Beach Palace, where Viking ship-inspired designs redefine opulent living. The glass-crafted roofs, mirroring upturned hulls, flood the interiors with natural light, offering breathtaking panoramic views of the Arabian Gulf. The homage to Scandinavian seafaring heritage is not merely in design; it's an immersive experience that transports residents to a realm of tranquility and sophistication.

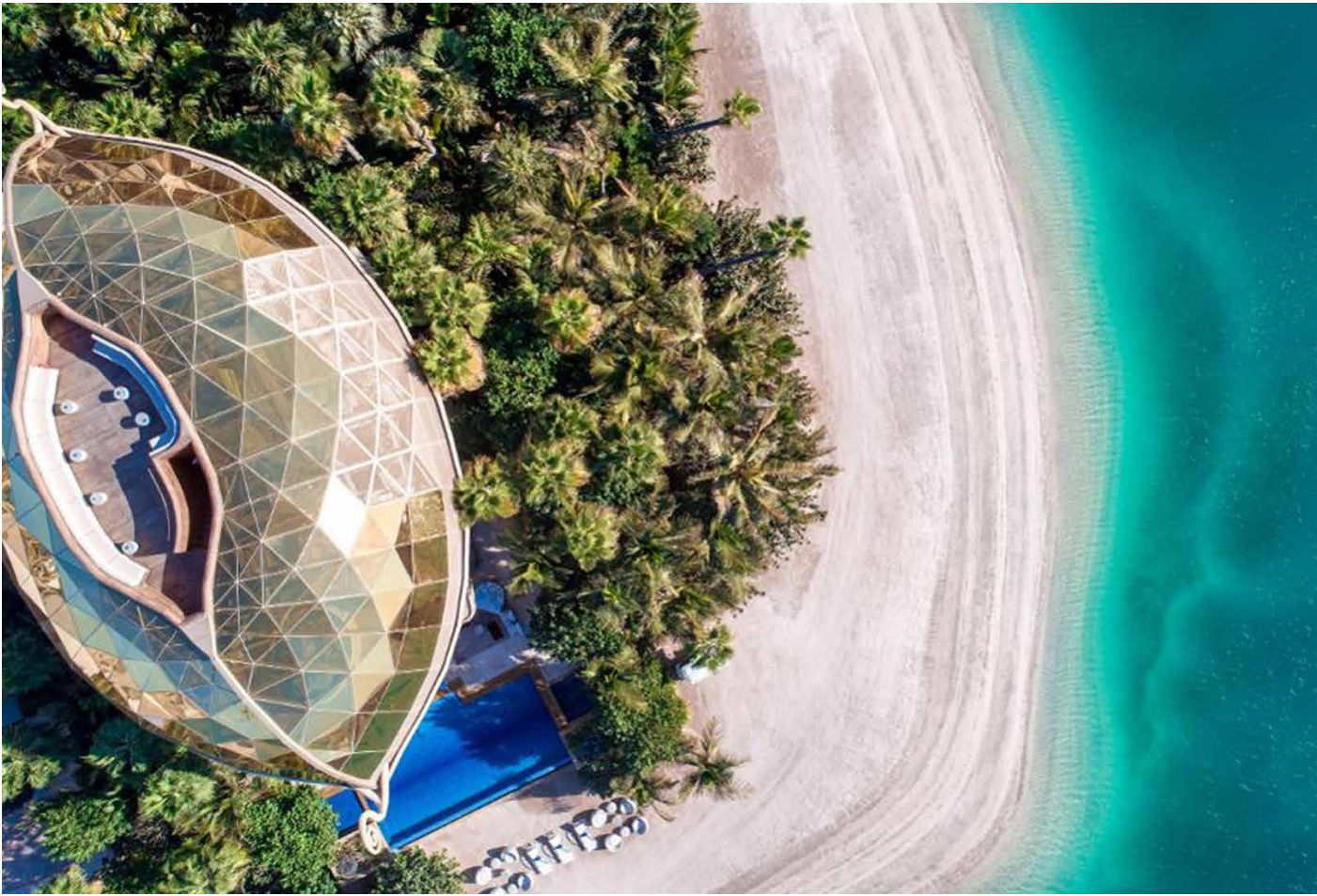
Exclusive Living Redefined

The visionary project within The Heart of Europe introduces Sweden Island as the epitome of beachfront luxury. Developed by the renowned Kleindienst Group, this exclusive enclave offers a limited collection of ten villa-palaces, presenting a rare investment opportunity for those seeking a lifestyle that redefines the standards of opulent living in Dubai. It's more than a residence; it's a bespoke masterpiece.

A Viking Legacy in Glass and Light

The distinctive glass-crafted roofs of Sweden Beach Palace create an ethereal effect, allowing the play of natural light within the interiors. Crafted entirely from glass, these roofs ingeniously mimic the upturned hulls of Viking ships, a nod to Sweden's rich maritime history. As sunlight floods the living spaces, residents are greeted with an atmosphere of elegance and sophistication, creating an immersive connection with the surroundings.





Luxury Beyond Imagination

Beyond captivating design and idyllic locations, Sweden Beach Palace offers a plethora of amenities that elevate the living experience. Private landscaped gardens surround each palace, adorned with over 67 species of plants, providing not just aesthetic beauty but also a connection to nature. With direct private beach access, European-sourced marble interiors, and multiple arrival options, this enclave sets new standards for luxury living.

A Glimpse into Opulent Living

As you step into a Sweden Beach Palace, the opulence unfolds. Seven plush bedrooms, each with its own en-suite bathroom, offer a serene retreat with the sounds of waves and gentle sea breezes as constant companions. The master floor, adorned with Bentley Home furnishings, features a luxurious en-suite bathroom, spacious dressing room, and rain showers — a true sanctuary of luxury and comfort.

Artistry in Every Detail

The master floor is a testament to meticulous design, offering a sanctuary adorned with Bentley Home furnishings and décor. The freestanding Italian marble bath, spacious dressing room, and luxurious rain showers create a haven for residents to unwind and pamper themselves in the lap of luxury. It's not just a bedroom; it's an immersive experience in opulence.

Endless Possibilities at the Rooftop Haven

The rooftop floor of each palace, designed to resemble a Viking boat hull, adds a touch of whimsy and wonder. This versatile space can be customised to suit residents' preferences, whether it's a private retreat, a home office with a view, or a cosy lounge for relaxation. It's a canvas awaiting the personal touch of those who appreciate luxury beyond boundaries.





More Than a Residence - A Lifestyle Legacy

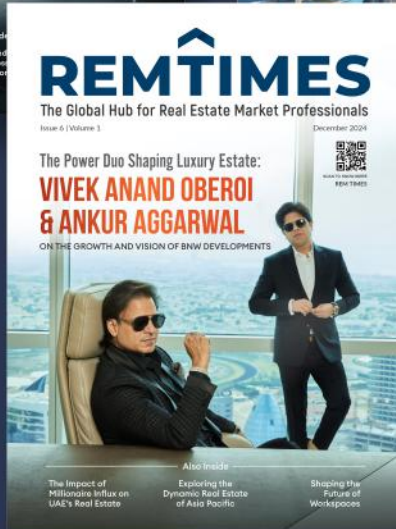
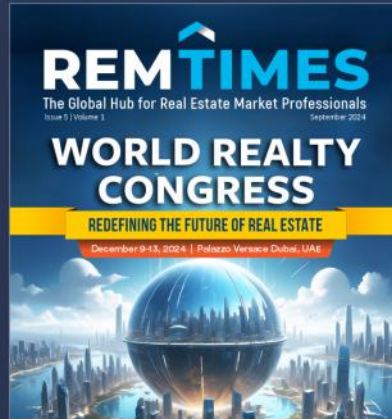
Sweden Beach Palace is not merely a residence; it's a testament to architectural ingenuity, Scandinavian elegance, and Dubai's commitment to luxury living. From captivating design to exquisite features, it's a legacy in the making — a statement of fine living that echoes through the sands of Sweden Island.

Fine Living Redefined

Sweden Beach Palace is more than a home; it's a lifestyle, a statement, and a legacy of luxury. With captivating design, exquisite features, convenient accessibility, and breathtaking views, it transcends the boundaries of opulence. Step into a world where every detail is a masterpiece, and every day is a celebration of a life well-lived.

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