

REM[^]TIMES

The Premier Publication for **Real Estate** Professionals

February 2025



EMPOWERING PROGRESS

BERKELEY'S

SHARED VISION FOR SUSTAINABILITY

Pg 26

Saudi Wins Bid for FIFA 2034: A Game-Changer for Real Estate?

Pg 40

PropTech Trends Shaping Real Estate in 2025

Pg 44

Dubai Smart Rental Index: A Ground-breaking Initiative



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From the Editor

Dear REM TIMES Readers,

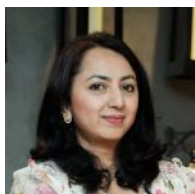
As we step into 2025, it's impossible to ignore the incredible momentum of Dubai's real estate market. Last year alone, the sector hit an astounding **AED 760.7 billion in transactions across 226,000 deals** — a clear testament to the city's unwavering position as a global real estate powerhouse. But beyond the numbers, what truly sets Dubai apart is its ability to evolve, adapt, and set new benchmarks for excellence.

At **REM TIMES**, we not only report these trends, but also stay ahead of them. **Our mission is to bring you the insights, innovations, and strategies shaping the industry's future, straight from the visionaries who make it happen.** That's why this issue puts a well-deserved spotlight on the **Power Players of the Year**, those who are not only driving the market forward but also setting the gold standard in property management, development, and investment.

In addition to growth and progress, real estate is also about sustainability. The UAE's environmental goals are paving the way for a greener, smarter future, and this shift is more than a trend; it's a necessity. **Our cover story dives into Berkeley Services' shared vision for sustainability**, showcasing how forward-thinking strategies are redefining the built environment for future generations.

As always, we at **REM TIMES** are committed to keeping you at the forefront of these conversations — bringing you expert insights, exclusive interviews, and deep dives into the trends shaping tomorrow's market. Here's to another year of innovation, impact, and excellence.

Until then,
Happy Reading!



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Senior Editor,
REM TIMES



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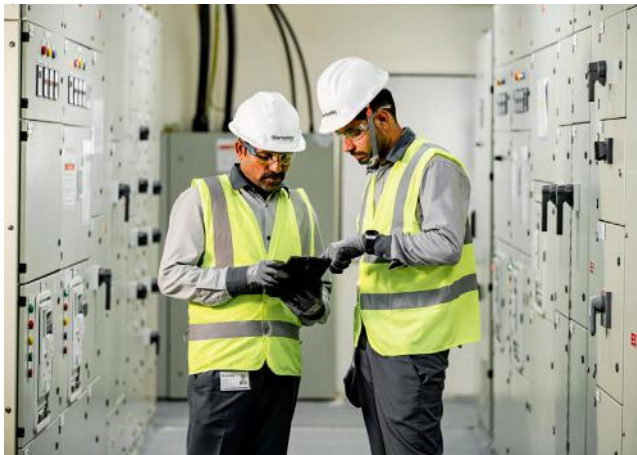
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08

DUBAI LAND DEPARTMENT RECOGNISES OVER 120 REAL ESTATE ENTITIES

Esteemed stakeholders from government and private sectors honoured at the 2024 Stakeholders Forum



Cover Story

EMPOWERING PROGRESS: BERKELEY'S SHARED VISION FOR SUSTAINABILITY

The integrated facilities management company fosters collective action for a sustainable future, aligned with global ESG goals

16

22

'NAVIGATING THE REAL ESTATE MARKET REQUIRES A PROACTIVE APPROACH'

In an interview with **REM TIMES**, **Said El Haouasli, CEO of Land Sterling**, shares his vision to position Land Sterling as a leading force in the real estate consultancy sector



26

SAUDI WINS BID FOR FIFA 2034: A GAME-CHANGER FOR REAL ESTATE?

Real estate experts speak to **REM TIMES** on how hosting the coveted football tournament will elevate the Kingdom's status as a global hub



PROPTech TRENDS SHAPING REAL ESTATE IN 2025

Matt Myers, MAI, FRICS, Assistant Professor in Real Estate at Heriot-Watt University Dubai, writes about the innovations that will shape the sector this year

40

48

WHY ARE ASIAN INVESTORS SETTING THEIR SIGHTS ON DUBAI?

Shubham Hunda, Managing Partner, Money Plant Real Estate, examines the key drivers that make Dubai a top real estate market



Dubai Emerges as World's Cleanest City for Fifth Consecutive Year



His Excellency Eng.

Marwan Ahmed Bin Ghalita

Director General of Dubai Land Department

Dubai has once again secured the top position globally for city cleanliness, according to the latest Global Power City Index (GPCI) report issued by the Institute for Urban Strategies at the Mori Memorial Foundation in Japan. This prestigious recognition, achieved for the fifth year in a row, underscores Dubai's commitment to establishing itself as a benchmark for future cities. The emirate continues to lead the way in sustainable urban development, reflecting its adherence to the highest international standards of living and environmental excellence. Dubai outperformed more than 47 cities worldwide, achieving 100% satisfaction in the metric measuring city cleanliness under the environment pillar—one of the main criteria used to evaluate the global strength of cities.

This achievement reflects the dedicated efforts of Dubai Municipality, in collaboration with government and private sector partners, to implement integrated strategies and initiatives.

These efforts align with the Dubai Integrated Waste Management Strategy 2041, which targets an 18% reduction in waste production and 100% diversion of waste from landfills by 2041. Dubai Municipality remains committed to sustaining the emirate's leadership, sustainability, and global appeal. By delivering world-class municipal services, the Municipality continues to enhance quality of life, promote community happiness, and support Dubai's vision of becoming the best city in the world to live and work.

His Excellency Eng. Marwan Ahmed Bin Ghalita, Director General of Dubai Land Department, said that Dubai's consistent leadership in global rankings is driven by its ambitious vision to become the world's best city to live and work.

The city's achievements across various fields embody the vision of the UAE leadership, which continues to inspire teams to strive for excellence, he said. "Leadership and excellence are built on teamwork, dedication, and an unwavering commitment to the highest standards. Dubai's faith in its teams has established a global benchmark for future cities, defined by innovation, sustainability, and exceptional quality of life," His Excellency said.

HE Bin Ghalita praised the efforts of Dubai Municipality's cleanliness



teams, consisting of more than 3,200 monitors, supervisors, and engineers, whose dedication has upheld the city's impeccable standards for five consecutive years. He also acknowledged the vital role of public and private sector collaboration, along with the support of the wider community, in achieving this remarkable milestone.

Dubai Municipality manages a cutting-edge cleanliness and sustainability system, ensuring seamless operations 365 days a year. Supported by a fleet of 855 advanced vehicles, machinery, and equipment, this system reflects the emirate's commitment to maintaining world-class standards. The Municipality also oversees a comprehensive range of daily cleaning programmes across diverse areas, including 2,400 kilometres of main roads and highways, investment zones spanning 1,419 square kilometres, 33.4 kilometres of water canals and creeks, as well as residential, industrial, and rural areas, markets, and waste storage facilities. The programmes also oversee hazardous and medical waste treatment, provide community e-services such



" Leadership and excellence are built on teamwork, dedication, and an unwavering commitment to the highest standards. "

as household furniture disposal, and handle the removal of abandoned vehicles and equipment. E-systems are employed to monitor private sector vehicles engaged in waste collection and transportation.

Dubai Municipality integrates pioneering technologies to ensure the sustainability of natural resources, optimise energy consumption, and reduce carbon emissions. These initiatives include developing smart systems for waste collection, storage, and transport, and adopting electric vehicles for public cleaning operations. Guided by its vision, 'A Pioneering Municipality for a Global City', Dubai Municipality remains committed to delivering outstanding municipal services. These efforts preserve Dubai's civilised image, protect its environment, and enhance the sustainability of natural resources. The Municipality also supports the creation of an environmentally friendly waste management system, positioning Dubai as the world's most sustainable city while fostering the highest levels of quality of life and happiness for its residents.



Dubai Land Department Recognises Over 120 Real Estate Entities

Esteemed stakeholders from government and private sectors honoured at the 2024 Stakeholders Forum



In line with its commitment to strengthening strategic partnerships and acknowledging the pivotal role of its partners in supporting Dubai's real estate sector, Dubai Land Department organised the 2024 Stakeholders Forum under the theme 'Shaping Achievements Together.' The forum celebrated and honoured over 120 esteemed stakeholders from the government and private sectors, as well as representatives from the media.

The forum represents a significant step toward advancing the strategy for managing relationships with partners, enhancing collaboration and integration among various stakeholders, and contributing to implementing Dubai's Real Estate Sector Strategy 2033 while supporting sustainable development. This recognition aims to inspire stakeholders to continue their dedicated efforts to achieve

Dubai's future vision of leadership and innovation.

In his speech at the forum, His Excellency Eng. Marwan Ahmed Bin Ghalita, Director General of Dubai Land Department, emphasised the

His Excellency stressed that Dubai is not merely a city but an ambitious vision driven by wise leadership.

vital role of partnerships in achieving these accomplishments: "Today, we celebrate our collective achievements and extend our heartfelt gratitude to you, our esteemed stakeholders, who have always been and continue to be the driving force behind the successes of Dubai Land Department. You are the true partners in realising

Dubai's vision for leadership and excellence in the real estate sector."

His Excellency added: "The achievements of 2024 reflect the depth of our mutual collaboration and the trust we share. Thanks to your efforts, Dubai has become the preferred destination for investors worldwide, successfully attracting over 110,000 new investors."

His Excellency stressed that Dubai is not merely a city but an ambitious vision driven by wise leadership, grounded in hard work and robust, effective partnerships. He continued: "At Dubai Land Department, we are committed to strengthening our partnerships with you and providing all the necessary support and opportunities to continue the journey of excellence. Together, we will create a brighter future for Dubai's real estate sector, ensuring that the emirate remains at the forefront of global cities."



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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

- Located in Al Furjan
- Prices starting at **AED 985,000**
- Payment plan:
 - **40%** during construction
 - **20%** on handover
 - **40%** 40 months post handover plan with **1%** monthly payments



Condor Launches AED 300 million Premium Project

Condor Developers recently unveiled its fifth project – Condor Golf Links 18 – an AED 300 million premium golf course facing residential project in Dubai Sports City. This is the luxury developer's fifth residential project to complement Dubai's positioning as a premium destination for international investors. "The property being in Dubai Sports City – a well-developed community closer to key landmarks of the city with excellent, ready infrastructure and elite facilities – is in itself a major bonus for investors," said Vidhyadharan Sivaprasad, Chairman and CEO of Condor Developers.

WHAT'S HOT

- Priced between AED 700,000 and AED 1.6 million
- Scheduled to be completed by Q2 2026



Mr. Eight Development Announces Villa del DIVOS



Mr. Eight Development, a European property developer with over 20 years of experience, is launching its first residential project in the UAE – Villa del DIVOS on Dubai Islands. This is the first of five planned developments on the Island, with a total investment of half a billion dirhams, setting a new standard for luxury beachfront living.

Located on Dubai Islands, this development marks the launch of Mr. Eight's first branded project. Featuring 108 meticulously crafted one to five-bedroom residences and penthouses, the development is located 20 minutes from Downtown Dubai, Dubai International Financial Centre and iconic Dubai Mall, ensuring seamless access to the city's business and entertainment hubs.

WHAT'S HOT

- Priced between AED 700,000 million and AED 1.6 million
- Project to be handed over by Q1 2026



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

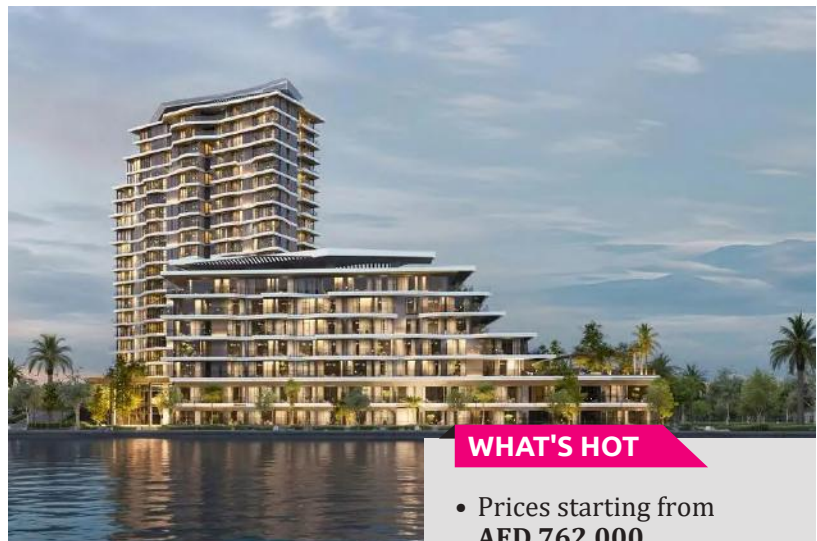
- Priced between **AED 1.68 million** and **AED 3.25 million**
- Flexible **35/65** payment plan
- Project to be handed over by **Q4 2026**



RAK Properties Launches SKAI

RAK Properties has launched SKAI, a new waterfront residential development on Raha Island, Mina, Ras Al Khaimah. SKAI offers modern island living with 272 apartments and penthouses, ranging from 33 sqm to 265 sqm, across two striking towers. The development is designed to provide a balanced lifestyle with wellness-focused amenities, including the SKAI Club, a fully equipped clubhouse, swimming pool and a state-of-the-art gym.

Strategically located in the Harbour District, SKAI is part of a vibrant community with easy access to a marina, restaurants, cafes, boutiques, and expansive public spaces. The project is part of RAK Properties' AED 5 billion development pipeline and follows the successful sell-out of Mirasol. Sameh Muhtadi, CEO of RAK Properties, said: "We are delighted to unveil SKAI, a development that reinforces our commitment to delivering exceptional and



WHAT'S HOT

- Prices starting from **AED 762,000**
- **30/70** payment plan for the launch period
- Scheduled to be handed over in **Q2 2028**

sustainable communities. As a master developer of communities, we want to create experiences and enrich peoples' lives. SKAI is the embodiment of that – combining modern design, functionality, and an integrated lifestyle."

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SHARJAH, AJMAN, RAK RESIDENTIAL RENTAL MARKETS WITNESS SUSTAINED GROWTH



The residential rental market in the Northern Emirates saw sustained market growth driven by strong economic fundamentals, proactive government initiatives and continued investor confidence, according to global real estate services company Asteco.

The region's prime markets of Ras Al Khaimah, Sharjah and Ajman witnessed increased tenant relocation from Dubai, driven by affordability, lifestyle factors and improved

infrastructure. The rental rates too rose by 4% to 8% in early 2024 before stabilising at 3%, stated Asteco in its Q4 2024 real estate report.

Ras Al Khaimah's transaction value surged by 78% for the fourth quarter, followed by Sharjah (48%) and Ajman (21%). This growth was driven by approximately 20,000 new project launches, particularly in luxury-branded residences, reinforcing the region's appeal as an investment hub, it added.

Strong Market Expansion

- Rental market in Sharjah, Ajman, and RAK experienced steady growth, driven by economic stability, government initiatives, and investor confidence
- Rental rates increased by 4%-8% before stabilising at 3%, with tenants moving from Dubai due to affordability and improved infrastructure
- Around 20,000 new project launches, particularly in luxury-branded residences, reinforced the region's appeal as an investment hub

On the Abu Dhabi market, the real estate expert said approximately 5,600 residential units were delivered across the emirate in 2024, with key completions in Yas Island, Saadiyat Island, Jubail Island and Al Raha Beach.

Notable new project launches included branded residences such as W Residences on Al Maryah Island, Elie Saab Waterfront on Reem Island and the Mandarin Oriental Residences on Saadiyat Island. Additionally, the Abu Dhabi Housing Authority introduced Yas Canal, a development featuring 1,146 units for Emirati citizens, it stated.

According to Asteco, the residential rental market saw sustained growth, with high-end and prime apartments experiencing rental increases of 6% to 10% annually, particularly in Saadiyat Island, Yas Island and Al Raha Beach. The villa market remained robust, with luxury villas in Saadiyat Island registering rental increases of up to 15%.

The Al Ain real estate market recorded steady growth in 2024, with rental rates rising across all asset classes. Apartment rental rates increased by up to 10% annually, while villa rents grew at a more modest annual rate of 4%.

New residential supply in Al Ain remains limited, with upcoming developments mainly consisting of small-scale projects catering to local demand, said Asteco in its report. However, two major retail projects, the expansion of Al Jimi Mall and the completion of Al Mutarid Lifestyle Centre, are set to increase the city's commercial offering by a combined 100,000 sq. m. of gross floor area in 2025, it added.

EMPOWERING PROGRESS: BERKELEY'S SHARED VISION FOR SUSTAINABILITY

The integrated facilities management company fosters collective action for a sustainable future, aligned with global ESG goals

As the need to manage energy consumption and reduce carbon footprints becomes more pressing concerns globally, ensuring a lasting positive environmental impact has never been more important. Communities are taking decisive action to tackle these challenges, and the Facilities Management (FM) sector is stepping up by embracing energy-efficient solutions and sustainable building practices. By integrating these practices, FM companies are driving the development of smart, sustainable cities while promoting a circular economy.

One such company is **Berkeley Services**, which is consistently aligning its efforts with the UAE's ambitious sustainability goals and making meaningful contributions toward a greener, more sustainable future. Established in 1984 and recognised for its commitment to service excellence, innovation, and client-focused solutions, Berkeley Services has played a pivotal role in reshaping the region's facilities management sector. As part of Klüh Multiservices—a multinational leader with operations across Europe, Asia, and the Middle East—the company combines deep expertise with advanced technology to deliver integrated FM services.

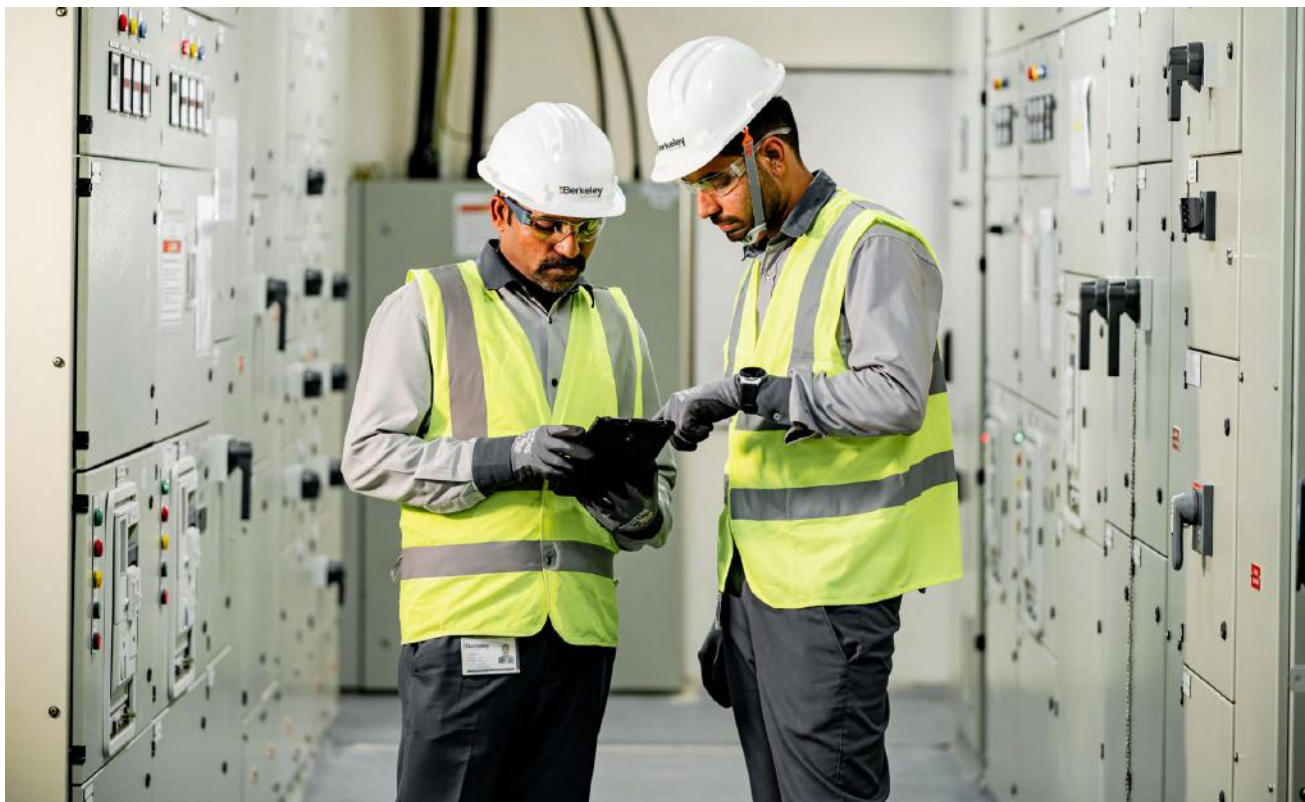
This strong foundation has positioned Berkeley to align closely

with the UAE's ambitious sustainability goals, including its carbon-neutral vision for 2050 and sustainability targets for 2030, further reinforcing its commitment to driving sustainable development in line with the UAE's national agenda.

In this context, Berkeley plays a crucial role in supporting national sustainability agendas by integrating smart energy-saving solutions, green building practices, and sustainable maintenance methods into its operations. This approach directly contributes to the UAE's broader sustainability vision, which includes the development of smart, sustainable cities and fostering a circular economy. As the company continues to evolve, it leverages innovative technologies to enhance efficiency and sustainability while working closely with clients and suppliers to meet



Karl-Heinz Otto Mair



local and global environmental goals.

Head of ESG, Nadesh Gandhari, highlights Berkeley Services' unwavering commitment to ESG, outlining the company's focused approach in aligning its ESG practices with global standards. He emphasizes the importance of integrating ESG into the core of Berkeley's operations, ensuring that each decision made contributes to the broader vision of a sustainable future. Nadesh also discusses the company's dedication to measuring its ESG impact and driving continuous improvement in its initiatives.

Building on this commitment, **CEO Karl-Heinz Otto Mair**, in an exclusive interview with **REM TIMES**, shares insights into how Berkeley will continue to drive innovation and elevate its operations in alignment with the UAE's sustainability goals. He further elaborates on the company's strategic approach to integrating sustainability into every aspect of its business, highlighting the role of cutting-edge technologies and the importance of collaboration with clients and suppliers in advancing environmental, social, and governance (ESG) objectives.

With the UAE's aggressive carbon-neutral goals for 2050 and sustainability targets for 2030, how does Berkeley Services align its business operations to contribute to these national objectives?

Berkeley plays a pivotal role in supporting the UAE's carbon-neutral vision by optimizing the energy efficiency of the facilities we manage. Through smart building technologies, energy-saving solutions, and sustainable maintenance practices, we help clients reduce their carbon footprint, thereby contributing directly to the UAE's ambitious sustainability goals. By focusing on sustainable facility operations, we also support the wider goals of minimizing waste, reducing emissions, and fostering a circular economy.

Our efforts align with the **Environment Vision 2030**, which identifies five priority areas: minimizing the impact of **climate change**, contributing to **clean air and noise pollution control** for safer and healthier living conditions, and

“Berkeley works closely with clients & partners to understand their specific sustainability goals and tailor solutions that align with their broader environmental, social and governance (ESG) objectives.”

ensuring the **efficient management and conservation of water resources**.

Through these key focus areas, we play an integral role in advancing the UAE's sustainability goals, helping to foster a green, resilient future in line with the nation's broader environmental and social objectives.

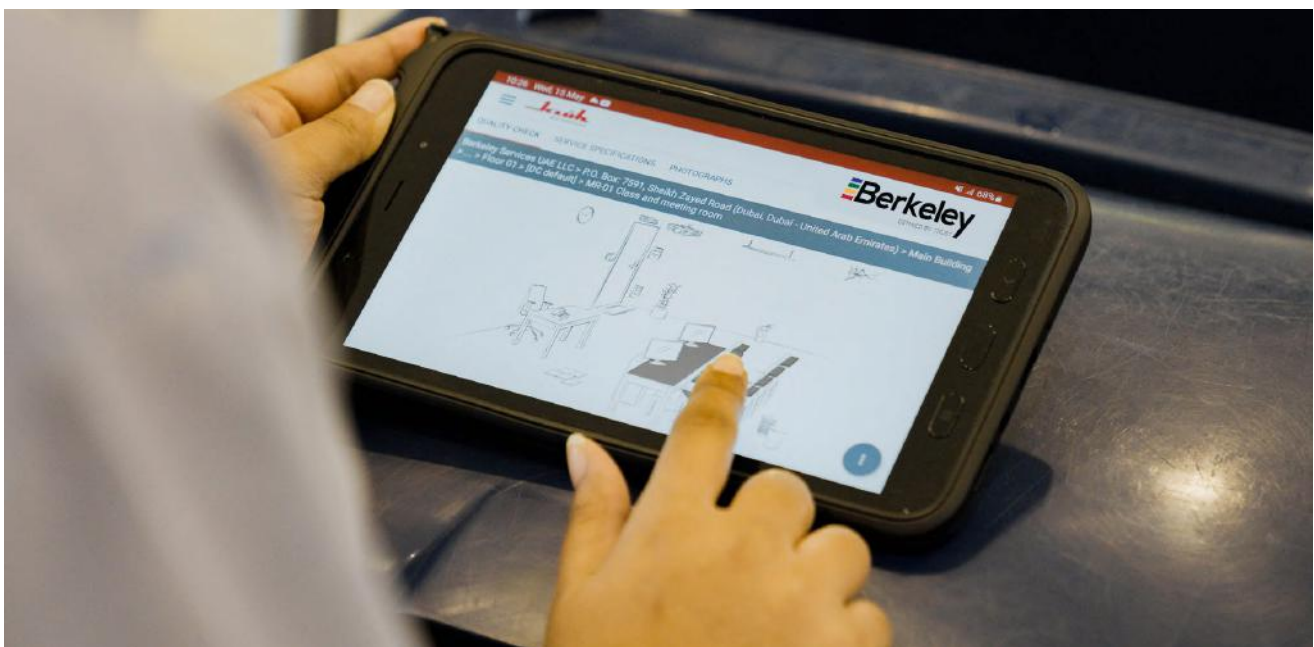
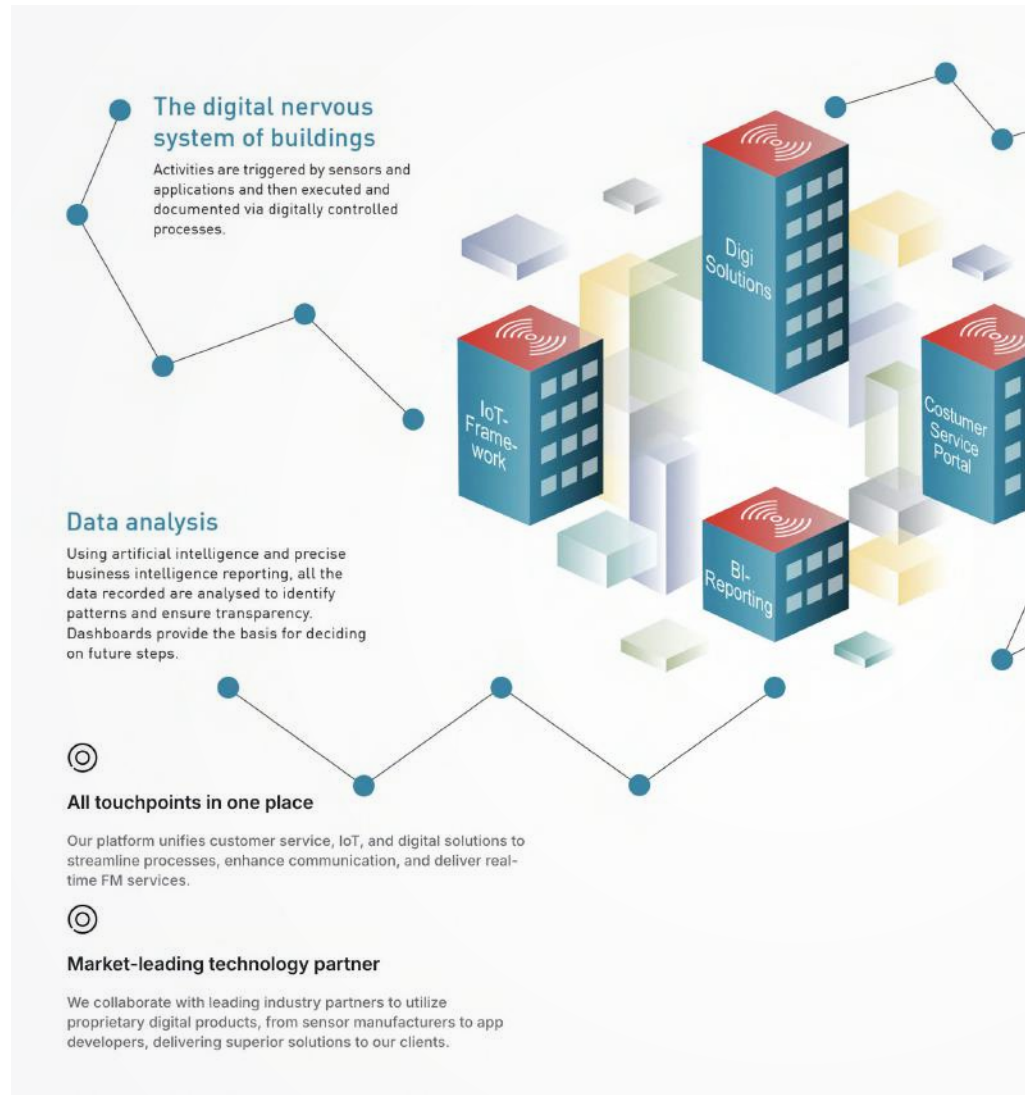
As we also embrace the spirit of the Year of Community, we recognize the importance of fostering stronger societal connections and uplifting the well-being of all communities. Through our commitment to sustainability, we aim to play a role in not only advancing the nation's environmental goals but also in enriching the lives of the people who call this great country home.

What challenges, according to you, might arise in the process?

Achieving the UAE's Vision 2030 in sustainability comes with its share of challenges.

Integrating advanced green technologies while balancing costs and scalability is one of the significant challenges, as is keeping pace with evolving environmental regulations and standards. Seamless collaboration between the public and private sectors is essential but often complex, while driving cultural shifts toward sustainable behaviors requires continuous engagement and awareness. Additionally, water management remains a pressing issue, demanding innovative conservation solutions to tackle scarcity.

At Berkeley, we identify these challenges and create the opportunity for leveraging innovation, strategic investments, and strong partnerships to drive a more sustainable future.



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Comprehensive solutions

Klüh International combines advanced technologies, digital products, and decades of experience into the Klüh Eco System for Smart Services, ensuring flexibility and scalability.

As an IFM company, we play a crucial role in helping clients optimize energy efficiency and reduce consumption. Our commitment to the UN Global Compact further strengthens our dedication to sustainability, ensuring our strategies evolve in line with the UAE's environmental priorities while upholding responsible business practices.

In what ways does Berkeley Services leverage innovation and technology to drive sustainable outcomes in its day-to-day operations and client solutions?

At Berkeley, innovation and technology are at the heart of our strategy to deliver sustainable, efficient, and future-proof solutions. We integrate cutting-edge

technologies such as IoT-powered smart building systems, AI-driven predictive maintenance tools, and advanced data analytics to optimize facility management and drive sustainability. These tools allow us to monitor energy consumption in real time, identify opportunities for reducing waste, and enhance operational efficiency across all managed properties. Our proprietary digital platforms, including **DigiSolutions** and **Facilio**, provide full-spectrum visibility into energy use, resource management, and performance metrics. By leveraging these technologies, we not only streamline day-to-day operations but also provide our clients with actionable insights that empower informed decisions. These insights enable us to continually refine strategies for reducing environmental impact, improving energy efficiency, and delivering measurable sustainability outcomes—ensuring that every step we take aligns with our shared vision for a greener, more sustainable future.

As a key player in the UAE's facilities management sector, how does Berkeley Services collaborate with its clients to integrate sustainable practices into their operations and drive ESG performance?

Berkeley works closely with clients & partners to understand their specific sustainability goals and tailor solutions that align with their broader environmental, social, and governance (ESG) objectives. We offer consultative support to help businesses reduce their environmental impact, streamline energy use, and

incorporate green building certifications into their operations. Through data-driven insights and ongoing collaboration, we empower our clients to integrate sustainability into their long-term strategies, ensuring that ESG goals are not only met but exceeded.

What specific ESG strategies has Berkeley Services implemented recently?

At Berkeley, we are deeply committed to advancing our Environmental, Social, and Governance (ESG) performance, continuously driving initiatives that reflect our core values of sustainability and corporate responsibility. A key milestone in this journey is our **biofuel transition**, where we've successfully integrated biodiesel into our staff transport fleet, offsetting an impressive **11,000 kg of CO2** within just six months. This initiative underscores our proactive approach to reducing carbon emissions and advancing the UAE's sustainability goals.

Nadesh Gandhari





In our ongoing waste reduction efforts, we've implemented **tablet-based cleaning chemicals**, effectively eliminating the reliance on single-use plastics. This not only minimizes waste but also fosters a cleaner, more sustainable environment, aligned

with global best practices in waste management.

Moreover, our unwavering focus on **energy efficiency** drives us to invest in state-of-the-art technologies that optimize both **energy** and **water consumption** across our

operations. These investments are pivotal in reducing our environmental footprint and contributing to broader sustainability objectives.

By executing these impactful initiatives, we are not only enhancing our internal operations but also exceeding our ESG targets. Berkeley is steadfast in paving the way for a more sustainable, resilient future, reinforcing our commitment to measurable, positive environmental and social outcomes.

What role does innovation play in ensuring Berkeley Services delivers sustainable and responsible solutions?

Innovation is at the core of Berkeley's commitment to sustainable and responsible solutions. Through the Klüh Ecosystem—developed by the Center of Digital Excellence (CoDE) team in Germany—we have enhanced operational efficiency with our in-house developed DigiSolutions.

One standout innovation is our digital checklist, which has completely replaced traditional paper-based methods in our day-to-day operations. This initiative has significantly enhanced operational efficiency and earned us notable awards, including Best Digital Transformation of the Year at WRC 2024 and Best Innovation Award at BICSc in 2024, Best Use of Tech Award at SBEA'2024.

We further complement these innovations with Facilio, our CAFM software, which supports ESG inspections and ensures continuous assessment and improvement of our environmental impact. These advancements are part of our broader strategy to optimize efficiency and reduce ecological footprints, positioning us as a leader in sustainable facilities management.

When it comes to maintenance, we move beyond traditional methods like run-to-failure or corrective maintenance. We focus on preventive, condition-based maintenance (CBM), and predictive maintenance (PdM), utilizing data-driven insights to anticipate issues before they arise. This proactive approach, combined with our digital solutions, enables us to deliver the highest standard of maintenance, ensuring reliability and sustainability for our clients.

In conclusion, how does Berkeley Services ensure that sustainability is not just a peripheral concern, but a fundamental aspect of its core business strategy, driving both operational decisions and long-term growth?

At Berkeley, sustainability is not just a goal but an integral part of our business strategy. We integrate sustainability into every facet of our operations, from energy efficiency initiatives to waste management and resource optimization. By utilizing advanced technologies and innovative processes, we ensure that sustainability drives both operational excellence and client satisfaction. We continuously align our practices with both global and local sustainability frameworks to remain at the forefront of industry trends.



WE SUPPORT

Berkeley Services UAE Becomes a Participant in the UN Global Compact Initiative, Committing to Sustainable Business Practices and Global Responsibility

Today, Berkeley Services UAE is pleased to announce that we have joined the United Nations Global Compact initiative—a voluntary initiative for the development, implementation, and disclosure of responsible business practices.

- With this announcement, Berkeley is proud to join thousands of companies globally committed to taking responsible business action to create the world we all want.
- The UN Global Compact is a call to companies everywhere to align their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment, and anti-corruption, while taking action in support of the Sustainable Development Goals (SDGs).
- Launched in 2000, the UN Global Compact is the largest corporate sustainability initiative in the world, with more than 20,000 companies based in over 160 countries and more than 60 Global Compact Networks.

Karl Heinz Otto Mair, CEO of Berkeley Services UAE, stated:

At Berkeley, sustainability and responsible business practices are central to our values. By joining the UN Global Compact, we reinforce our commitment to ethical conduct, environmental sustainability, and social responsibility. We are focused on integrating sustainability into our business strategy and contributing to a more resilient and equitable future.

‘Navigating the Real Estate Market Requires a Proactive Approach’

In an interview with **REM TIMES**, **Said El Haouasli**, **CEO of Land Sterling**, shares his vision to position Land Sterling as a leading force in the real estate consultancy sector

Deepa Natarajan Lobo

With his recent appointment as the **CEO of Land Sterling**, **Said El Haouasli** is set to lead the company into its next phase of growth and innovation. Bringing over 20 years of experience in real estate and community management, Said has held senior leadership roles at renowned organisations such as MAF Dalkia, Imdaad, DAMAC, and Dubai Community Management. With an excellent track record in strategic leadership and operational excellence, Said has consistently delivered measurable results in improving

organisational performance, driving innovation, and fostering a culture of continuous improvement.

As the CEO of Land Sterling, Said plans to strengthen client relationships, prioritise sustainability, and leverage advanced technologies to bolster the company's market position. Speaking exclusively to **REM TIMES**, he shared his vision to position Land Sterling as a leading force in the real estate consultancy sector. His focus will be on driving growth, maximising value

for stakeholders, and ensuring the company's long-term success in a dynamic market.

As the new CEO of Land Sterling, what steps will you take to enhance Land Sterling's market position and brand recognition?

To enhance Land Sterling's market position and brand recognition, I plan to implement strategic initiatives that leverage the diverse expertise of our teams and the strong relationships we have with our clients.

Strengthening client relationships is at the core of our approach. Our services are well-established and trusted, and we aim to deepen this trust by engaging more closely with our clients. Seeking their feedback, understanding their evolving needs, and ensuring personalised service through consistent communication will ensure we continue to exceed expectations.

For a business that has been successfully operating since 2009, innovation is vital, and we plan to expand on this legacy by exploring new, innovative services that address emerging market trends and client demands. A comprehensive marketing and branding strategy will be instrumental in amplifying our visibility and reinforcing our position as a leading real estate consultancy.

Equally important is employee engagement and development. By investing



in professional development and training, we ensure our team remains equipped with the latest industry knowledge and skills, which directly contributes to the delivery of superior services and strengthens our brand identity.

As sustainability becomes an increasingly critical factor for our clients, we aim to incorporate environmental responsibility into our business practices. This alignment with market expectations will further enhance our brand's relevance and value in the industry.

How do you plan to navigate the evolving real estate market in Dubai and the broader UAE?

Navigating the dynamic real estate market in Dubai and the UAE requires a proactive and adaptable approach, based on continuous market research to monitor trends, shifts, and emerging demands.

Leveraging technology will remain a key focus as we plan to invest in advanced data analytics to enhance decision-making and strategy development. Diversifying our service offerings to meet the evolving needs of residential, commercial, and mixed-use developments will also be a priority, ensuring we stay aligned with market demands.

To support these efforts, attracting and retaining top talent will be essential. A skilled and forward-thinking team is critical to effectively navigating market changes and sustaining our leadership position in the industry.

What do you see as the biggest opportunities and challenges for Land Sterling in the next five years?

The next five years offer exciting opportunities, particularly with the growing demand for sustainable development. Sustainability has become a priority for both customers and investors, presenting a strong opportunity for Land Sterling to lead in eco-friendly and sustainable projects.

Technological advancements are another critical area, especially with the increasing need to integrate smart solutions in real estate, such as smart buildings, property management

software, and virtual property viewing tools. Land Sterling is fortunate to have a comprehensive IT setup through our sister company, Belsons Technology, which simplifies our adaptability to these advancements.

The government's initiatives to attract investments also provide us with a valuable opportunity to leverage these programs and expand our project portfolio. However, these opportunities come with challenges, particularly the impact of geopolitical factors on market volatility. Addressing these challenges will require a strong, cohesive team of experts. By fostering a positive workplace culture and offering development opportunities, we are confident in our ability to overcome these obstacles and continue driving success.

to our approach. By actively seeking client feedback and staying attuned to regulatory changes, we will ensure that our deliverables remain relevant, effective, and aligned with market demands.

What is your vision for the future of Land Sterling, and how do you plan to achieve it?

My vision for Land Sterling is to establish the company as a leader in the services we provide by staying closely connected to our clients and collaborating extensively with government bodies and other organisations. This will be achieved by integrating eco-friendly practices into our projects and offering advisory services that promote biodiversity and

" Strengthening client relationships is at the core of our approach. Our services are well-established and trusted, and we aim to deepen this trust by engaging more closely with our clients. "

How will you ensure that Land Sterling remains competitive in the rapidly changing real estate sector?

To remain competitive, it is essential to implement a robust market research framework that closely monitors industry trends, consumer preferences, and competitor activities. However, our true strength lies in our team of professionals. As a management team, we will focus on fostering an agile organisation that can quickly respond to market changes. Empowering our teams to make decisions based on real-time data and feedback will be a key part of this strategy.

Understanding and prioritising our clients' needs will continue to be central

reduce carbon footprints.

Engaging more deeply with our clients to understand their needs and aspirations will be a priority. We aim to contribute to initiatives that create spaces fostering community well-being and encouraging social interaction, aligning our efforts with broader societal goals.

Embracing cutting-edge technology will also play a vital role in realising this vision. By leveraging data analytics for informed decision-making and exploring advancements in smart building technologies, we aim to deliver superior advisory services. This approach will position Land Sterling as the preferred partner for clients seeking innovative and sustainable solutions.

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Saudi Wins Bid for FIFA 2034: A Game-Changer for Real Estate?

Real estate experts speak to **REM TIMES** on how hosting the coveted football tournament will elevate the Kingdom's status as a global hub

Deepa Natarajan Lobo





Saudi Arabia's successful bid to host the FIFA World Cup 2034 marks a historic moment, not only in global sports but also in the Kingdom's ongoing transformation. As preparations for this landmark event commence, Saudi Arabia is set to undergo a sweeping wave of development, with profound implications for its real estate sector.

With the eyes of the world turning toward Saudi Arabia, the event is poised to trigger massive infrastructure projects. The construction of state-of-the-art stadiums, luxury hotels, and advanced transportation systems is already underway, laying the groundwork for both the event's success and a lasting legacy of urban modernization. These developments will not only boost property values but also stimulate demand across commercial, residential, and hospitality sectors. Additionally, urban redevelopment initiatives will create vibrant new districts, further positioning the Kingdom as an attractive destination for local and international investors.

In an exclusive interview with **REM TIMES**, real estate experts delve into how this milestone event will reshape the Kingdom's property market, unlocking unparalleled potential for growth and development.

"Saudi Arabia's hosting of FIFA 2034 is expected to significantly boost its real estate market, driving large-scale infrastructure development and creating substantial investment opportunities. Key areas of growth will include the construction of world-class stadiums, transportation networks, and hospitality facilities."

Susan Amawi
General Manager,
KSA, Knight Frank



TALAL RAQABAN

Partner – Valuation, PPP & Deal Advisory, Knight Frank

"FIFA 2034 is expected to significantly impact Saudi Arabia's real estate market, particularly by boosting investment opportunities, including public-private partnerships (PPPs). As the Kingdom advances its Vision 2030 goals, such events often catalyse the development of large-scale infrastructure and real estate projects, these projects frequently present opportunities for PPPs, allowing the government to leverage private sector expertise and capital to deliver complex developments. Increased demand for commercial and residential spaces, along with hospitality and retail growth, can attract both local and international investors.

Additionally, the event's global exposure is likely to elevate Saudi Arabia's profile as an emerging real estate market, further enticing foreign direct investment. By integrating PPPs, the Kingdom can accelerate its real estate sector's growth, ensuring sustainable and profitable outcomes for all stakeholders involved. This convergence of factors makes the current environment particularly ripe for investment."



SUSAN AMAWI

General Manager, KSA, Knight Frank

"Saudi Arabia's hosting of FIFA 2034 is expected to significantly boost its real estate market, driving large-scale infrastructure development and creating substantial investment opportunities. Key areas of growth will include the construction of world-class stadiums, transportation networks, and hospitality facilities. The event will also accelerate the development of smart cities and urban districts, aligning with the kingdom's Vision 2030 goals and attracting global real estate investors.

The anticipated influx of tourists and expatriates will increase demand for both commercial and residential properties, particularly in luxury housing and retail sectors. Favourable regulatory reforms and the long-term utilization of event infrastructure will further enhance Saudi Arabia's appeal as a global investment hub, positioning the kingdom's real estate market for sustained growth well beyond the event."



PARAG BHARAT PAREKH

Business Manager, Property Pro Real Estate

"The World Cup will catalyse extensive infrastructure improvements, including new stadiums, hotels, and transportation facilities. These developments, coupled with urban redevelopment projects, will boost demand for commercial and residential properties nationwide. Increased property values and heightened interest from local and international investors are anticipated.

It will position Saudi Arabia as a global hub for tourism and events, attracting international businesses and investors. This heightened exposure will spur demand for office spaces and housing, while creating job opportunities in construction and services. Aligning with the Kingdom's goal of attracting 150 million annual visitors by 2030, the World Cup underscores its tourism ambitions. The World Cup preparations will also showcase Saudi Arabia's commitment to sustainability through green building technologies and eco-friendly projects like the NEOM Stadium."

PARIS-BASED PROPTech

KRAAFT RAISES €13 MILLION

Inspired by platforms like WhatsApp, the PropTech aims to digitise construction operations



Kraaft, a Paris-based PropTech startup transforming the construction industry with its AI-powered collaboration platform, has raised €13 million in a Series A funding round to fuel product development and expand into key markets, including the UK and Germany. The investment was led by Dawn Capital, with participation from Brick & Mortar Ventures, Chalfen Ventures, Stride VC, and OSS Ventures.

"We are thrilled to partner with Dawn Capital, Brick & Mortar, and our previous investors who share our vision of empowering frontline construction workers through our easy-to-use, fun, and productivity-enhancing app," said Thomas Reygagne, Co-founder and CEO at Kraaft. "Our rapid growth demonstrates the appetite for a platform that bridges the gap between field and office. With this funding, we're set to redefine how construction teams collaborate globally. Construction has been left behind by tech innovation for too long, and we are here to simultaneously improve working lives and transform productivity in the sector."

The construction sector, which represented €12.5 trillion in global output in 2023, is notoriously slow in

adopting technology, with IT spending of only 1–2% of revenue compared to the 3–5% seen in other industries. Kraaft's success lies in its ease of use. Inspired by messaging apps like WhatsApp, its intuitive interface requires no user training, ensuring seamless adoption by frontline workers. Founded in 2020 by Marc Nègre, Cédric Boidin, and Thomas Reygagne, the PropTech addresses long-standing inefficiencies in construction. The Kraaft platform reconciles field and office operations through real-time communication, integrating features like photo geolocation, document management, and AI-driven workflows.

Since its €3.2 million Seed round in 2023, as reported by EU-Startups, Kraaft has tripled its user base, now serving over 1,000 companies and facilitating more than one million messages monthly. The platform supports five languages—English, Spanish, German, Italian, and French—and has signed agreements with leading European construction firms such as SAUR, NGE, SPIE CityNetworks, Ramery, Serfim, Sade, and Gagneraud. In addition to serving enterprise customers, Kraaft offers a free plan tailored for small businesses, aiming to provide accessibility across the construction ecosystem. The

platform has delivered tangible results, including a reported 15% improvement in handling change orders, directly boosting project margins.

Looking ahead, Kraaft plans to introduce new features in 2025, including planning and timesheets for project management, API integrations with platforms like Procore, and AI-driven automation tools to enhance productivity further. "Messaging is eating the world, and we've shown that a simple, intuitive tool like Kraaft can deliver amazing results in an industry that's been slow to go digital," said Marc Nègre, co-founder and CPO at Kraaft. "Whenever foremen praise the app as the easiest to use on the App Store, our team is delighted. We're incredibly excited for what this next stage of growth means for our users." Guillaume Bazouin, Partner at Brick & Mortar Ventures, added, "Kraaft is transforming the construction industry by bridging the gap between field and office operations. We invested because Kraaft replaces outdated tools with an intuitive, purpose-built platform that enhances collaboration, boosts productivity, and improves project margins. We're excited to support the team as they scale globally."

The Power Players *of 2025*

The UAE and the broader MENA region are experiencing significant growth in the real estate sector, with Dubai alone achieving record-breaking real estate transaction values in 2024, totalling over AED 760.7 billion from 226,000 transactions. This booming market is driven by technological advancements, sustainability initiatives, and shifting consumer demands. At the forefront of this transformation are the key players shaping the future of the real estate landscape. From revolutionizing property management practices to integrating smart technologies into buildings, these companies are setting new industry standards with cutting-edge solutions and strategic vision.

Against this backdrop, **REM TIMES** is excited to launch its '**Power Players**' campaign, spotlighting the most influential companies in Property Management, Facilities Management, PropTech, and Community Management. Celebrating the trailblazers who are driving the region's real estate growth, the campaign showcases those leading the charge in the industry.







Sector:

Total Facilities Management

Location:

UAE

In Focus:

Stuart Harrison
CEO

What has been your most significant achievement or milestone in the past year?

For over two decades, Emrill has led the UAE's facilities management (FM) sector, setting benchmarks in safety, innovation, sustainability, and employee development.

In the past year, Emrill's Techsphere platform surpassed two million tasks recorded, tracking 561,022 assets and managing 900 safety-related incidents, with over 2,500 active users, including 1,883 technicians. This innovation has significantly improved operational efficiency/safety outcomes.

Safety remains central to Emrill's success. The Sentinels of Safety programme, launched in 2024, reinforced its strong safety culture, recognised by 96% of employees. Emrill's dedication to HSSEQ standards ensures a safe and productive environment for clients, residents, and employees.

"Safety remains central to Emrill's success"

Employee engagement and development also reached new heights. The annual staff carnival saw record participation with 13,253 participants over 87 days, while the Centre of Excellence delivered 9,645 learning sessions to 213,565 learners, offering 36 CPD-certified courses. A 23.90% increase in learner attendance compared to 2023 highlights Emrill's commitment to continuous development.

On the sustainability front, Emrill earned the Dubai Chamber's first ESG Label, reflecting major

The
**Power
Players
of 2025**

reductions in CO₂ emissions, energy consumption, and water usage. This achievement underscores its leadership in sustainability within the FM sector.

What are the key focus areas or strategies your company is prioritizing for 2025 to stay ahead in the market?

In 2025, Emrill will focus on maintaining market leadership by prioritising quality, innovation, and sustainability to deliver exceptional value to clients and stakeholders. As the leading FM company in the UAE,

Emrill distinguishes itself with superior service standards supported by a highly skilled workforce. Continuous development and industry-leading training



"Technological innovation is central to Emrill's strategy."



empower employees to deliver world-class solutions.

Technological innovation is central to Emrill's strategy. Enhancements to the Techsphere platform, integrating IoT, AI and advanced analytics, provide clients with flexible and accessible solutions. These advancements ensure Emrill stays ahead of industry trends and meets evolving client needs.

Sustainability remains a key focus. Building on the success of 'Together for Sustainability,' Emrill launched 'United for Sustainability,' fostering partnerships and pooling resources to align with the UAE's net-zero goals. Through Emrill Energy, the company delivers energy-efficient solutions, reduces CO2 emissions, conserves water, and enhances waste management, driving significant environmental change.

Employee development is vital to Emrill's success. Programmes like 'A Better You' and 'The Empowered FM Workforce' equip employees with skills to excel in a dynamic industry. With 36 CPD-certified courses, Emrill ensures its workforce remains future-ready, driving the company's continued growth and success.

How are you integrating innovation and technology to drive growth and enhance service delivery in your business?

Emrill ensures its operations meet world-class standards. By adopting advanced technologies, Emrill enhances service delivery, drives growth, and solidifies its leadership in the facilities management sector. At the core of this transformation is the Techsphere platform, which leverages IoT, AI, and advanced analytics to optimise decision-making and

streamline operations. Features like a virtual reality-enabled command centre and an ESG module provide clients with real-time insights, ensuring efficient and sustainable operations. These innovations reflect Emrill's commitment to staying ahead of industry trends and addressing evolving client needs.

Emrill is also advancing sustainability through Emrill Energy, delivering energy-efficient solutions that reduce carbon footprints and costs for property owners. Partnerships, including with Green Leaf Airconditioning Services and the Institute of Real Estate Management (IREM), reinforce its role in promoting sustainability and innovation while empowering real estate professionals to drive operational improvements.

What role does sustainability play in your operations, and how are you aligning with global trends toward a greener future?

Sustainability is integral to Emrill's operations, embedded across its business through ESG strategies and impactful green initiatives aligned with the UAE's sustainability goals. In 2024, Emrill implemented 143 sustainability initiatives, cutting 640 tonnes of CO2 emissions—equivalent to removing 664 cars or the CO2 absorption of 138,000 trees—and saving 2.25 million litres of water, enough to fill over 162 Olympic-sized pools.

Strategic partnerships with organisations like Green Leaf Airconditioning Services and the Institute of Real Estate Management (IREM) further enhance Emrill's ability to deliver energy-efficient solutions, reduce operational costs, and support sustainable asset management. These collaborations

contribute to both environmental improvements and community well-being.

Emrill also prioritises its workforce's role in advancing sustainability, fostering a culture of inclusion, innovation, and development. Employee-focused initiatives enhance welfare, engagement, and career growth, empowering teams to support sustainability goals while maintaining world-class service standards.

By integrating sustainability into its operations and aligning with global trends, Emrill remains a leader in environmentally responsible facilities management, paving the way for a greener future.

What is your vision for the future of your company?

Emrill's vision is to remain a leading UAE facilities management provider by driving innovation, championing sustainability, delivering exceptional service quality, and staying future-ready. As the FM sector evolves, Emrill anticipates growing demand for sustainable practices and advanced technologies that enhance operational efficiencies. By refining strategies, adopting cutting-edge solutions, and investing in workforce development, Emrill is well-equipped to address challenges and seize opportunities.

Emrill's success stems from its client-centric approach, emphasising transparency, tailored solutions, and open communication. This ensures bespoke services that meet unique client needs while fostering long-term partnerships. With a commitment to excellence, innovation, and sustainability, Emrill is shaping the future of the FM industry, exceeding expectations and setting new service benchmarks.



Sector:

Facilities Management

Location:

Kingdom of Saudi Arabia

In Focus:

Vijayshankar Kavasseri
Operations Director



What has been your most significant achievement or milestone in the past year?

One of the most defining moments for Musanadah Facilities Management in 2024 was being awarded the title of 'Best FM Company in Saudi Arabia' at the SACWFM Awards. This recognition underscores our unwavering commitment to operational excellence, innovation, and client satisfaction.

The past year was marked by unprecedented growth and industry achievements. We expanded our BICSc-accredited training programs by over 20 percent across our three LEAD Training Centers in Saudi Arabia, equipping more team members with the necessary skills to uphold our high soft services standards.

In addition, our Institute of Asset Management (IAM) membership and training programs have set a new industry benchmark, ensuring our hard services meet the highest international standards.

Despite growing at over 21 percent in 2024—more than double the

industry growth rate—we have remained dedicated to customer satisfaction, achieving a 100 percent contract renewal rate and securing a record number of new contracts. This success reflects our unwavering focus on delivering superior integrated facilities management (IFM) solutions across the Kingdom.

What are the key focus areas or strategies your company is prioritizing for 2025 to stay ahead in the market?

In 2025, our key focus is to elevate industry standards by expanding specialized ISSA-accredited training tailored to healthcare and hospital environments. With the addition of hospital ward mock-up training rooms, we are positioning ourselves as a leader in healthcare FM, ensuring our services align with stringent regulatory requirements.

Musanadah's workforce has now surpassed 1,500 team members across Saudi Arabia, and as we continue to grow, we remain deeply committed to exceeding Saudization targets and aligning with Vision 2030 goals.

Our leadership in Total Facilities Management (TFM) framework agreements has positioned us as the preferred partner for major Saudi Vision 2030 projects. The success of our UNESCO project at AIUla—which earned multiple industry accolades last year—demonstrates our expertise in city-scale facilities management. Our work now extends beyond traditional FM, encompassing municipality services such as waste collection, street lighting

"Our key focus is to elevate industry standards"



maintenance, and city sewage system management. This pioneering approach reinforces our status as a leader in 'no limits' facilities management in Saudi Arabia. Musanadah also offers HCIS-approved manned security services to complete this comprehensive service offering.

How are you integrating innovation and technology to drive growth and enhance service delivery in your business?

We are leveraging innovation and technology to enhance service delivery, and Musanadah is arguably at the forefront of digital transformation in the Saudi FM industry. Our implementation of a cutting-edge CaFM system has significantly enhanced operational efficiency. This technology enables seamless connectivity among our team members, providing real-time performance insights and allowing supervisors to make data-driven decisions.

By leveraging these advanced analytics, we are optimizing response times, resource allocation, and service quality, ensuring that we deliver superior facilities management solutions in 2025 and beyond.

What role does sustainability play in your operations, and how are you aligning with global trends toward a greener future?

Sustainability is at the core of our mission. In 2024, Musanadah's specialist energy services (ESCO) division

signed an exclusive partnership with CoolPlanet to drive energy optimization, decarbonization, and sustainability services in Saudi Arabia and Bahrain.

This collaboration combines our deep understanding of local market needs with CoolPlanet's international expertise in engineering and energy solutions, allowing us to help clients significantly reduce their carbon footprint while unlocking substantial energy savings.

Additionally, Musanadah has secured SEEC Level 2 and Level 3 Licenses, further cementing our capability to deliver comprehensive energy audits. By integrating CoolPlanet's innovative digital platform, we are empowering businesses across Saudi Arabia to achieve their decarbonization and energy efficiency goals, in alignment with Saudi Vision 2030 and the Saudi Green Initiative.

Beyond energy efficiency, we continue to champion eco-friendly practices, ensuring that we source and utilize sustainable cleaning products wherever possible, reinforcing our commitment to environmental responsibility.

What is your vision for the future of your company?

"Beyond energy efficiency, we continue to champion eco-friendly practices"

We have developed a multifaceted vision for the future. Musanadah's five-year strategic growth plan aims to accelerate our growth rate to 30 percent in 2025—nearly triple the industry average. Our strategy is not just about expansion but about ensuring that our service delivery remains client-centric, flexible, and innovative.

At the heart of our vision is an unwavering commitment to customer satisfaction, worker welfare, and sustainability. By continuously investing in training, technology, and new service enhancements, we aim to redefine the future of facilities management in the region.

Our ability to adapt to evolving client needs, coupled with our expertise in integrated facilities management, positions us as a market leader ready to drive innovation, sustainability, and excellence in 2025 and beyond.

As Musanadah continues to expand its influence, our focus remains clear: to deliver world-class facilities management solutions that set new benchmarks for the industry. With a future built on innovation, sustainability, and client-first service, the possibilities are limitless.

LOAMS

Managing luxury

Sector:

Community Management

Location:

UAE

In Focus:

Ziad Haddad

Senior Vice President
- Facilities Management

What has been your most significant achievement or milestones in the past year?

Luxury Owners Association Management Services (LOAMS) is an award-winning JOP and Community Management Company managing over 47,000 units in 78 buildings, and 50 villa clusters

totaling 128 projects across the UAE, the United Kingdom, Saudi Arabia, Qatar, and Lebanon.

2024 has been a year

of significant progress, embracing every opportunity for improvement and transformation. We enhanced our Centralised Command Centre, introduced advanced firefighting systems, implemented proactive HSE strategies, and established a specialised Fire and Life Safety team to ensure a reduction in incidents and rapid emergency response. During the April rains, our preparedness ensured minimal disruption, allowing communities to return to normalcy swiftly.

Our Sustainability Initiatives included introducing solar-powered solutions, smart landscaping, and energy reduction strategies, improving air quality, reducing energy consumption, and lowering our carbon footprint. Waste Management initiatives included recycling, repurposing, and upcycling, focusing on energy efficiency and optimizing consumption. Team Training remained a priority with certifications like NEBOSH and emergency response programs for our front-line managers.

2024 also saw us receiving seven awards in multiple categories, including crisis management, safety, sustainability, and community engagement. Our resident engagement saw 4,000+ events and activations, attendance of 600,000+, including collaborations with the authorities.

The
**Power
Players
of 2025**

"In 2025, we aim to empower our employees with advanced skills and expand our CSR initiatives"

What are the key focus areas or strategies your company is prioritizing for 2025 to stay ahead in the market?

In 2025, we aim to empower our employees with advanced skills and expand our CSR initiatives. Leveraging the latest world technology, we will enhance safety, security, and luxurious living, and our DAMAC Living app will offer more services to elevate community living.

LOAMS is aligning future projects with the Dubai 2040 Urban Master Plan, increasing green spaces, enhancing public transport accessibility, and creating integrated communities that promotes sustainable living. We aim to adopt cutting-edge technologies like drones for building inspections and advanced surveillance systems.

In a survey conducted among 22,192 residents, an impressive 98% expressed satisfaction with our services, assuring us that we have stayed true to our slogan of 'Luxury Living in Vibrant Communities'.



ADDA

The
**Power
Players
of 2025**

Sector:

PropTech

Location:

India

In Focus:

Mohammad Ansar
Manager - Product Excellence

What has been your most significant achievement or milestones in the past year?

2024 has been very special for ADDA as it was the year where we reached the important milestone of completing 15 years in the community management space. A highlight for us was winning the Best Tenant Engagement Solution of the Year award at World Realty Congress 2024.

Over the past year, ADDA has had some truly exciting moments that we're incredibly proud of. One standout achievement was introducing AI-driven features that have completely transformed how communities manage things like resolving complaints, and facility bookings. These product updates

partnerships in the USA, Mexico, and the Middle East which have opened up new opportunities to serve communities in those regions. We hit a major milestone of serving over 1.7 million homes this year. It reflects the trust communities have placed in us and pushes us to keep raising the bar.

What are the key focus areas or strategies your company is prioritizing for 2025 to stay ahead in the market?

For 2025, ADDA is focused on three key strategies to maintain its leadership in the rental management software space:

1. AI and Automation: We are focusing on AI to bring smarter tools to community management. Predictive analytics that help community management teams make better decisions, stay ahead of maintenance issues, and manage expenses more efficiently. It's all about giving communities the insights they need to thrive.
2. User-Centric Design: Enhancing the user experience remains a priority. We are working on a more intuitive user interface to cater to diverse community needs.
3. Global Expansion and Localization: ADDA is strategically expanding into new regions, ensuring our solutions are localized to meet the specific regulatory and cultural needs of different markets, ensuring seamless adoption by communities worldwide.

By staying true to our vision of creating harmonious community living while incorporating the latest technological advancements, we are poised to make 2025 another transformative year for ADDA.

" ADDA has built new valuable partnerships in the USA, Mexico, and the Middle East which has opened up new opportunities "

are making life easier for residents and community management teams by cutting down response times and improving resident satisfaction.

Another big milestone for us has been expanding our reach beyond borders. We've built new valuable





The
**Power
Players
of 2025**

Sector:

Integrated Facilities Management

Location:

UAE

In Focus:

Karl-Heinz Otto Mair
CEO

What has been your most significant achievement or milestone in the past year?

In 2024, Berkeley Services celebrated a significant 40-year journey of redefining excellence in facilities management in the UAE. This milestone reflects not only our longevity but also the deep trust of our clients, the dedication of our people, and our commitment to innovation and sustainability. As part of Klüh Multiservices, with over 113 years of legacy and a multinational presence, Berkeley continues to build on a foundation of excellence and extend its global reach.

Our people have always been at the heart of Berkeley's success. From the dedicated frontline staff to visionary leadership, every individual has contributed to our growth.

Sustainability remains central to our strategy, with eco-friendly practices aligned with global green goals and the UAE's sustainability vision. We continue to embrace technology as a key enabler of progress, introducing advanced IoT solutions and leveraging AI effectively in our operations. DigiSolutions, a core component of Klüh's ECO System, combines innovative tools to enhance efficiency and optimize operational performance.

While the 40th anniversary stands as a milestone, it also serves as a testament to Berkeley's position as a leader in technology, sustainability, and people-centred excellence. With major project wins, industry recognition, and an ongoing commitment to innovation, Berkeley is dedicated to remaining a trusted partner in facilities management for years to come.

"We align closely with the UAE's Clean Energy Strategy 2050"

What are the key focus areas or strategies your company is prioritizing for 2025 to stay ahead in the market?

As Berkeley moves into 2025, its strategic focus remains centred on innovation, sustainability, and operational excellence, ensuring continued leadership in the



industry. A key focus is the optimization of maintenance strategies to improve asset reliability and performance. Berkeley employs a structured approach, utilizing Run-to-Failure and Corrective Maintenance for non-critical assets, Preventive Maintenance to reduce unexpected breakdowns, and Condition-Based Maintenance (CBM) to monitor asset health in real-time. At the forefront is Predictive Maintenance (PdM), powered by IoT-driven DigiSolutions, part of the Klüh Eco System, which leverages advanced analytics to detect potential failures before they occur, minimizing downtime and optimizing costs.

Beyond digitalization, Berkeley is investing in workforce development, upskilling technicians into multi-skilled professionals equipped to manage IoT-driven systems efficiently. This ensures seamless adoption of smart technologies while enhancing service quality and operational efficiency.

Sustainability remains integral to Berkeley's strategy, with an expanded focus on energy efficiency, sustainable waste management, and ESG-driven initiatives that align with global environmental goals. By combining intelligent maintenance strategies, cutting-edge technology, skilled talent, and sustainable practices, Berkeley continues to set new industry benchmarks, delivering smarter, more efficient, and future-ready facility management solutions.

How are you integrating innovation and technology to drive growth and enhance service delivery in your business?

Technology is central to Berkeley's strategy, driving efficiency, sustainability, and service excellence. The company leverages IoT-powered DigiSolutions, CAFM system and AI-driven automation to optimize facilities management, enabling real-time monitoring, predictive maintenance, and cost-efficient operations.

Through IoT sensor integration across MEP assets, we ensure smarter asset performance, reduced downtime, and data-driven maintenance. The in-house developed DigiSolutions, part of the Klüh Eco System, enhances predictive analytics, automation, and seamless data integration, allowing for intelligent decision-making and operational resilience.

Client-focused digital platforms provide transparency, real-time tracking,

and automated service requests, transforming facility management into a proactive, data-driven experience. Sustainability remains a priority, with AI-powered energy optimization, smart sensors, and green initiatives reducing carbon footprints and enhancing efficiency.

As the FM industry evolves, Berkeley is embracing the adoption of AI-driven automation, digital twin technology, and cybersecurity advancements to stay ahead. With continuous investment in innovation, workforce upskilling, and a client-centric approach, we are shaping the future of smart, sustainable, and efficient facilities management.

What role does sustainability play in your operations, and how are you aligning with global trends toward a greener future?

For Berkeley, sustainability isn't just a buzzword—it's a promise that stands as a fundamental pillar of our operations and practices. Our commitment to reducing environmental impact while ensuring operational efficiency aligns seamlessly with global sustainability trends and the UAE's national initiatives for a greener future.

We integrate leading-edge energy management, waste reduction, and resource optimization strategies across all aspects of our services. Our dedication to sustainable business practices is underscored by prestigious certifications, including the Eco Vadis Medal, Dubai Chamber of Commerce ESG Label recognition, and ISO 50001 certification from TUV SUD for energy management. These accolades reflect our ongoing efforts to minimize energy consumption and enhance environmental performance.

Our energy management solutions incorporate innovative approaches such as energy-efficient lighting, smart HVAC systems, and preventive maintenance

practices. Water conservation is a key focus, supported by low-flow fixtures and automated irrigation systems. Additionally, our waste management initiatives emphasize recycling and minimizing single-use plastics.

We align closely with the UAE's Clean Energy Strategy 2050, which prioritizes increasing clean energy contributions and reducing carbon emissions. By leveraging advanced technologies and sustainable practices, we enable our clients to meet their environmental objectives while contributing to the nation's broader sustainability goals.

Sustainability will remain a cornerstone of our operations as we continue to champion energy efficiency and eco-friendly practices, driving progress toward a greener future for the UAE and beyond.

What is your vision for the future of your company?

Berkeley envisions a future where innovation, sustainability, and people-centric solutions redefine facilities management. As we continue to set benchmarks in the industry, our focus remains on creating value for clients through cutting-edge technologies, operational efficiencies, and unmatched service quality.

We aspire to expand our presence across the region, embracing more sustainable practices and fostering strong partnerships that drive mutual growth. Most importantly, we see ourselves as a catalyst for change—enhancing not just how buildings are managed but also how communities thrive around them. By keeping people, planet, and progress at the core of what we do, Berkeley aims to lead the way for a brighter, more sustainable tomorrow.

PropTech Trends Shaping Real Estate in 2025

Matt Myers, MAI, FRICS, Assistant Professor in Real Estate at Heriot-Watt University Dubai, writes about the innovations that will shape the sector this year



The real estate sector has undergone significant changes in recent years, and 2025 is poised to be another crucial year for the industry. According to a report published by Research and Markets in 2023, the UAE PropTech market is forecasted to reach a value of USD 1,558.62 million by 2028.

The merging of property and technology, known as 'PropTech', has brought new ways to manage properties, interact with clients, and operate within the market. As PropTech continues to advance, the trends emerging in 2025 will focus on innovations designed to enhance efficiency, sustainability, and client experience.

Artificial intelligence (AI) and machine learning (ML) are revolutionising real estate analytics by enabling

predictive models that make investment and management decisions more precise. These tools analyse massive datasets, which include market trends, property prices, neighbourhood crime rates, and environmental risks. By understanding and forecasting changes in market demand, AI helps investors identify profitable opportunities while mitigating risks, making real estate investments more data-driven and less speculative. Predictive analytics will also become central to property management in 2025. AI can assess factors like tenant behaviour, energy usage, and wear on property infrastructure to predict maintenance needs, allowing property managers to perform repairs proactively and reduce costs.

The 'Digital Twin' concept has seen



Matt Myers

MAI, FRICS, Assistant Professor in Real Estate at Heriot-Watt University Dubai

widespread adoption across industries, and its application in real estate is expected to grow significantly. A digital twin is a virtual replica of a property or development, updated in real-time to reflect the physical building's status and operations. With the help of IoT sensors, these virtual models provide detailed insights into everything from energy usage and HVAC performance to security and occupancy rates. For property developers and managers, digital twins offer enhanced monitoring and efficiency. They enable real-time assessments, identify inefficiencies, and allow for remote troubleshooting. With the increasing focus on sustainability,

featuring 2D and 3D maps of all urban assets. This initiative supports urban planning and integrates futuristic technologies such as flying taxis and drone-based parcel delivery, setting new benchmarks in urban efficiency.

Virtual Property Viewing

Virtual and augmented reality (VR and AR) has transformed client engagement in the real estate industry by creating immersive property viewing experiences. VR and AR technology allow prospective buyers or tenants to explore properties from anywhere in the world, which has become increasingly important for

the development of green building technologies that reduce environmental impact and energy costs. 2025, these technologies will be more accessible and integrated into PropTech solutions. From solar energy systems and water recycling to sustainable materials and energy-efficient design, the industry is moving toward buildings that support environmental goals. PropTech solutions that leverage IoT technology enable precise tracking of a building's ecological footprint. They also provide recommendations for modifications to enhance sustainability. This approach appeals to environmentally conscious tenants and helps developers meet the growing government regulations on energy efficiency and carbon emissions.

Real estate investment has traditionally been exclusive to high-net-worth individuals or institutional investors, but PropTech has democratised this space with crowdfunding and fractional ownership. Platforms that allow fractional ownership enable investors to buy small property stakes, making real estate investment accessible to a larger pool of individuals. Advancements in blockchain and digital asset technology will enhance the appeal and security of these investment models in 2025. Fractional ownership allows investors to diversify and offers property owners an alternative financing option.

As technology becomes deeply embedded in real estate operations, industry players who adapt quickly will be well-positioned to thrive. By embracing these trends, real estate professionals can build properties that are smarter, greener, and more responsive to the needs of today's consumers.

" As technology becomes deeply embedded in real estate operations, industry players who adapt quickly will be well-positioned to thrive. "

digital twins also help owners optimise energy use, making properties more environmentally friendly. For instance, a digital twin of a commercial building can monitor and adjust heating, ventilation, and lighting based on real-time data, reducing energy consumption during off-peak hours. This approach lowers operational costs and minimises the building's carbon footprint. It is worth mentioning that the Dubai Lands Department is leading innovation by implementing a city-wide Digital Twin

real estate professionals catering to international clients. In 2025, VR and AR will be more advanced, offering realistic, interactive experiences beyond static images. Prospective clients can 'walk through' properties, customise layouts, and visualise modifications. This technology will continue to enhance customer experience and save resources by reducing the need for physical showings.

Furthermore, the push for sustainability has significantly prompted



‘Dubai Offers Exceptional Value Compared to Top-Tier Cities’

Rohit Bachani, Co-Founder & Director of Merlin Real Estate, speaks to REM TIMES about his journey from the tech industry to Dubai's luxury real estate market

A dynamic entrepreneur who has seamlessly transitioned from technology to real estate, **Rohit Bachani** is a prominent figure in Dubai's luxury property market today. With over 25 years of experience, Rohit has co-founded and leads several successful companies, including Soft Magic Systems Computers LLC, Merlin Digital General Trading LLC, SAI Craft Calligraphers LLC, and Merlin Real Estate LLC.

As the **Co-Founder & Director of Merlin Real Estate**, Rohit has played a pivotal role in shaping the company's mission to redefine luxurious living in Dubai, focusing on state-of-the-art infrastructure and stunning residential developments. A recent highlight of his career was facilitating a sale of \$53 million for an exclusive penthouse at Nakheel's Como Residences, underscoring his prominence in the luxury real estate sector.

In an interview with **REM**

TIMES, Bachani talks about his journey so far and his constant efforts to drive innovation and growth in Dubai's real estate industry.

How has your experience with Merlin Digital and Soft Magic Systems shaped your approach to the real estate sector?

It's been an incredible journey. When Soft Magic Systems and Merlin Digital started in 1997 as a small computer shop in Bur Dubai, we were focused on assembling PCs. Looking back, that period really laid the foundation for everything that followed. Customizing computers allowed me to immerse myself in technology in a hands-on way, and it taught me an invaluable lesson about the importance of user experience long before it became a common industry term.

We used to teach people how to surf the internet, manage manufacturing and fix their fax machines. Over the years, technology has evolved

drastically, but one thing has remained constant: customer experience is everything. 25 years in, this focus on understanding and meeting customer expectations has shaped everything we've done, from electronics to sustainable greenhouse farming and, of course, real estate.

Real estate, in many ways, feels like a natural extension of this focus on the customer. The fundamental concepts of understanding user needs, designing for experience, and building trust have carried over seamlessly. The technology sector taught me how to adapt quickly to shifts in market demands, and that agility has been key in navigating the real estate market, where timing and customer insight are everything.

Today, I apply these same principles—along with a more sophisticated understanding of consumer behaviour, data, and digital tools—to make smarter decisions in real estate. As technology continues to influence home design, smart cities, and digital platforms in real estate, my background in tech allows me to stay ahead of trends and create innovative solutions for our clients.

What have been some of the key challenges you've faced while transitioning from technology-based businesses to the highly competitive real estate market in Dubai?

I'd actually put it the other way around. Trading consumer electronics is far more cutthroat and challenging, which is why real estate feels somewhat easier to navigate. In the tech sector, price wars, rapid innovation cycles, and the



constant pressure to stay ahead of global competition make it an intense space. Real estate, while still competitive, has a more straightforward rhythm, with greater opportunities to build long-term relationships and make more thoughtful, deliberate decisions.

While many view the real estate market as tough, I don't find it as challenging as brand-building in tech. Real estate, however, is incredibly rewarding. It allows you to forge lasting connections, gain a deeper understanding of consumer preferences, and engage with the nuances of personal space and diversity. Plus, it gives you a unique chance to contribute to the broader vision of a rapidly growing city like Dubai, which has ambitious plans for the future.

How do you see the luxury property market evolving over the next few years?

Dubai's luxury market is evolving at a rapid pace, driven by world-class design, sustainable building practices, and cutting-edge technology. With top architects and developers flocking to the city, homes are becoming more than just places to live - they are experiences. The level of luxury we're seeing today has surpassed even royalty traditions of the past. As Dubai continues to attract

"The global elite see Dubai's combination of luxury, value, stability and security as unbeatable, compared to cities like Hong Kong, Shanghai and Singapore."

the global elite, we expect the luxury market to grow even more sophisticated, offering unparalleled living spaces that blend style, sustainability, and innovation.

What are the top three factors that you believe define a luxurious real estate experience in Dubai, and how does Merlin Real Estate incorporate these into its developments?

The top three factors in luxury all boil down to the age-old adage - location, location, location. Once the location is fixed, it is about understanding the lifestyle of your customer and giving them options that match up. For example, the lovely Palm Jumeirah or Dubai Hills Mansions, overlooking scenic views, international golf courses etc., is a perfect option for those who love greenery. Our jobs become much easier once the clients tell us their location preferences.

Another interesting trend I am seeing is a growing demand for sustainable construction. This is a new change we look forward to honing in, especially given that we have another arm in our business that supports sustainable greenhouse farming.

From an investor's perspective, what factors are driving the demand for luxury real estate in Dubai, and how can realtors align their offerings with these demands?

Dubai offers exceptional value compared to top-tier cities like New York, London, and Hong Kong. For example, a penthouse in Palm Jumeirah with superior finishes and a larger footprint costs a fraction of one in New York's Upper East Side. All that with larger room sizes, better location, facilities and thriving communities.

The global elite see Dubai's combination of luxury, value, stability, and security as unbeatable, compared to cities like Hong Kong, Shanghai and Singapore. The stability and lifestyle that Dubai offers is second to none. Thanks to the esteemed leadership of our nation, this place is one of the most secure cities in the world. And there is a growing influx of investors with very



little inventory left even. Realtors should embrace Dubai's unique appeal and the demand from international investors by understanding the city's luxury market better and confidently selling high-value properties while educating buyers of the potential long term returns of operating in a dynamic market.

What are the key trends and innovations in real estate development that you believe will shape the industry in 2025, particularly in the luxury sector?

As we move toward 2025, there are quite a few trends to look forward to. We believe smart technologies and data transparency will be central to Dubai's real estate evolution. The recently launched Smart Rental Index from the Dubai Land Department is a prime example. It brings real-time pricing data, offering more accurate, fairer rent models—especially in mixed-age areas—by reflecting property-specific characteristics rather than broad neighbourhood averages.

For investors and tenants, this means more predictable pricing and protection from arbitrary rent increases, especially in areas like Downtown and Business Bay. Brokers will benefit from clearer, data-backed pricing, leading to greater trust and more informed decisions. This initiative is part of a larger trend toward sustainability, transparency, and innovation in Dubai's luxury real estate market. We are excited to support these advancements, which align with the city's vision for a more transparent and fair real estate market.



DUBAI SMART RENTAL INDEX

A GROUNDBREAKING INITIATIVE

Muhammad Jawad, Certified Property Manager, MRICS, writes about how Dubai's new Smart Rental Index will bring transparency, fairness, and innovation to the real estate market



The dynamics of rental markets globally are shaped by an intricate interplay of regulations, market forces, and technological advancements. Rental caps and indices, such as the newly launched Smart Rental Index by Dubai Land Department (DLD), highlight the evolving approach to balancing tenant affordability and landlord profitability. Through this article, I explore the intricacies of rental caps, rent increases, and how Dubai's Smart Rental Index—a system based on building ratings—stands out as a benchmark for transparency and innovation in the real estate market, contrasting it with practices in other developing and developed nations.

What are rental caps and what is their role in global markets?

A rental cap is a regulatory measure that limits the amount landlords can increase rents over a specified period. These caps aim to protect tenants by preventing sudden and unaffordable rent hikes, encourage stability by fostering long-term tenant retention, and control inflation to ensure rental markets remain accessible to various income levels. By safeguarding tenants, promoting stability, and managing inflation, rental caps create a more balanced and predictable rental environment for all stakeholders.

DLD's Smart Rental Index: A Technological Leap Forward

Dubai's Smart Rental Index 2025 is an AI-driven platform designed to transform rental market transparency and fairness. Unlike traditional systems

that rely on broad averages or manual reporting, as we understand so far, this index evaluates properties using advanced building classification techniques, ensuring highly accurate rental valuations.

Key Features of the Dubai Smart Rental Index

The Smart Rental Index offers comprehensive coverage across all residential areas in Dubai, including key districts, special development zones, and free zones, ensuring standardised valuation and pricing criteria. It ranks buildings individually within communities, providing hyper-localised rental benchmarks and enabling tenants and landlords to make informed decisions based on the specific value of each property within its neighborhood context.

A star rating system evaluates buildings from one to five stars based on over 60 criteria, such as amenities (gyms, pools, parking), quality (structural integrity, finishes, maintenance standards), and location (proximity to key areas, cleanliness, and parking management). These ratings offer transparency and clarity to all stakeholders.

Leveraging AI and big data integration, the index uses real-time market data to continuously adjust rental benchmarks, reflecting current conditions accurately. Unlike the previous index, which updated quarterly or annually, the Smart Rental Index is updated daily to ensure relevance and reliability.

Dynamic rental adjustments align with Decree No. (34) of 2013, Rent increases start at 0% for rents up to 10% below market averages, then increase progressively: 5% for rents 11-20% below, 10% for rents 21-30% below, 15% for rents 31-40% below, and a maximum of 20% for rents exceeding 40% below market averages.

HOW IS IT ACROSS THE GLOBE?



United States

Rental caps exist primarily at state or city levels. Cities like Los Angeles and San Francisco have more restricted rent control measures, offering some of the lowest caps in the country. In November 2024, a statewide rent control measure in California was voted on but did not pass, failing to become law.

New York's rent stabilisation laws impose a limit on annual rent increases, generally capping them at approximately 3%. For leases renewed between October 1, 2024, and September 30, 2025, rent-stabilised apartments in New York City are subject to specific increases: 2.75% for one-year leases and 4% to 6.5% for two-year leases, providing tenants with predictable and regulated adjustments.



Canada

Rental regulations in Canada vary by province, balancing tenant protection with incentives for housing development. For example, Ontario caps annual rent increases at 2.5% for properties built before November 15, 2018, while newer properties are exempt from rent control for 20 years. British Columbia caps increase at 3.5% for older buildings, with exemptions for newer constructions lasting 5 to 10 years.

Other provinces, like Quebec, use a rent adjustment mechanism tied to inflation and operating expenses, while Alberta has no rent control, requiring only 90 days' notice for increases. Manitoba sets annual guidelines (e.g., 1.5% for 2024) with exemptions for new properties.



United Kingdom

The UK's Index of Private Housing Rental Prices tracks rental growth, but there are no national rental caps. However, certain cities like London have considered introducing rent controls to address affordability issues. Currently, landlords must adhere to fair rental practices, and tenants can dispute unfair increases through local councils or tribunals. The lack of a national cap is mitigated by robust tenant protection laws.

Developing Nations

In many developing countries, rental caps are either non-existent or inconsistently enforced. Rapid urbanisation often outpaces regulatory frameworks, leading to volatile rental markets.

To encourage property upgrades, landlords of older buildings are incentivised to renovate and improve their properties to increase star ratings and justify higher rents. This aligns with Dubai's vision of enhanced living standards and quality of life, promoting a more sustainable and equitable real estate market.

How Dubai's Index Differs from Global Practices

Tenants and landlords can access the Smart Rental Index directly through the Dubai Land Department's website, fostering greater transparency. Unlike other systems, Dubai's index evaluates buildings individually, considering their technical and service-related aspects, ensuring fair valuations based on the true quality and advantages of each property.

The index's inclusion of free zones is unique, regulating all residential areas within Dubai uniformly. Additionally, Dubai's fully AI-powered approach provides real-time updates, offering a cutting-edge advantage over manual or semi-automated systems in other countries.

By tying rent increases to property upgrades, the index not only protects tenants but also incentivises landlords

and investors to maintain high property standards, fostering a sustainable and attractive real estate market.

Maximising NOI and the Impact of the Smart Rental Index

In property management, net operating income (NOI) serves as a critical gauge of a property's financial strength. By focusing on increasing NOI, landlords have the opportunity to enhance tenant satisfaction and quality of life while maintaining or upgrading their properties to higher standards. Investments in renovations, added amenities, and improved maintenance not only justify higher rents but also align with Dubai's vision of sustainable and high-quality living environments. Higher NOI directly translates to increased property value, benefiting both landlords and the broader community.

The Smart Rental Index complements this approach by offering transparency and fairness in rental valuations. For tenants, it ensures predictable rental costs, reducing disputes and fostering trust. For landlords, it provides a framework for competitive pricing based on

property ratings while incentivising property upgrades to maximise NOI. For investors, the index standardises valuation systems, enhancing confidence in Dubai's real estate market. Together, these measures drive a more equitable, sustainable, and dynamic real estate ecosystem.

A New Global Benchmark

The Dubai Land Department's Smart Rental Index represents a groundbreaking approach to rental market regulation, blending technology with thoughtful policy to ensure fairness and efficiency. By introducing community-specific rankings, star ratings, and leveraging AI, Dubai has set a standard that surpasses many systems in both developed and developing nations. For countries grappling with urbanisation challenges and rental market volatility, Dubai's model offers valuable lessons in balancing tenant rights, landlord incentives, and market transparency.

As the global real estate sector evolves, initiatives like the Smart Rental Index underscore the importance of innovation and adaptability in creating equitable housing markets. The question now is: how quickly can the rest of the world catch up?



DEVELOPERS UPBEAT ABOUT DUBAI SMART RENTAL INDEX

Deepa Natarajan Lobo



Top Dubai real estate developers speak to **REM TIMES** on the innovative concept and how it is set to reshape the rental market of the emirate

A game-changing tool introduced by the Dubai Land Department (DLD); the Dubai Smart Rental Index marks a significant advancement in the emirate's real estate sector. By leveraging data-driven insights and offering a transparent, AI-driven approach to rental trends, it helps both developers and tenants navigate the competitive rental market more effectively. The index evaluates over 60 criteria, including location, maintenance, and

amenities, creating a standardized benchmark for rental prices. This innovative tool enhances transparency, streamlines pricing strategies, and fosters a more efficient, competitive, and fair market.

To explore how the Smart Rental Index is influencing Dubai's rental market, REM TIMES spoke with industry experts, who shared their perspectives on its impact on pricing strategies for property developers and management companies.



MILOS ANTIĆ

Vice Chairman of DHG International Holding and CEO of DHG Properties Dubai

"The DLD Smart Rental Index will enhance the transparency and efficiency of Dubai's rental market. By providing data-driven insights into rental trends and benchmarks, it serves as a useful tool for property developers and management companies to align pricing strategies with current market dynamics. For developers like DHG Properties, the index offers valuable assistance during the planning process and design of projects that cater to the specific needs of our clients. In Dubai's highly competitive market, we view the Smart Rental Index as a resource for refining our strategies and offerings, as we are focused on staying ahead of evolving market trends while delivering Swiss quality that sets us apart."

The index offers valuable assistance during the planning process and design of projects that cater to the specific needs of our clients.

MILOS ANTIĆ



BOGDAN MAXIMOV

Project Director at Mered

"The Smart Rental Index is a powerful tool that provides AI-driven insights into rental prices, making pricing processes more accurate and transparent. As a luxury real estate developer, we see immense value in its ability to provide real-time updates on market trends, ensuring that the properties our clients invest in are competitively priced and aligned with the latest market dynamics. The inclusion of building classifications, which account for factors like technical specifications, amenities, and services, is exactly what sets us apart and reflects the quality of our ICONIC Residences. The data from the index also offers value to property buyers and investors, as monitoring rental trends helps gauge long-term capital appreciation potential and understand how demand for rental properties can influence overall property values. We leverage these insights to strategically position our properties in the market, ensuring they meet client expectations for long-term ROI."

As a luxury real estate developer, we see immense value in its ability to provide real-time updates on market trends, ensuring that the properties our clients invest in are competitively priced and aligned with the latest market dynamics.

BOGDAN MAXIMOV



AJAY BHATIA

Founder and CEO of SOL Properties

"The Smart Rental Index enables various stakeholders to align their rental rates with real-time market dynamics while providing a reliable benchmark for mitigating disputes. Furthermore, developers can leverage this index to enhance their properties to secure better ratings. With rental rates regulated and long-term rentals anticipated to experience significant growth, this index highlights the critical importance of competitive pricing in Dubai's real estate market."

It is regarded as an innovative platform that enhances competitiveness and fosters fairness. This initiative not only helps developers to anticipate trends, adapt offerings strategically and attract tenants and investors but also underscores Dubai's commitment to innovation. As the market continues to evolve, the Smart Rental Index becomes instrumental in enhancing the standard of living and strengthening Dubai's position in the global real estate landscape."

This initiative not only helps developers to anticipate trends, adapt offerings strategically and attract tenants and investors but also underscores Dubai's commitment to innovation.

AJAY BHATIA

Why Are Asian Investors Setting Their Sights on Dubai?

Shubham Hunda, Managing Partner, Money Plant Real Estate, examines the key drivers that make Dubai a top real estate market



Shubham Hunda

*Managing Partner,
Money Plant Real Estate*

In a city known for constantly reinventing itself, Dubai's real estate market is drawing waves of interest, particularly from investors across Asia. While some see it as a glitzy playground for the wealthy, others are recognising the city for what it has steadily become—a thriving business and investment hub, resilient through economic fluctuations and increasingly accessible for global investors.

Dubai has seen a notable influx of Asian buyers, especially from China, India, and Singapore, with over 50,000 property transactions recorded in the third quarter of 2024 alone. That's a

staggering 38% jump from the previous year and a testament to the UAE's success in positioning itself as a global investment destination.

Here is a look at some important factors that make Asian investors make a beeline for Dubai's real estate.

High Rental Yields

Dubai's appeal lies in several compelling features, but none are as immediately attractive as its high rental yields, which average between 6% and 7%. In Asian markets, where real estate yields remain tepid, Dubai's robust returns present a sound financial incentive. When

combined with the absence of property, capital gains and inheritance taxes, Dubai's financial landscape stands out as one of the most favorable globally. In short, for those seeking high returns without the tax headaches common in other markets, Dubai is checking every box.

The Golden Visa: Investment with a Long-Term View

Another magnet for investors is the UAE's Golden Visa program, which grants a 10-year residency to property buyers. For Asian families, entrepreneurs, and business owners, this residency provides a valuable second base in a region that prioritizes stability and security. In essence, the Golden Visa is not merely a residence permit but a strategic asset, enabling families to plan their futures with certainty and offering business owners greater operational freedom.

A Stable Destination

While property markets in cities like Shanghai and Beijing have long been prized for their growth potential, China's recent economic challenges have prompted a shift. Faced with restrictive property policies and slowing growth at home, many Chinese investors are looking for opportunities abroad. Dubai, with its political stability, steady economic growth, and dynamic real estate market, is quickly becoming their preferred option. Here, they find a level of security and growth potential that contrasts sharply with the unpredictability they're facing at home.

Influx of Indian Investors

India's ties to Dubai have always been strong, but now the city is attracting Indian investors like never before. Buoyed by the UAE's job market and visa programs, Indians see Dubai as a place where they can grow financially while maintaining proximity to home. The influx of Indian families further cements Dubai's reputation as a diverse and welcoming destination—one where economic opportunity and community coexist harmoniously.

Full Ownership Rights

Dubai's approach to property rights is also a key factor in its appeal. Unlike other parts of Asia, where foreign

ownership laws are often restrictive, Dubai grants 100% property ownership to foreign buyers. This policy is a breath of fresh air for investors, providing the freedom to manage their investments without bureaucratic complications and opening doors to those seeking autonomy in their real estate ventures.

Financial Safeguarding

For Asian investors concerned about currency fluctuations, Dubai's peg to the U.S. dollar offers a rare financial safeguard. This stability, combined with recent mortgage adjustments following U.S. interest rate changes, makes Dubai's market more predictable for those coming from regions with volatile currencies. In an era of economic uncertainty, Dubai's currency policy is another practical advantage, easing concerns for investors looking to secure stable returns.

A Growing Cultural and Technological Ecosystem

Beyond business, Dubai's social and cultural infrastructure has evolved. The city is fast becoming a technology and lifestyle hub, fostering a vibrant ecosystem that draws professionals, families, and investors alike. From its tech innovation hubs to luxury shopping and a calendar filled with international events, Dubai offers a lifestyle that rivals the world's most famous metropolises. And as Asian communities continue to grow within Dubai, the city increasingly reflects the cultural diversity and dynamism of those investing here.

Dubai's Resilient Future

The indicators all point to sustained growth for Dubai's real estate market. Strategic government policies, infrastructure investments, and a focus

" For those with a strategic eye on the future, Dubai is more than an investment – it's a place where aspirations and achievements converge, a city as dynamic and ambitious as those who invest in it. "

Strategic Location and Business Hub Potential

Geographically, Dubai holds a rare advantage, serving as a natural connection point between Europe, Asia, and Africa. This centrality makes Dubai a top location for logistics and trade, a feature that has not gone unnoticed by international businesses. Asian companies are increasingly drawn to Dubai as a base for global operations, reinforcing the city's reputation as a business powerhouse. This growing presence of Asian businesses, in turn, supports a sustainable demand for real estate, giving investors yet another reason to stay.

on innovation are ensuring Dubai's position as a world-class investment location. Asian investors are not just participants in Dubai's growth; they're key contributors to a city where potential meets promise. For them, Dubai isn't merely a destination—it's an opportunity to be part of a city that values vision and resilience, one that they can confidently call a second home.

In a rapidly shifting global landscape, Dubai's appeal for Asian investors is clear. For those with a strategic eye on the future, Dubai is more than an investment — it's a place where aspirations and achievements converge, a city as dynamic and ambitious as those who invest in it.



Real Estate Trailblazers Honoured at World Realty Congress 2024

Sobha Realty, Emrill, and Dubai Holding Community Management awarded top honours

**Congratulations to the
Gold Winners!**



The World Realty Congress 2024, powered by LOAMS, concluded on December 13 after five days of thought-provoking discussions, forward-looking masterclasses, and collaborative events at the Palazzo Versace, Dubai. Bringing together the International Real Estate Community Management Summit (IRECMS), the CAM G10 Summit, and the prestigious World Realty Congress Awards, the event was both a celebration of progress in real estate and a forum for shaping the industry's future. The event, also supported by Berkeley Services, offered a platform for immersive





community tours, actionable debates, and insights on pivotal topics such as sustainability, real estate investment, and community management.

The event was inaugurated by keynote speaker Majid Saqer Almarri, CEO of the Registration and Real Estate Services Sector at Dubai Land Department. In his address, Almarri highlighted the transformative Dubai Real Estate Strategy 2033, emphasizing resilience and innovation as cornerstones for achieving sustained growth and reinforcing Dubai's position as a global leader in real estate. He spoke of Dubai's remarkable

achievements in attracting international investments and recognized the World Realty Congress as a key initiative driving excellence and innovation across the global real estate landscape.

Some of the most respected voices in the industry shared their expertise during the Congress. Among the speakers were Ziad Haddad, Senior Vice President at LOAMS - DAMAC Properties; Francis Giani, Chief Community Management Officer at Dubai Holding Community Management; Lieutenant Khalid Muhammed Banasser of Dubai Police; Imran Farooq, CEO of Samana



Congratulations to the Silver Winners!



Director and Founder of BNW Developments, for their extraordinary contributions to the industry.

The event's highlight was undoubtedly the World Realty Congress Awards presented by Elevison, on December 13, which capped off the Congress in spectacular fashion. Known for its merit-driven ethos, the Gala recognized 64 winners across 30 real estate-centric categories. The selection process, overseen by a jury of 40 global experts, involved over 300 hours of rigorous evaluation over several months. Each of the 180 detailed

Developers; Amit Puri, CEO of BNW Developments; and Hamdan Mohamed Al Kaitoob, Vice President at Deyaar Development. Their discussions explored themes that are shaping the future of real estate, from the integration of PropTech into property management to sustainable urban infrastructure and the evolving priorities of investors.

The conference also celebrated trailblazers like Rizwan Sajan, Chairman of Danube, Masih Imtiaz, CEO of Imtiaz Developments, and Vivek Anand Oberoi, Managing



presentations was judged on key factors such as sustainability, value creation, and innovative operations.

On the night, Sobha Realty was named 'Best Developer,' Emrill earned the title of 'Best Facilities Management Company,' and Dubai Holding Community Management took home the Gold Award for 'Best Community Management Company of the Year.'

Plan3 Media's CEO, Jatin Deepchandani, reflected on the event's impact: "It was inspiring to see so many leaders and innovators come together at this year's Congress. Events like this remind us of the incredible potential we have when we combine innovation with a shared commitment to a sustainable future. It's a privilege to provide a platform that celebrates true merit and showcases the innovation and dedication driving our industry forward. I congratulate all the award winners - their work is setting new benchmarks for the industry."

Over 500 attendees from around the world, representing the full spectrum of the real estate industry, were present at the Congress. Across five days, 40 distinguished speakers led discussions and workshops designed to address the sector's most pressing challenges.



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