

REAL ESTATE

December 2025

MARKET TIMES



Community at the Core

In an exclusive interview, Francis Giani shares Dubai Holding Community Management's vision for Dubai's community-first future.

PG 18
CRAFTING
TOMORROW'S LUXURY
LIVING IN DUBAI

PG 22
DUBAI'S 6
EMERGING AREAS
TO WATCH IN 2026

PG 26
RAK CENTRAL
REDEFINING RAS AL
KHAIMAH'S SKYLINE



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From the Editor

Dear REM TIMES Readers,

As we bring 2025 to a close, this final issue of the year feels especially meaningful. It has been a year where Dubai's real estate sector didn't just grow, it evolved. A year of record-breaking transactions, new communities taking shape, bold masterplans unveiled, and a renewed commitment to people-first living.

It was also the year UAE officially embraced the Year of Community. This is a reminder that beyond towers, transactions, and timelines, it is people who define the true heartbeat of a city. Everywhere we looked, we saw this shift: developers designing with intention, managers prioritising experience over maintenance, technology unlocking connection rather than complexity. It has been inspiring to witness an industry leaning into purpose with such clarity.

In this issue, we explore that evolution through stories that reflect the depth and diversity of our landscape. From Dubai Holding Community Management's community-first vision for 2025 and beyond, to the rise of AI in property valuation, to the data shaping Dubai's AED 152.3 billion real estate boom, each story captures a different dimension of an industry maturing with confidence.

And of course, we end the year on a high note with the World Realty Congress. This is our biggest edition yet. More than an event, the Congress has become a celebration of shared knowledge, collaboration, and global connections. Seeing leaders from across industries and continents come together once again was a powerful reminder of how strong this ecosystem truly is!

As we look ahead to 2026, I want to thank all of our readers and supporters for being part of Real Estate Market TIMES' journey this year. On behalf of our entire team, I wish you a wonderful holiday season and a prosperous New Year. May 2026 bring growth, possibility, and a renewed sense of community for us all.

Until then,
Happy Reading!



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Senior Editor
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REAL ESTATE MARKET TIMES

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08

COVER STORY

COMMUNITY AT THE CORE

In an era where community takes centre stage, **Francis Giani, Chief Community Management Officer at Dubai Holding Community Management (DHCM)**, outlines how their people-first approach is shaping sustainable, connected living across Dubai's master communities.



CRAFTING TOMORROW'S LUXURY LIVING IN DUBAI

In this exclusive feature, **Hamdan Mohamed Al Kaitoob, Senior Vice President – Sales & Marketing at Deyaar Development PJSC**, shares how evolving buyer expectations, smart infrastructure, and wellness-focused planning are redefining luxury living in Dubai's property landscape.

18

22

DUBAI'S 6 EMERGING AREAS TO WATCH IN 2026

Dubai's real estate success has long been defined by icons like Downtown, the Palm, Dubai Marina. But as these markets mature, the city's next growth story is shifting beyond its famous skyline.



26

RAK CENTRAL REDEFINING RAS AL KHAIMAH'S SKYLINE

Branded living, bold masterplans, and unstoppable momentum are turning the Northern Emirate into the UAE's next great urban success story.



SOTHEBY'S INTERNATIONAL REALTY ENTERS ABU DHABI MARKET

Record AED 200 Million Penthouse Sale Sets New Price Benchmark in Abu Dhabi's Luxury Market

28

30

DUBAI ISLANDS RISES AS THE NEW WATERFRONT ADDRESS

Dubai Islands combines a premier waterfront setting with practical city access and a pipeline of branded hospitality and lifestyle assets.



DOF, DLD Conduct Implementation to Settle Digital Assets

The move marks a significant step toward Dubai's cashless, fully integrated digital economy



Dubai Finance (DOF) recently announced an initial technical implementation to pay government service fees, involving the instant settlement of digital assets (cryptocurrencies) in UAE dirhams. The pilot transaction was successfully conducted in collaboration with the Dubai Land Department (DLD), through the DubaiPay platform, managed by Digital Dubai Authority (DDA), and a digital asset platform licensed by the Central Bank of the United Arab Emirates (CBUAE).

DOF explained that the transaction conducted in this initial implementation

was for Issuing a Property Map service, as part of testing technologies and systems in a secure environment prior to the official launch in the future.

Abdulrahman Saleh Al Saleh, Director-General of DOF, said, "This milestone marks a proactive step toward the future of digital transactions in Dubai. It comes as part of the emirate's ongoing efforts to adopt advanced financial technologies in line with the highest standards of security and regulatory compliance."

Hamad Obaid Al Mansoori, Director-General of DDA, said, "The initial

implementation of paying government service fees using digital assets represents a new milestone in Dubai's journey towards comprehensive digitalisation and a significant step forward in establishing the 'City-as-a-Service' concept, where modern financial technologies are integrated with the government services ecosystem in a single, seamless, and secure experience."

He further added, "Enabling individuals and businesses to pay government fees using digital assets embodies Dubai's spirit of innovation and reflects its ability to anticipate the future and embrace technologies that redefine the relationship between government and customers. This step not only diversifies payment options, but also establishes an integrated digital economic model that supports the objectives of the Dubai Cashless Strategy, contributes to achieving the Dubai Economic Agenda D33, and enhances the efficiency of the government services ecosystem."

Omar Hamad Bu Shehab, Director-General of the DLD, stated, "Testing the payment of government service fees using an innovative method that incorporates digital assets reflects the government's commitment to adopting the latest digital technologies ahead of full-scale implementation. This pilot transaction marks an important first step in evaluating the efficiency of the systems and the potential for future expansion. We are working closely with our partners to ensure the readiness of the technical infrastructure and full regulatory compliance before proceeding with actual deployment."

DLD Revolutionizes Customer Experience with AI-Powered Services

The government body announces collaboration with Microsoft



Under the theme 'Where Unified Experience Meets Smart Digital Transformation,' Dubai Land Department (DLD) announced a collaboration with Microsoft, paving the way for a new era of smarter and more seamless customer experiences. The partnership introduces a unified customer relationship management system powered by Microsoft Dynamics 365 CRM, leveraging advanced technologies such as artificial intelligence and automation.

The collaboration aims to accelerate DLD's digital transformation efforts by developing an integrated platform that connects all service channels from the call centre, email, and live chat to social media, the smart app, and the official website into a unified and comprehensive experience that simplifies processes, enhances customer satisfaction, and safeguards their rights.

The system also contributes to boosting service efficiency and response quality through intelligent automation that

tracks requests, monitors performance indicators, and links seamlessly with all of the Department's operational systems.

The new system enables teams to gain a comprehensive 360-degree view of customers, supported by advanced data analytics and AI-driven recommendations. This allows for more effective decision-making and faster responses to customer needs while anticipating future requirements.

'Malik': Where AI Meets Exceptional Customer Experience

DLD also unveiled 'Malik,' the omni-channel chatbot service, marking a significant addition to Dubai's suite of real estate services. This innovative technology offers a unified and seamless support experience across preferred customer channels, including WhatsApp, the official website, and the smart application, providing instant, 24/7 responses via text or voice messages, giving users greater flexibility and accessibility to services and information.

Malik simplifies procedures, saves time and effort, and places the customer at the centre of the service journey through smooth, uninterrupted communication, ensuring full integration across channels without duplication. In its first phase, the assistant accurately and promptly responds to the most common inquiries, with plans to expand its capabilities to handle the top 10 real estate transactions digitally, including payments, registrations, and data updates, thereby reducing the load on call centres by automating routine inquiries and transactions through smart AI-powered interaction.

DLD continues to enhance this service, with plans to integrate 'Malik' into the unified Customer Relationship Management (CRM) system. This is part of a broader strategy to build a comprehensive service model that positions artificial intelligence as a daily tool to enhance the efficiency of government services.



Community at the Core

In an era where community takes centre stage, Francis Giani, Chief Community Management Officer at Dubai Holding Community Management (DHCM), outlines how their people-first approach is shaping sustainable, connected living across Dubai's master communities.

The UAE's leadership formally declared 2025 as the Year of Community under the slogan "Hand in Hand." This initiative aims to strengthen social bonds, foster shared responsibility and build inclusive, empowered communities.

For real estate and community-management stakeholders, the pronouncement signals a paradigm shift: community is no longer a feature, it is the purpose behind development.

In this context, DHCM's mandate resonates more strongly than ever. In a conversation with Francis Giani, Chief Community Management Officer of Dubai Holding Community Management, he explains how DHCM is translating the spirit of 2025 into everyday living for residents in Dubai's master-planned communities.

2025: From Development to Community

"Dubai has reached a point where community is no

longer a feature of real estate development. It is the purpose behind it." — Francis Giani

Giani points out that this shift is reshaping expectations across the industry. Rather than just offering high-quality assets, real estate developers and managers must now prioritise connection, reliability and a sense of belonging.

For DHCM, that means placing people, purpose and long-term value at the centre of every decision. Across the industry, this change signals a maturity curve: stakeholders recognise that value lies not just in bricks and mortar, but in human-centred communities.

Evolving the Role of Community Management

- Over the next decade, success will hinge on delivering holistic living experiences.
- Community managers will need a blend of digital fluency, environmental awareness, and human-centred communication skills.



By 2030, home will represent an ecosystem shaped around wellbeing, efficiency and connection.



- **Customer Centric** – ensuring clarity of communication, reliability of service and consistent resident experience.
- **Technology Driven** – enabling predictive operations, data-led insights and seamless digital accessibility.

Building at Scale: Technology, Systems & Resident Experience

Managing some of Dubai’s most prominent master communities presents unique challenges, but also opportunities. To address these at scale, DHCM is implementing cutting-edge strategies:

- **Predictive and proactive operations** enabling the team to anticipate and resolve issues before they impact resident experience.
- **Integrated digital platforms** fostering transparency and efficiency.
- **Engagement models** designed to keep communities connected and informed.

For DHCM, operational excellence is not about piecemeal improvements; it’s about creating a robust, disciplined ecosystem. This approach allows large master communities to function with the warmth and familiarity of smaller neighbourhoods

- The future lies where technology, behavioural insight and service excellence converge, enabling predictive operations, responsive service, and meaningful resident engagement.

“People should feel informed, supported, and connected in the places they call home,” Giani emphasises.

The Three Pillars: Guiding Everyday Impact

DHCM’s work is anchored on three core pillars:

- **Community Focused** – shaping environments that strengthen connection, wellbeing and shared belonging.

Global Perspective: Sharing Insights at World Realty Congress 2025

As Dubai Holding Community Management contributes to the World Realty Congress 2025, Giani sees the World Realty Congress as an important platform to advance discussions on sustainability, technology, and people-first community development.

At a Glance

2025 – Year of Community: “Hand in Hand” initiative for cohesion and inclusive growth.

DHCM Pillars: Community Focused, Customer Centric, Technology Driven.

Evolving Role: From maintenance to predictive, tech-led, human-centred management.

Future Focus: Sustainability, digital maturity, resident engagement.

Vision 2030: Communities as connected ecosystems of well-being and purpose.



When decisions prioritise people, communities become places where individuals feel connected, supported and proud to belong.



Their participation allows them to share insights shaped by the scale at which they operate, highlighting the importance of governance, consistency and resident-centric design.

Guiding Philosophy: People First, Purpose Always

At the heart of DHCM’s vision lies a core belief: great cities are built on strong communities, and people are the most important dimension of urban development.

Residents are not just stakeholders, they are co-creators. Gianì’s guiding principle is simple yet profound: **listen**

first, lead with empathy, balance vision with integrity.

Looking Ahead: Vision for 2026 and Beyond

As the Year of Community unfolds, DHCM’s strategic priorities for 2026 are clear and ambitious:

- Deepen sustainability integration across energy, water and waste management
- Enhance digital maturity, refining tools and platforms to support seamless service and resident accessibility.
- Strengthen initiatives that nurture belonging

These focus areas reflect DHCM’s unwavering belief: quality living and sustainable living are inseparable.

The Future of “Home”: 2030 and Beyond

By 2030, Gianì foresees “home” as more than just a private space. Homes will offer smart services; neighbourhoods will provide thoughtful communal environments; communities will embed environmental responsibility. Communities will evolve from providing amenities to curating experiences. Communities will carry identity. Home will be where living, belonging and growth converge.

Sankari Breaks Ground on Regent Residences Dubai

Sankari has announced the groundbreaking of its flagship project, Regent Residences Dubai – Sankari Place, located in the Marasi Marina district. This development represents a defining moment for Sankari and for the Regent brand under IHG Hotels & Resorts, as it marks the first standalone Regent-branded residential project in the world.

The enabling works, successfully completed by Dutch Foundations, have paved the way for the appointment of Al Basti & Muktha LLC (ABM) as the main contractor. The contract, valued at nearly AED 1 billion, has been awarded for the full construction of Regent Residences Dubai – Sankari Place, with completion scheduled within 34 months.



WHAT'S HOT?

- Prices starting at **AED 39,000,000** for 3-bedroom units
- Scheduled to be handover by **Q4 2027**
- **Payment plan: 5%** booking/down payment, **45%** during construction, **50%** on handover

Al Huzaifa Properties Launches Residences on Al Marjan Island



WHAT'S HOT?

- Prices starting at **AED 1.19 million**
- Scheduled to be completed and handed over by **Q4 2027**
- **Payment plan: 50%** during construction, **50%** on handover

Al Huzaifa has announced its expansion into real estate with the launch of Al Huzaifa Properties. Its first development, Soléva Beach Residences, on Al Marjan Island, Ras Al Khaimah, has now been unveiled to the public. Valued at AED450 million (\$122.52 million), the property will be fully-furnished and ready for completion by Q4 2027.

Set against the backdrop of Al Marjan Island, Soléva Beach Residences offers 50 curated resort-style amenities blending wellness, fitness, leisure, and hospitality services. Highlights include a dedicated wellness level with cryo cabins, thermal suites, massage rooms, saunas, steam rooms, jacuzzi, and a tranquil lounge to name a few. The ground floor also features a 9,000 sq. ft. F&B destination and a calming lobby with water features and fireplace.

It is also the UAE's first residential project to integrate an Owner's SuperApp, providing residents with instant access to services, amenities, and vacation rental management, redefining convenience and elevating community living.

Tissoli, Pinnafarina Launch Palazzo Tissoli on Al Marjan Island

Tissoli, a real estate and investment collective, has officially launched its AED1.2 billion (\$326.75 million) flagship project - Palazzo Tissoli. The signature development, designed and branded by the iconic Italian design house Pininfarina, is set to rise on Al Marjan Island, marking Pininfarina's first architectural venture in Ras Al Khaimah.

This residential landmark promises to be an amalgamation of Italian heritage and Arabian Gulf living. Positioned along Al Marjan Island's most coveted stretch, Palazzo Tissoli will house meticulously furnished studios, one-bedroom, and two-bedroom apartments, including duplex corner units that enjoy sweeping views of the coastline. With studio residences starting from AED1.1 million, the development promises to bring Pininfarina-crafted luxury to discerning homeowners.



WHAT'S HOT?

- Prices starting at **AED 1.1 million**
- Scheduled to be completed and handed over by **Q2 2028**
- Payment plan: **5% booking / down payment; 45% during construction (via instalments) and 50% on handover**

AMIS Development Presents Derby Heights Featuring Spatial Edit

AMIS Development has announced the launch of Derby Heights, a residential project located in District 11, Meydan, Dubai. The development is set for handover in Q4 2027.

Derby Heights introduces a refined vision of elevated living through a spatial edit by Casamia — a design narrative that brings together curated materials, tactile finishes, and refined aesthetics across the project's shared and social spaces. The development reflects a commitment to thoughtful materiality and spatial harmony, creating an environment where design enhances everyday living.

The development offers exclusive units consisting of one-bedroom and two-bedroom apartments, each thoughtfully designed to provide a modern living experience. Located just 15 minutes from Downtown Dubai, 5 minutes from the Meydan Racecourse, and 20 minutes from Dubai International Airport, Derby Heights provides the perfect blend of privacy and proximity to key lifestyle destinations in the city.



WHAT'S HOT?

- Prices starting at **AED 1.2 million**
- **50/50** payment plan
- Handover scheduled for **Q4 2027**

Mashriq Elite Breaks Ground for Floarea Oasis

The Dubai-based Mashriq Elite Real Estate Development has started the construction of Floarea Oasis at Dubai Land Residential Complex (DLRC). The developer recently broke ground for its fourth residential project in Dubai, adding 257 designer apartments to the housing stock to cater to the surging demand, and complementing the reputation of Dubai as a prime real estate investment destination.

In a statement, the developer said that Floarea Oasis will be another testament to its commitment to offer affordable luxury residential units that excels in quality and construction standards delivered on time. The planned handover of Floarea Oasis, which will come up on a plot area of 36,915 sq. ft, will be in the first quarter of 2028.

Floarea Oasis will offer 129 studios in the range of 410 to 460sq. ft with a starting price of AED 630k and 102 one-beds of 760 to 860 sq. ft with AED 980k and upwards. There will be 26 two-beds at a starting price of AED 1.63million of 1,236 sq. ft



WHAT'S HOT?

- Prices starting at **AED 630,000**
- Scheduled to be handover in **Q1 2028**
- **Payment plan: 20%** down payment; **10%** in **Mar 2026**; **5%** each in Jun, Sep & **Dec 2026**, **5%** in **Mar 2027**, and **50%** on completion.

Ohana Launches Ultra-Luxury Sky Mansions



Ohana Development captures the essence of coastal luxury with the Sky Mansions at Jacob & Co. Beachfront Living by Ohana, a limited collection of AED77 million (\$20.96 million) residences that offer true seclusion and an unbroken connection to land and water.

Nestled along the coastline between Dubai and Abu Dhabi, where turquoise waters border Al Jurf's protected natural landscape, the Sky Mansions are part of Ohana Development's flagship collaboration with Jacob & Co. Rising above the coastline, each residence spans between 1,671 sq m and 2,209 sq m and offers uninterrupted 360-degree views of the sea, sand, and natural reserve.

Located within Jacob & Co. Beachfront Living by Ohana, a community featuring 457 bespoke residences including seafront villas, beachfront mansions, and sea-view apartments. Residents also enjoy access to a private beach and marina, the world's first Jacob & Co. Seafront Cigar Lounge, an exclusive Residents' Club, and a collection of wellness and leisure amenities.

WHAT'S HOT?

- Prices starting from **AED 77 million**
- Scheduled for completion by **Q2 2028**
- **Payment plan: 10%** on booking; **60%** during construction; **30%** on handover (for many units/apartments)

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

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Crafting Homes, Building Trust

Jatin Deepchandani speaks with Mustafa Ghani, Director of Empire Developments, in an episode of Property Pulse.



On set at Property Pulse: CEO Jatin Deepchandani and Empire Developments' Mustafa Ghani

Dubai's real estate landscape is driven by ambition, but it's the intention behind the build that truly leaves a mark. In a recent episode of Property Pulse, CEO **Jatin Deepchandani** sat down with **Mustafa Ghani**, Director of **Empire Developments**, to explore the company's ethos, its commitment to quality, and the legacy rooted in a family deeply connected to construction. Their conversation sheds light on what it means to create homes that resonate beyond aesthetics.

With your family's footprint across tourism and hospitality, why is real estate so personal to you?

I grew up watching construction sites, seeing my father complete buildings. Real estate isn't something I stumbled into, it's been part of my life from the start. Every project we build reinforces trust, and that responsibility feels very personal.

What made you choose real estate as your own journey?

When we completed one of our buildings, seeing families receive their keys was unforgettable. That feeling of helping someone achieve homeownership, often a once-in-a-lifetime moment for them, motivated me to carry the legacy forward.

Why do many still prefer renting over owning?

Ownership feels intimidating. Buyers often struggle with choices: developer, location, property type. At Empire, we've eased this by introducing a first-time homebuyer program with the land department and flexible, extended payment plans. These initiatives make the decision far less overwhelming.

How do you define accessible luxury in the mid-market space?

Luxury isn't just high-end materials. It's precision, detailing, and the overall

My father laid the foundation; our duty is to elevate it. Legacy is built by delivering, not declaring.



atmosphere, from the lobby experience to the colour palette inside the apartments. True luxury comes from thoughtful execution and creating an environment that feels elevated yet attainable.

With rising competition, how do you build and protect trust?

Trust must be earned. Since 2016, we've completed three projects, one in JVT and two in JVC, housing more than 450 residents. We try to exceed what we promise, and the feedback from our homeowners is our strongest validation. Word-of-mouth is invaluable, and consistency is what sustains it.

Rapid Fire: The Quick Three

One word for your next decade?
Unstoppable growth.

Speed or substance?
Both: speed enables timelines, substance ensures quality.

Best entrepreneurial advice received?
Never betray a client's trust.



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Crafting Tomorrow's Luxury Living in Dubai

In this exclusive feature, **Hamdan Mohamed Al Kaitoob**, Senior Vice President – Sales & Marketing at Deyaar Development PJSC, shares how evolving buyer expectations, smart infrastructure, and wellness-focused planning are redefining luxury living in Dubai's property landscape.



Hamdan Mohamed Al Kaitoob



In a rapidly changing real estate landscape shaped by global investment, advancing infrastructure, and lifestyle-oriented preferences, **Hamdan Mohamed Al Kaitoob**, Senior Vice President – Sales & Marketing at Deyaar Development PJSC, discusses how Dubai's luxury property segment has evolved and how Deyaar is responding to these new dimensions of modern living.

How does Deyaar define “luxury” today, and what new design philosophies are shaping that definition for upcoming projects?

Dubai stands among the few global cities that combine luxury, safety, connectivity, and convenience into a single living experience. For Deyaar, this environment has helped shape next-generation communities that are designed not only for immediate comfort but also for long-term value.

Buyers today have become more discerning, and luxury is no longer defined by finishes alone. It now includes technology-enabled residences, wellness-driven planning,

Luxury today is no longer just about grandeur; buyers increasingly value community, sustainability, and digital connectivity as part of a meaningful living experience.



and environments that encourage meaningful interaction and convenience.

One of the strongest examples of this philosophy is **Downtown Residences**, Deyaar's most ambitious development to date. The project features 522 meticulously designed units, including one to three-bedroom apartments, duplexes, penthouses, and an exclusive Royal Palace at the tower's highest level. Downtown Residences offers exceptional views of the Burj Khalifa, the Arabian Gulf, and the city's evolving skyline.

Every element was created to enrich day-to-day living. The project has been shaped by the idea of "self-actualized living," featuring AI meditation pods, social lounges, playrooms, and other areas designed to promote wellness, balance, and connected living. Its vertical design reimagines luxury by focusing on social interaction and overall wellbeing.

With high-net-worth investors continuing to drive Dubai's premium market, what trends are you seeing in buyer demographics and preferences?

Demand for branded residences has increased, particularly among high-net-worth individuals who want exclusivity supported by strong management and premium lifestyle offerings. Investors are also leaning toward developments with professional property management and tech-enabled operations that help maximize revenue retention.

Preferences vary based on geography.

- Investors from the **UK** commonly evaluate long-term rental yield.
- **Indian buyers** tend to prioritize family-friendly amenities, and location.
- **Russian buyers** often prefer larger layouts and premium finishes in prestigious areas.

Dubai's investor-friendly policies further enhance the market's appeal. The option for 100% foreign ownership in many sectors, simplified visa programs

linked to property ownership, reinforce investor confidence.

In a market filled with new entrants and visually striking concepts, how do you ensure your luxury developments stand apart while staying true to the brand's legacy?

Deyaar has built a respected position in the UAE real estate landscape over more than two decades, and our identity has been shaped by innovation, responsible development, and a commitment to quality.

We believe that trust and innovation are not optional, they are integral to modern real estate development. Technology and sustainability are embedded to ensure our projects remain relevant, resilient, and valuable.

Corporate governance also plays a central role. Maintaining strong governance standards supports shareholder value and fulfills the expectations of partners, customers, and stakeholders. The company's values, transparency, agility, reliability, ethical conduct, and value-conscious decision-making, remain at the core of our long-term vision and align closely with the UAE's national development direction.

Luxury today is linked to lifestyle. How is Deyaar integrating wellness, technology, and community-focused amenities to serve a new generation of discerning buyers?

Global preferences are moving toward boutique-style living environments that offer personalization, exclusivity, and a strong sense of belonging. Post-pandemic lifestyle changes have redefined what buyers expect from their homes.

Deyaar has responded by designing developments that support this new rhythm of living. **Park Five at Dubai Production City** incorporates outdoor co-working facilities and fitness spaces tailored for remote professionals. **Aya Beachfront Residences in Umm Al Quwain** brings residential, recreational, and commercial areas together to encourage strong community dynamics. **Rivage on Al Reem Island in Abu Dhabi**, launched last year, offers smart-enabled duplexes, sky villas, and palaces equipped with modern lifestyle conveniences.

Technology and sustainability remain central to these developments. IoT-based systems enhance comfort and

efficiency, while renewable energy projects, recycling programs, and sustainable building initiatives support the UAE's nationwide environmental priorities.

Digital platforms further strengthen engagement and community connection. Community pathways inspired by traditional Arabian sikkas link residents to rooftop cinemas, wellness gardens, and co-working lounges, reinforcing the idea that meaningful living spaces should enhance everyday life.

What does luxury in 2025 look like?

- Smart, connected, tech-enabled living.
- Homes serving work, wellness, and leisure.
- Communities that foster belonging.
- Sustainability and long-term value at the core.
- Transparent performance and returns.



Dubai To Build World's First Crypto Tower



Dubai has once again claimed the global spotlight. This time, as the home of the world's first Crypto Tower, a commercial skyscraper entirely dedicated to the blockchain, Web3, and digital asset economy. Rising soon in Jumeirah Lake Towers (JLT), the 17-storey landmark will redefine what it means to build for the decentralised future.

A joint initiative by the Dubai Multi Commodities Centre (DMCC) and REIT Development, the tower will span 150,000 sq. ft. of leasable space designed exclusively for crypto, venture capital, and AI-driven enterprises. The National Engineering Bureau (NEB) will oversee design, approvals, and on-site supervision, bringing Dubai's reputation for architectural ambition into the digital age.

"Crypto Tower is set to become a cornerstone of the UAE's digital economy," said **Jamil Jadallah, CEO of NEB**. "We've always believed in shaping the future of urban development. This project exemplifies that ethos."

Inside, nine office floors will cater to blockchain companies, with three levels devoted to incubators and venture funds, and one to AI innovation powered by Chatoshi.ai. Blockchain technology itself will manage the building through on-chain voting, smart contracts, and automated tenant services, a real-world showcase of Web3 in motion.

For **Ahmed Bin Sulayem, Executive Chairman and CEO of DMCC**, the tower signals a new chapter. "This development sits at the intersection of blockchain, Web3, and real estate. It is a statement of Dubai's intent to remain the world's leading innovation hub."

The tower will also reflect Dubai's flair for luxury. A 30,000 sq. ft. Crypto Club, an NFT art gallery, a gold bullion shop, and a 5,000 sq. ft. secure vault will create a space where technology, finance, and lifestyle merge. Completion is slated for Q1 2027, marking yet another milestone in Dubai's relentless pursuit of the future.

Fast Facts: Crypto Tower at a Glance

Location:

Jumeirah Lake Towers, Dubai

Floors:

17 (9 office | 3 incubator | 1 AI | 3 club & amenities)

Leasable Area:

150,000 sq. ft.

Powered by:

Blockchain & Chatoshi.ai

Features:

NFT Gallery | Crypto Club | Gold Shop | Vault Storage

Completion:

Q1 2027

Partners:

DMCC & REIT Development; Designed by NEB

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Dubai's 6 Emerging Areas to Watch in 2026

Dubai's real estate success has long been defined by icons like Downtown, the Palm, Dubai Marina. But as these markets mature, the city's next growth story is shifting beyond its famous skyline.

A new generation of **emerging neighbourhoods** is taking shape, backed by large-scale infrastructure, visionary master plans, and the city's relentless population growth. These are districts where investors can

still buy in early, enjoy competitive prices, and ride long-term appreciation as each area evolves into its next phase.

We put together six emerging areas poised to define Dubai's property story in 2026.



Al Jaddaf

Why it matters:

- Strategically located along Dubai Creek, between Downtown and Dubai Festival City.
- Recently designated a freehold zone, opening ownership to expatriate buyers.
- Rapidly developing skyline of mid-market and upper-mid apartments, many with Creek or skyline views.

Investor appeal:

- Average pricing around AED 1,550 per sq ft, positioning it below Downtown and Business

Bay while offering comparable connectivity.

- Popular with young professionals working in Healthcare City, Festival City, and Downtown.
- Rental demand remains healthy due to its central location and modern stock.
- Promising capital growth as retail, cultural, and green spaces continue expanding along the waterfront.

Watch out for:

Still maturing in amenities; parkland and retail components are developing in phases.



Arjan (Al Barsha South Extension)

Why it matters:

- Emerging family-friendly community south of Dubai Hills Estate, with easy access via Umm Suqeim and Al Khail Roads.
- Developed around schools, clinics, and retail clusters, creating strong liveability appeal.

Investor appeal:

- Gross rental yields average 6 – 8 %, among the highest in Dubai's suburban belt.

- Entry prices remain lower than JVC and Al Barsha South, giving buyers an affordable path into freehold ownership.
- Consistent occupancy thanks to a stable tenant base of young families and professionals.
- Upcoming road upgrades and community enhancements expected to further boost long-term values.

Watch out for:

Developer quality varies; select reputable builders and projects with proven handovers.

Dubai South (Expo City & DWC Zone)

Why it matters:

- Home to Al Maktoum International Airport, set for a AED 128 billion expansion.
- Planned capacity of 260 million passengers will shift Dubai's aviation hub south.
- Anchored by Expo City and logistics zones.

Investor appeal:

- Among Dubai's most affordable freehold areas
- Average resale prices around AED 1,019 per sq ft (Q1 2025)
- Long-term capital growth as infrastructure and population scale.
- Rental demand is steadily rising as new schools, offices, and retail hubs open across the district.
- The area benefits from strong government backing and sustained job creation in aviation, logistics, and events.



Dubai South

Watch out for:

Infrastructure rollout is ongoing; investors should expect gradual rather than immediate appreciation.



Palm Jebel Ali

Palm Jebel Ali

Why it matters:

- Officially relaunched by Nakheel in 2024 under the Dubai 2040 Urban Master Plan.
- Set to be twice the size of Palm Jumeirah, adding over 110 km of coastline and 80+ hotels and resorts.
- Designed as a next-generation smart and sustainable island, powered partly by renewable energy.

Investor appeal:

- Positioned firmly in the ultra-prime luxury segment, with early villa launches recording strong sell-outs within weeks.
- Entry prices for signature villas start from around AED 18 million, reflecting investor confidence in the Palm brand.
- Offers significant long-term capital appreciation potential as

infrastructure and hospitality components mature.

- Backed by Nakheel's proven track record and Dubai's robust global demand for branded waterfront living.

Watch out for:

Phased development; handovers expected from 2027 onwards.

The Valley by Emaar

Why it matters:

- Emaar’s master-planned suburban enclave on Dubai–Al Ain Road, designed for spacious living.
- Features landscaped parks, a man-made “Golden Beach,” sports courts, and upcoming retail precincts.

Investor appeal:

- Townhouses and villas priced from around AED 1.8 million, offering brand assurance and high build quality.
- Strong end-user demand driven by population growth and Emaar’s reputation for community management.
- Expected capital appreciation as schools, retail centres, and community hubs open between 2026–2027.
- Attractive for long-term investors focused on owner-occupier resale markets rather than short-term yields.



The Valley

Watch out for:

Still an early-stage suburban location; commute times to the city centre remain a factor until transit links expand.



Dubai Islands

Dubai Islands by Nakheel

Why it matters:

- A five-island master development by Nakheel, spanning 17 square kilometres and adding 20 kilometres of new beaches to Dubai’s coastline.
- Designed as a mixed-use waterfront hub with residential, hospitality, retail, and leisure zones.
- The project entered its early delivery phase in 2025, marking Dubai’s newest active coastal community.

- According to Driven Properties, off-plan apartment prices rose by approximately 7% in Q1 2025, reaching AED 2,317 per sq ft, signalling growing investor confidence.

Investor appeal:

- Offers waterfront living at mid-to-upper price points, still below Palm Jumeirah and Bluewaters Island benchmarks.

- Backed by Nakheel’s strong delivery history and strategic support from Dubai’s tourism and real estate plans.
- Ideal for investors seeking early-stage exposure to future beachfront scarcity as supply tightens across mature zones.

Watch out for:

Community amenities and leisure infrastructure are still under rollout; short-term liquidity may be limited until full activation.

Sources: Dubai Media Office, Nakheel, Emaar, Reuters, AP News, CBRE, JLL, Driven Properties, Property Finder, Bayut, and other verified market reports (2025).



AMTIDAAD.

“We aim to redefine fire safety in the UAE with systems that are smarter, faster and safer.”

Muhammad Ajmal Saeed, CEO



Muhammad Ajmal Saeed
CEO


Since 2016, AMTIDAAD has grown into one of the UAE’s emerging leaders in fire protection and technical services. Built on quality, innovation, and reliability. The company continues to expand its presence across the country.

AMTIDAAD specializes in complete fire safety solutions, including fire-fighting systems, fire alarms, CCTV, and integrated security. Its turnkey approach spanning design, installation, testing, and commissioning, ensures seamless & dependable protection.

With successful projects across residential, commercial, industrial, and government sectors, AMTIDAAD plays a key role in safeguarding schools, malls, residential buildings, and hospitals.

As the UAE advances toward smarter, safer infrastructure, AMTIDAAD remains committed to driving that progress with expertise and innovation. **Lets Talk About Your Project...!**

RAK Central Redefining Ras Al Khaimah's Skyline



Branded living, bold masterplans, and unstoppable momentum are turning the Northern Emirate into the UAE's next great urban success story.

For years, Ras Al Khaimah was known for its serene beaches, rugged mountains, and resort-style charm. But today, the emirate is evolving beyond its reputation for tranquility. The rise of RAK Central, a visionary masterplan by Marjan, signals the birth of a new urban era.

Positioned just minutes from the Wynn Al Marjan Resort and Al Hamra Marina, the district connects RAK's booming resort coastline with a dynamic urban core, giving the emirate its first full-scale central business and lifestyle hub.

"RAK Central is the future of Ras Al Khaimah's urban landscape," said **Abdulla Al Abdouli, CEO of Marjan**, in a recent report.

Pantheon Leads the Way

Every new city needs a pioneer. In RAK Central, that role belongs to Pantheon

Development, the first private developer to invest in the district. The company has acquired six strategic plots and has already broken ground on One RAK Central, a 522,000-sq-ft mixed-use development designed by acclaimed architect Tony Ashai.

"Our investment is not just financial; it's a statement of faith in Ras Al Khaimah's potential," says **Kalpesh Kinariwala, Founder of Pantheon Development**.

Ashai's design for One RAK Central captures that sentiment. With elegant modern architecture, open green spaces, and human-centred planning, the project aims to "create a living, breathing destination that reflects both elegance and emotion."

A Booming Market

The timing could not be better. According to Metropolitan Premium

Properties (MPP), property transactions in Ras Al Khaimah surged 250 percent in the first nine months of 2025, the strongest performance in the company's history.

"Ras Al Khaimah has emerged as one of the UAE's most dynamic investment destinations," says **Maxim Novikov, Head of MPP's RAK branch**. "We've seen price growth of 30 to 50 percent in many areas, especially where branded and off-plan projects are driving confidence. The story of RAK is only beginning."

RAK welcomes more Branded Residences

RAK's growth is being powered by a new wave of branded residences that combine global hotel standards with long-term real-estate value.

The vision has been drawn. The land has been blessed. The future has begun.



Among the standout developments:

- **Anantara Residences** by RAK Properties
- **ENTA Mina**
- **Fairmont Residences** by Ardee Developments
- **Soto Grande** by Ellington Properties

RAK Central's Role

RAK Central stands apart as it's a strategic shift in how Ras Al Khaimah is imagined. As new hotels and resorts line the coast, RAK Central gives the emirate its missing piece: a vibrant urban core.

Developers like Pantheon and DARA Properties (which recently acquired land within RAK Central) are helping to set the tone for this urban ecosystem, one built on design, sustainability, and modernity. As Novikov observes, "Developers are differentiating through design, branded partnerships, and quality, and that's pushing RAK into a new era of sophistication."

Designing the Future Downtown

RAK Central is not a copy of Dubai or Abu Dhabi, it's RAK's own identity. The masterplan fuses architecture and authenticity, where glass towers coexist with open spaces, waterfront

promenades, and pedestrian-friendly streets.

As One RAK Central rises, it will set the stage for new hotels, offices, and residential towers that together define the emirate's new skyline. "The vision has been drawn. The land has been blessed. The future has begun," says Kinariwala. His words echo what RAK Central truly represents belief transformed into reality.

Fast Facts: RAK Central & Ras Al Khaimah's Boom

Master Developer: Marjan

Flagship Project: One RAK Central by Pantheon Development

Built-Up Area: 522,000sqft (Phase 1)

Architect: Tony Ashai

Total Real-Estate Activity: AED 13.06 bn (Q1 2025)

Transaction Growth: +250 % (YTD 2025)

Price Growth: 10-15 % YTD | Off-plan = 95 % of sales

Top Buyer Regions: India | Europe | USA

Leading Areas: Al Marjan Island | Mina Al Arab | Al Hamra Village | RAK Central

Construction Start: 2025 | Phase 1
Completion: 2027 (Est.)



Sotheby's International Realty Enters Abu Dhabi Market

Record AED 200 Million Penthouse Sale Sets New Price Benchmark in Abu Dhabi's Luxury Market

Sotheby's International Realty, the world's leading name in luxury real estate, makes its debut in Abu Dhabi through the prestigious Four Seasons Private Residences Abu Dhabi at Saadiyat Beach, developed by ALAIN, a leading Abu Dhabi-based developer. A residence within the project recently sold at AED 14,000 per square foot, setting a new benchmark for luxury living in the capital.



Project Overview:

Status: Off-plan

Unit Size: 14,240 sq. ft.

Price: AED 200,000,000

Estimated Completion: Q2 2029

Penthouse Highlights:

- 5 Bedrooms
- Private In-Residence Cinema
- Chef's Kitchen
- Office Lounge
- In-Residence Fitness Studio & Spa
- 2 Private Lifts

Key Value Drivers:

- Unique beachfront and golf course location
- World-class services by the Four Seasons hospitality brand
- Resort-style amenities exclusively managed by Four Seasons

Market Context:

Comparable Units Sold: None – this transaction sets a new benchmark for Abu Dhabi real estate

Beachfront Confirmation:

Unobstructed, direct sea views

Headquartered at the prestigious Emirates Palace Mandarin Oriental, Abu Dhabi Sotheby's International Realty represents the natural progression for the brokerage, which has led Dubai's prime and super-prime sector for more than 12 years.

The record-breaking sale underscores the demand for ultra-luxury residences in Abu Dhabi. As the developer behind the project, ALAIN brings trusted local expertise and credibility, complementing the strength of the Four Seasons brand and the positioning of Saadiyat Island as Abu Dhabi's most coveted address.

Leigh Borg, one of Dubai's most accomplished super-prime agents and Executive Partner at Dubai Sotheby's International Realty, has been appointed **Managing Director of Abu Dhabi Sotheby's International Realty.** "It is a privilege to lead Abu Dhabi Sotheby's International Realty as we establish ourselves in one of the world's most exciting real estate markets," said Leigh Borg. "This milestone sale demonstrates the strength of the city's luxury market and the appetite among

discerning global buyers for prestigious, world-class residences."

According to the Abu Dhabi Real Estate Centre (ADREC), the capital has already recorded AED 92 billion worth of transactions in 2025 year-to-date. Over the past five years, the market has grown by more than 200 percent, fuelled by millionaires, centimillionaires, and billionaires migrating to the emirate for its stability, culture, and global connectivity.

"After witnessing Dubai's tremendous growth in recent years, Abu Dhabi is now primed to step into the spotlight," said **George Azar, Chairman and CEO of Sotheby's International Realty in the UAE, UK, and KSA.**

"The city combines visionary government planning with world-class infrastructure, sustainability, and culture. With our record-breaking debut at Four Seasons Private Residences Abu Dhabi at Saadiyat Beach, we are bringing unmatched expertise, a powerful global network, and the highest level of service to Abu Dhabi's prime and super-prime real estate market."



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Dubai Islands

Rises as the New Waterfront Address

Dubai Islands combines a premier waterfront setting with practical city access and a pipeline of branded hospitality and lifestyle assets.



Dubai Islands is stepping into the spotlight as one of Dubai's most ambitious waterfront destinations, bringing a wave of new opportunities for residents, visitors, and global investors. Backed by Nakheel and aligned with Dubai's 2040 Urban Master Plan, the multi-island development is rapidly taking shape as a hub for luxury living, cultural experiences, and long-term capital growth.

Spanning 17 square kilometres with 20 kilometres of beachfront, Dubai Islands will offer a balanced mix of luxury residences, hospitality, retail, leisure, and cultural districts across five interconnected islands, all minutes from the city and Dubai International Airport. Planned RTA bridge enhancements will further streamline connectivity, reinforcing everyday convenience for residents and visitors.

Dubai Islands H1 2025 performance

According to Betterhomes Research, Dubai's real estate market delivered its strongest ever half-year in H1 2025, with total transactions across the emirate surpassing AED 262 billion.

Within this momentum, Dubai Islands alone recorded AED 6.1 billion in sales from 1,936 transactions between January and June 2025, positioning the destination among Dubai's most active and sought-after coastal districts.

Dubai Islands records AED 6.1 billion in sales in H1 2025, emerging as Dubai's next waterfront investment hub.

Wassim Abdallah,
Director of Development Sales and Consultancy at Betterhomes.

Apartments:

- 1,895 sales totalling **AED 5.63 billion.**
- Average price: **AED 2.9 million**

Villas:

- Villas also saw strong traction (Dubai Islands, H1 2025):
- 28 transactions, averaging **AED 15 million** per villa.
- Six-bedroom residences averaged AED 44.4 million.

Price positioning:

- Dubai Islands residential average: **AED 2,340** per sq ft.
- Comparative context: Palm Jumeirah averages **AED 3,000+** per sq ft.

Yields and growth:

Coastal communities, including the Dubai Islands, are already outperforming on yields and long-term appreciation. Premium waterfront areas across the emirate achieved 12%–15% annual price growth by June 2025, underscoring Dubai Islands' potential for above-market returns, especially for early movers.



That together is drawing both end-users who want a resort-style daily life and investors who prioritise yield resilience and capital growth.

– Wassim Abdallah

Ongoing developments & key players in the Dubai Islands

Dubai Islands is anchored by Nakheel as master developer and is building momentum with a growing mix of hospitality-led and residential projects that strengthen its destination appeal. The islands already feature Rixos Dubai Islands Hotel & Residences, bringing branded, service-led living to the waterfront, alongside operational family-focused resorts such as Hotel Riu Dubai and Centara Mirage Beach Resort Dubai, which have helped establish steady leisure footfall. As infrastructure phases progress, new residential neighbourhoods, primarily low- to mid-rise beachfront and waterfront addresses, are set to roll out with elevated community amenities and enhanced promenade experiences. Complementing these homes, planned cultural, retail, and marina precincts will complete a full lifestyle ecosystem

of dining, wellness, and community spaces, reinforcing the Dubai Islands' long-term liveability and investment fundamentals.

Why choose the Dubai Islands?

For end-users, Daily life feels like a private resort, with long beachfronts, pedestrian-friendly promenades, and branded hospitality on your doorstep. Connectivity is practical: close to Deira, Old Dubai, and DXB, with RTA bridges enhancing access to the rest of the city. Homes prioritise light, flow, and indoor-outdoor living, ideal for families, professionals, and second-home buyers who want water, space, and services without sacrificing city convenience.

For investors, the case rests on three forces: genuine waterfront scarcity in a regulated, globally connected market; price efficiency versus mature peers like Palm Jumeirah, allowing room for price discovery; and branded

hospitality with curated placemaking that supports resilient occupancy and rental performance. With H1 2025 data showing strong sales volumes and premium price-per-square-foot benchmarks, Dubai Islands presents an attractive entry point for yield and long-term value.

What's next for the Dubai Islands

With more than 10,700 residential units currently under construction across multiple developers, and more set to be added to the inventory, the pipeline underscores strong, sustained growth. As infrastructure advances, the Dubai Islands will welcome a new wave of flagship residential and lifestyle projects from leading developers, expanding choice for buyers and deepening the destination's appeal. This marks a prime window for first movers to secure positions in Dubai's newest, fully connected waterfront address.

The Rise of Sports-Branded Living

From Olympic champions to Premier League partnerships, sports are transforming Dubai’s real estate landscape, creating aspirational living experiences that go beyond traditional luxury



Chelsea F. C. and DAMAC Properties present Chelsea Residences, officially announced in May 2025.

From Olympic champions to Premier League partnerships, sports are transforming Dubai’s real estate landscape, creating aspirational living experiences that go beyond traditional luxury.

In Dubai, the influence of sports now extends far beyond stadiums. Developers are partnering with celebrated athletes to craft branded residences that embody health, resilience, and community.



Rui Liu, Chairman and Founder of LEOS Developments, explains,

“Sport has always had the power to inspire, and when it becomes part of a real estate development, it creates something far stronger than traditional luxury branding. A logo can offer recognition, but sport connects directly to people’s lifestyles and ambitions. It represents health, resilience, and community; qualities that modern buyers increasingly want their homes to reflect.”

Branded residences in Dubai already command premiums of 40–60% above unbranded properties. LEOS’ collaboration with Olympic champion Tom Dean on Hadley Heights 2 demonstrates how sports integration enhances appeal. Residents enjoy AI-powered gyms, rooftop running tracks, outdoor CrossFit zones, immersive simulators, and wellness parks. “They

shape how people live, creating a residential ecosystem that nurtures both body and mind,” says Liu. “Sports-branded residences transform housing into a culture of aspiration, wellbeing, and belonging. This combination of prestige and purpose attracts premium buyers and secures long-term investor confidence.”



Sports partnerships are equally effective in branding and marketing. **Egor Maslennikov, Chairman and Founder of Object 1**, which recently partnered with Nottingham Forest Football

Club, notes, “Aligning with a football club like Nottingham Forest connects us to values people instinctively trust: teamwork, resilience, and shared pride. For us, it’s about creating emotional connections and supporting communities. We’re not just sponsoring the Premier League; we’re supporting the Academy and investing in the next generation of talent.”

With 89% of the UAE population engaging with sports via media, the highest globally, these collaborations deliver high visibility and emotional equity. “Just as we build homes for people who will live here for the long term, we also want to help build the future, nurturing young athletes who will become tomorrow’s superstars,” adds Egor.

By weaving sports into their developments, Dubai’s developers are redefining luxury. Properties are evolving into communities, cultural experiences, and ecosystems of wellbeing. “In many ways, our partnership mirrors Dubai’s real estate market: a global leader, dynamic, and always at the centre of attention,” wraps up Egor.

Sporty Strategies:

- Hadley Heights 2 – Tom Dean + LEOS Developments (Jul 2025)
- Chelsea Residences – Chelsea F.C. + DAMAC Properties (May 2025)
- Coventry Gardens II – AB de Villiers + GFS Developments (Aug 2025)
- Beach Walk 4 Residence – Khabib Nurmagomedov + Imtiaz Developments (May 2025)

Hala Adra



Where Hospitality Meets Home: Inside QUBE's New Chapter in Business Bay

With Dubai's real estate crossing AED 149 billion in Q3 2025, We speak with Hala Adra, Elire Project Director at **QUBE Development**, to explore how they are redefining the next chapter of branded living through its flagship project, **ELIRE Managed by LUX***, a development redefining what "home" means in the modern city.

Dubai's property market continues its extraordinary momentum. More than **57,000 residential units** were sold in Q3 alone, with **Business Bay leading over 4,500 transactions**, reaffirming its position as one of the city's most desirable districts. Amid this surge, QUBE Development has unveiled **ELIRE Managed by LUX***, a collaboration with global hospitality brand **The Lux Collective**, designed to offer residents a seamless blend of service, space, and sophistication.

ELIRE was conceived as a direct response to today's evolving buyer where hospitality meets home.

In an exclusive conversation, **Hala Adra**, Elire Project Director at **QUBE Development**, shares how the company is responding to a new generation of buyers seeking experiences that transcend traditional luxury.

With Business Bay seeing record transactions this quarter, what continues to make it one of Dubai's most investable areas?

Business Bay has evolved into a lifestyle destination, energetic, connected, and convenient. For QUBE, it represents the essence of urban living. Our project, **ELIRE Managed by LUX***, was born from this energy. Today's buyers are looking for homes reflecting pace and personality. They value quality and comfort as much as capital growth,



and Business Bay delivers that mix perfectly.

What new buyer trends are shaping Dubai's residential market?

We're witnessing a shift from transactional buying to emotional buying. Today's clients want homes that support wellbeing and simplify life. Through **ELIRE**, we've introduced a hospitality-driven model, concierge, private dining, childcare, every service curated to create effortless daily living. The goal is comfort with precision, design with purpose.

How is QUBE shaping projects to meet these evolving expectations?

We design for longevity, not just launch. Every development is built from the

inside out, considering light, flow, and the way people truly live. At QUBE, we build homes people want to stay in, not just buy into. **ELIRE** reflects that philosophy through thoughtful design and authentic service integration.

As Dubai's skyline evolves, QUBE Development stands at the forefront of a new era, where design meets purpose and hospitality defines home. The company is shaping what modern urban living in Dubai truly feels like: **seamless, connected, and timeless.**

AED 4.4 billion portfolio: QUBE Development's growing footprint reflects Dubai's demand for lifestyle-led living.

Smart O&M

Reshaping Facilities Management

Graham Easton, Managing Director of ENGIE Solutions IFM GCC, shares how Smart O&M is transforming facilities management through predictive intelligence, sustainability gains, and deeper transparency for property owners.

Quick Insights:

- 8.1% improvement in Energy Efficiency Ratio
- AED 5.5M annual operational savings
- 13% carbon reduction across clients
- Real-time digital twin visibility
- Predictive models anticipate failures
- 16% cut in operational costs

*Graham Easton,
Managing Director of
ENGIE Solutions IFM GCC*

Smart O&M unites human expertise with predictive intelligence to create sustained, measurable operational value.

In an era defined by data-driven transformation, Smart O&M has emerged as a decisive force in elevating operational performance across the built environment. Speaking to REM Times, **Graham Easton, Managing Director of ENGIE Solutions IFM GCC**, explains how digital twins, AI-driven analytics, and human expertise are converging to redefine facilities management.

How is ENGIE Solutions using data, IoT, and automation to build predictive and performance-led Smart O&M systems?

ENGIE Solutions' Smart O&M marks a shift from reactive practices to predictive, insight-led operations. The digital twin platform unifies our global asset library with real-time monitoring, creating a single environment for visibility and decision-making.

We run machine-learning models on Databricks that evaluate circuit temperatures, compression ratios, and environmental conditions to generate Asset Maintenance and Health Scores. Instead of waiting for breakdowns, our algorithms constantly analyze temperature trends, energy use, and equipment vibration to predict maintenance needs weeks before failure.

Our three-phase methodology, training on historical data, generating predictive insights, and initiating proactive maintenance, connects advanced sensing with timely, actionable intelligence.

The outcomes have been significant: an 8.1% increase in Energy Efficiency Ratio, AED 5.5 million in annual savings, and a 13% carbon reduction.

How does ENGIE ensure digital tools support, rather than replace, on-site teams, and what new skills are emerging?

Our philosophy is augmentation, not replacement. Smart O&M strengthens existing BMS frameworks by adding an analytical layer where AI models operate, while specialized engineers interpret insights.

The platform acts as an accessible interface, turning complex data into usable intelligence for facility managers.

Even in older buildings, technicians collect manual meter readings, while Smart O&M enriches those inputs with deeper analytics. We also digitize paper job cards, enabling teams to complete Risk Assessments before any task begins, shifting QHSE from a paperwork exercise to an active, integrated practice.

The result is a workforce that operates more strategically, armed with better information.

How has Smart O&M delivered measurable improvements in energy, carbon, and maintenance performance?

Sustainability directly influences financial performance, and Smart O&M achieves tangible benefits across energy, emissions, and operational costs.

Energy-wise, we've delivered an 8.1% improvement in Energy Efficiency Ratio across our portfolio. A UAE district cooling plant achieved an annual saving of 1.3 GWh, representing 6.4% of total consumption. Residential properties typically realize 5–15% energy cost savings.

On carbon emissions, clients benefit from a 13% reduction, contributing to our GCC commitment of cutting one million tonnes CO₂e by 2030, supported by transparent reporting against verified baselines.

Maintenance costs have also decreased by 16%, with AED 5.5 million in total yearly savings. Predictive maintenance reduces emergency callouts, minimizes

unplanned downtime, and extends asset life.

Our C3ntinel tool supports this by enabling measurement and verification, real-time failure prevention, and condition-based interventions.

At DMCC Uptown Tower, we committed to a 10% energy reduction while maintaining LEED Gold certification.

How does Smart O&M improve transparency and reporting for property owners, and how does this influence trust and decision-making?

Smart O&M reframes the FM-client relationship by giving owners centralized, real-time oversight across their entire portfolio. Digital twins provide visibility that eliminates the need for monthly reporting cycles.

For performance assurance, we implement strict measurement and verification. At a district cooling plant in Dubai, for instance, every kilowatt-hour saved was documented. We report transparently against baselines, including progress toward our one-million-tonne CO₂ reduction goal, with granular analysis that highlights hidden optimization opportunities.

In compliance, we have transitioned QHSE from manual, paper-based workflows to a predictive and real-time model. Automated checks adapt to evolving regulations, identify risks early, and prevent incidents that can impact budgets.

For lifecycle management, Smart O&M tracks asset performance continuously through data streams and maintenance history. Asset Health Scores guide investments—such as when data supported the replacement of 10 legacy chillers at a hospital in Sharjah.

This transparency strengthens trust. DMCC's three-year contract renewal for Uptown Tower underscores this confidence. FM providers should be viewed as partners, not contractors, empowering owners with the data required to make informed decisions and elevate asset value.



Panoramic shot of Abu Dhabi's emerging waterfront districts.

Five Abu Dhabi waterfront districts driving premium real estate investment in 2025

Artemiy Marinin, Project Director at MERED, identified key trends that offer compelling investment opportunities for discerning buyers

As Abu Dhabi's real estate market evolves, investors are gravitating toward properties that offer luxury, natural surroundings, and future-proof infrastructure along the city's waterfront. In the first half of 2025, the Abu Dhabi Real Estate Centre (ADREC) reported a record AED 52 billion in total real estate transactions, a 39% increase compared to the same period in 2024, reflecting strong investor confidence in the emirate's high-value property sector. Waterfront districts are at the forefront of this growth, offering a rare combination of scenic mangrove-lined lagoons, pristine beaches, luxury marinas, and iconic architectural developments.



and tranquil waterfront living. Lagoon-facing plots and high-rise apartments overlooking the Arabian Gulf create strong scarcity-driven demand. MERED's latest Pritzker Prize–designed waterfront development promises to harmonize modern architecture with nature, offering landscaped oasis gardens, green terraces, and open-air spaces, making it a sought-after location for investors seeking value in a central, nature-integrated setting. Reem Island experienced a remarkable 38% year-on-year increase in off-plan property prices during Q2 2025, reinforcing its position as one of Abu Dhabi's top-performing investment destinations.

Saadiyat Island, cultural prestige meets pristine coastline

Saadiyat Island is renowned for its ecological and cultural appeal, with protected beaches, coral reefs, marine reserves, and landmark institutions like the Louvre Abu Dhabi. Beachfront properties, combined with strong conservation measures, support the Island's long-term growth. Villas and residences with lagoon or sea views offer luxury living, often feature private pools and landscaped gardens. According to Knight Frank, villas on Saadiyat Island recorded the highest price growth in H1 2025, up 28% year-on-year, underscoring its status as a secure investment. The island's combination of heritage and natural beauty makes it particularly attractive for buyers seeking integration with the capital's culture and exclusivity.

Yas Island, an entertainment hub with hidden natural gems

Yas Island is celebrated for its entertainment offerings, including Ferrari World, Yas Marina Circuit, and luxury hotels, yet it also offers tranquil natural features. Thoughtful planning has created a community with expansive green parks, a premier golf course, and a pristine public beach. Transaction values reached AED 5.86 billion in H1 2025, highlighting strong investor interest. Eco-conscious projects and the island's unique mix of leisure, lifestyle, and waterfront living continue to fortify its sustainable investment potential.

Beachfront properties, combined with strong conservation measures, support the Island's long-term growth. Villas and residences with lagoon or sea views offer luxury living, often feature private pools and landscaped gardens.



Al Maryah Island, central business waterfront with scenic promenades

Al Maryah Island serves as a key financial district while offering a distinctive waterfront lifestyle. Landscaped boardwalks, cafés, and leisure paths connect residents and professionals to the sea. Premium apartments offer unobstructed views, while green corridors and water-sensitive planning promote sustainable, resilient development. The integration of central business amenities with high-quality residential offerings makes Al Maryah Island attractive for investors seeking scenic natural appeal, business connectivity, and stable property value.

Al Fahid Island, wellness-focused waterfront living

Al Fahid Island, strategically located between Yas and Saadiyat Islands, is Abu Dhabi's newest luxury waterfront destination. Covering more than 6,000 residential units, the island offers an 11km coastline, offering residents a lifestyle closely connected to nature and the waterfront. Mangrove-lined streets, beachfront access, and wellness-oriented amenities foster outdoor activity and balanced living. Educational and lifestyle facilities, including the first UAE campus of King's College School Wimbledon, scheduled to open in 2028, ensure lasting investment resilience in this forward-looking waterfront community.



Artemiy Marinin, Project Director at MERED, identified key trends that offer compelling investment opportunities for discerning buyers:

Al Reem Island, urban waterfront with natural serenity

Al Reem Island offers a rare combination of urban convenience

Advancing Protection:

How Amtidaad Is Elevating Dubai's MEP and FM Standards

Muhammad Ajmal Saeed, Founder & CEO of Amtidaad, speaks on how the company is advancing fire protection in Dubai through compliant engineering, sustainable solutions, and precision-driven systems integrated within modern MEP frameworks.



What does the future of facility management look like in a city where asset value, regulatory compliance, and operational reliability must work together without compromise? In Dubai, this balance is increasingly dependent on fire protection systems that not only meet standards, but deliver measurable performance over the long term.

Muhammad Ajmal Saeed, Founder & CEO of Amtidaad, explains how the company is supporting this shift with NFPA-compliant suppression systems, BIM-led accuracy, sustainable engineering practices, and maintenance strategies developed around real operational needs.

FM in Dubai has moved from maintenance-based to performance-driven. How is Amtidaad helping advance this transition?

Amtidaad supports Dubai’s move toward performance-led FM by delivering fire protection solutions engineered for long-term reliability and safety. The company designs and installs NFPA 2001-compliant fire suppression systems, including NOVEC1230 inert gas and water mist technologies, which safeguard occupants and critical spaces while minimizing downtime. These systems are integrated into MEP frameworks and coordinated through BIM to improve design precision and execution.

Although Amtidaad does not manage complete IoT platforms, it contributes to operational continuity through scheduled maintenance and diagnostics. This practical approach reinforces compliance, strengthens system performance, and enhances long-term value for building operators.

Fire safety is often seen as a compliance box, but in high-value assets it also influences trust. How does Amtidaad approach design and installation for better safety and property value?

For Amtidaad, fire safety is a foundation of asset preservation. Systems are designed in line with NFPA 2001 standards and utilize inert gas and water mist solutions that protect people and assets without damaging interiors.

Every system is tailored to the building’s use and layout, with BIM-led planning supporting precise execution and Civil Defense approvals. Clean installation, post-installation testing, and system reliability are key priorities. This standardized, practical approach builds trust, minimizes long-term risks, and supports sustainable asset value for developers and property owners.

How is the company leveraging technology to improve uptime and reduce operational costs?

Amtidaad applies targeted technological enhancements to improve fire protection system performance. While it does not manage complete IoT ecosystems, the company uses control panels with remote fault alert capabilities, helping operational teams respond quickly to system irregularities.

Supplementing this, diagnostic features in suppression systems support planned preventive maintenance, reducing disruption. Regular inspections, compliance tracking, and service schedules aligned with client operations ensure systems remain regulation-ready throughout their lifecycle. This structured approach reduces downtime, optimizes cost of ownership, and strengthens safety outcomes.

As more developments aim for LEED and WELL certifications, what role does Amtidaad play in supporting projects to achieve environmental goals within MEP and FM systems?

Amtidaad contributes to sustainability-focused projects by offering fire suppression systems that align with LEED and WELL frameworks. Its inert gas and water mist systems deliver residue-free suppression, preserving air quality and reducing water consumption.

Practical, compliant, and performance-driven fire protection is essential to safeguarding assets and long-term value across modern developments.



These solutions integrate into environmentally conscious MEP designs while helping reduce material usage. With NFPA-compliant planning and efficient installation practices, Amtidaad supports developers in meeting certification targets while enhancing long-term sustainability and fire safety performance.

What major shifts do you expect to reshape the FM and building systems sector over the next five years, and how is Amtidaad preparing for them?

Dubai’s FM market is moving toward smarter, greener infrastructure supported by stronger regulatory requirements. Amtidaad is preparing by prioritizing environmentally friendly suppression systems, particularly inert gas and water mist solutions that support recognized sustainability frameworks.

The company uses BIM to improve design accuracy and ensure Civil Defense alignment at every stage. While it does not operate full IoT platforms, Amtidaad continues to support remote fault alerts and preventive maintenance, allowing asset owners to adapt to rising operational expectations without expanding beyond scope. This disciplined approach positions the company to meet emerging performance, safety, and compliance demands.

Key realities shaping Dubai FM

- FM success depends on performance, not just corrective response
- Sustainability is influencing fire system selection and installation
- Technology need not be complex, practical remote alerts can add value
- Developer priorities include protection without operational disruption
- Regulatory accuracy is now as vital as engineering quality



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Berkeley Services:

A Legacy of Multinational Excellence and Leadership in Integrated Facilities Management

Berkeley Services stands as a proud part of a 114-year multinational legacy under its parent organization, Klüh Multiservices, headquartered in Düsseldorf, Germany. Together, the group represents over 48,000 employees internationally, delivering Integrated facilities management, services across Germany, Turkey, China, Poland, the Netherlands, India, and the UAE. With a global revenue exceeding €1.07 billion+, Klüh Multiservices has established itself as a world leader in integrated services — and Berkeley Services continues to uphold this excellence in the UAE.

Four Decades of Local Excellence

Established in 1984, Berkeley Services has been a cornerstone of the UAE's built environment for over forty years, setting benchmarks in quality, reliability, and innovation in facilities management. The company has evolved

from a traditional FM provider into a strategic partner, delivering integrated, multidisciplinary solutions that create measurable value across industries.

Recognition and Industry Leadership

Berkeley's exceptional contributions to facilities management have been celebrated through multiple prestigious awards. Most recently, the company was honored as **Integrated Facilities Management (IFM) Company of the Year**, reaffirming its leadership in the sector.

At the **Middle East Facilities Management Association (MEFMA) Awards 2025**, Berkeley further strengthened its position by winning **Best Innovation in Digital Solutions, Excellence in FM Supplier Partnerships**, and receiving a **Highly Commended recognition in the Excellence in FM category** at the **Global FM Awards of Excellence**.

This follows a series of remarkable achievements, including **Excellence in Facilities Management** at the Realtek Awards 2025, **Net Zero Champion** at the Smart Built Environment (SBE) Awards 2025, and recognition from the Arabia CSR & Sustainability Awards.

A Journey of Vision and Transformation

Berkeley's journey has always been about anticipating the future of facilities management and redefining industry standards. From providing essential services in its early days to managing complex portfolios across healthcare, aviation, hospitality, education, residential, commercial, and data centers, the company has consistently focused on creating efficiencies, fostering innovation, and delivering sustainable



outcomes. Moving beyond operational support, Berkeley has established itself as a trusted strategic partner, leveraging expertise, technology, and human capital to deliver comprehensive end-to-end FM solutions.

Redefining Integrated Facilities Management

What sets Berkeley apart from traditional FM models is its holistic, client-centric approach. While conventional FM often treats services



Berkeley 24*7 Control Center (Smart Ops Hub)

40 Years of FM Leadership

1. The company applies its IFM expertise across healthcare, aviation, hospitality, education, and data centers to optimize performance and streamline complex operations.
2. Berkeley delivers fully integrated facilities management, uniting building maintenance, soft services, smart solutions, laundry, landscaping, security, and more into one seamless, data-driven operation.
3. Technology and sustainability are core to Berkeley's IFM approach, strengthened by the Klüh Eco System and its in-house EcoServ framework, along with the engagement of advanced CAFM systems and ERP platforms. These digital solutions drive seamless operational control, data-driven insights, and sustainable performance, enhancing overall efficiency while minimizing environmental impact.

in isolation, Berkeley integrates building maintenance, soft services, security, landscaping, and operational support into a seamless, data-driven ecosystem. Every service interacts intelligently with the others—predictive maintenance powered by IoT reduces downtime, while coordinated cleaning and landscaping enhance operational efficiency and workplace experience, resulting in measurable cost savings and elevated service standards.

Berkeley's journey has always been defined by foresight, adaptability, and leadership.

Delivering Measurable Efficiencies Across Sectors

Serving highly regulated and demanding sectors, Berkeley tailors its approach to meet sector-specific challenges without compromising quality or safety. From healthcare and aviation to education and hospitality, the company ensures clients benefit from customized, intelligent solutions that optimize operational performance and enhance user experience. By maintaining a consistent standard of excellence, Berkeley turns complex FM requirements into streamlined, measurable outcomes.

Harnessing Technology for Smarter Operations

Digital transformation lies at the heart of Berkeley's strategic vision. Leveraging CAFM systems, and predictive analytics—developed in-house through DigiSolutions, part of the Klüh ecosystem—the company enhances transparency, operational efficiency, and decision-making. This technology-driven approach enables real-time monitoring, predictive maintenance, and

data-backed resource planning, giving clients full visibility over their assets, anticipating issues before they occur, and achieving long-term cost efficiencies.

Embedding Sustainability into Every Service

Sustainability and ESG principles are deeply embedded in Berkeley's operations. From reducing energy consumption and optimizing resources to promoting green initiatives across client sites, the company helps organizations minimize their environmental footprint while advancing social responsibility. True FM leadership, Berkeley believes, is not only operational excellence but also leaving a positive impact on the environment and communities. ESG initiatives—from renewable energy projects to zero-waste programs—reflect the company's commitment to a sustainable future.

Looking Ahead: Innovation, Excellence, and Client-Centric Growth

Berkeley's future priorities center on delivering measurable value and operational excellence. The company is accelerating digital transformation through AI, and advanced analytics; expanding ESG leadership by embedding sustainability deeper into client operations; enhancing employee engagement and development to build a skilled, motivated workforce; and strengthening sector-specific solutions with tailored IFM strategies for healthcare, aviation, hospitality, and education. By blending technology, sustainability, and human expertise, Berkeley aims to redefine facilities management in the region, ensuring every client experiences operational efficiency, optimized performance, and a seamless service journey—today and for decades to come.



Owners Associations at the Forefront of Dubai's **GREEN** Transition

Nabil Petkar, Director - Facilities Management at Better Communities Owners' Association Management, discusses how Owners Associations can drive measurable sustainability improvements within jointly owned properties across Dubai.



Owners Associations (OAs) play an increasingly instrumental role in influencing how communities operate and evolve. Their operational decisions, spanning energy efficiency, resource management, and environmental planning, can significantly support Dubai's broader ambition of positioning itself among the world's most future-ready and sustainable cities.

Water Conservation as a Core Priority

Water management remains a critical pillar of sustainable community operations. Several buildings have transitioned from conventional irrigation systems to smart drip networks supported by soil moisture sensors, significantly reducing landscape water consumption. In addition, the installation of aerators and low-flow fixtures in common

reinforcement can reshape community habits over time.

Preparing Communities for Electric Mobility Adoption

As electric vehicle (EV) adoption accelerates across the UAE, feasibility studies have been undertaken to identify suitable locations for EV chargers within community parking zones. Preliminary discussions and authority approvals have also been initiated, ensuring buildings are prepared for evolving mobility needs and can transition smoothly as resident demand continues to grow.

Sustainability is not a one-time project but an enduring operational commitment across every building we manage.

Strengthening Sustainable Building Operations

As custodians of jointly owned developments, OAs are uniquely empowered to lead actionable sustainability programs. At Better Communities, structured energy audits are the starting point, enabling teams to analyse utility consumption patterns and identify inefficiencies across building systems including common area lighting, HVAC operations, water supply, and waste handling. These insights then inform targeted initiatives such as LED lighting upgrades, chiller optimisation, and automated building controls. Beyond improving environmental performance, these measures have also helped lower service charges, delivering financial and operational benefits to property owners.

areas has helped communities achieve measurable savings without compromising user comfort. These upgrades also encourage residents to adopt more thoughtful consumption habits in their personal spaces.

Waste Segregation and Responsible Disposal

Better Communities has also introduced structured waste segregation programs to support behavioural change at scale. Many residential and commercial towers have installed dedicated recycling stations, partnered with licensed waste management companies, and launched awareness campaigns to increase community engagement. The results have been encouraging, with recycling participation and volumes steadily improving month-on-month evidence that education and consistent

At a Glance:

- Energy audits guide targeted upgrades
- LED and chiller optimisation improve efficiency
- Smart irrigation reduces landscape water consumption
- Awareness programs increase recycling participation
- EV charging readiness underway across multiple communities

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Top Tips for OA Managers in the UAE When Procuring Insurance for JOPs

Robert Duchesne, Chief Underwriting Officer of Emirates Insurance Company, shares expert insights on how OA Managers can strengthen risk management and secure the right insurance coverage for jointly owned properties in the UAE

In the dynamic real estate landscape of the UAE, Owners Association (OA) Managers play a pivotal role in safeguarding the interests of property owners. One of the most critical responsibilities is ensuring that jointly owned properties are adequately insured. Here are some top tips to help OA Managers navigate the insurance procurement process effectively.

Prioritize Accurate Reinstatement Valuations

Underinsurance is a common and costly pitfall. If a property is insured for less than its actual reinstatement value, any claim payout may be proportionally reduced, leaving the OA and owners financially exposed.

Why it matters: Some insurers may apply the “average clause” if there is no reinstatement valuation conducted hence in the event of underinsurance, can significantly reduce claim settlements.

Best practice: Commission a professional reinstatement valuation by RICS-certified professional at least every 3 years, or sooner due to fluctuating costs of materials and labour in the UAE, as well as if there have been major renovations or market shifts.

This ensures the sum insured remains adequate.

Disclose Risk Improvement Measures

Insurers reward transparency and proactive risk management. Sharing details of risk improvement initiatives can lead to better terms, lower premiums, or broader coverage.

Examples of risk improvements:

Fire and Safety Systems

Certification and Maintenance:

Provide evidence of Dubai Civil Defense (DCD) or Abu Dhabi Civil defence compliance. Ensure all fire alarms, sprinklers, extinguishers, hose reels are serviced, tested and certified regularly, with logs readily available. Appointing professional Facility Management agencies for AMC for the critical building equipment maintenance.

Emergency Procedures: Establish and test a clear Emergency Response Plan (documented). Conduct regular fire drills to demonstrate preparedness.

Water Damage and Leakage Prevention

Plumbing Maintenance: Implement a Planned Preventive Maintenance (PPM) schedule for all common area

plumbing, drainage systems, and water-fed equipment (e.g., chillers, water heaters).

Leak Detection: Document any history of major leaks and remedial actions taken. Consider installing advanced smart leak detection systems in high-risk areas using dual sensing technologies and AI.

Security and Access Control

Surveillance: Ensure CCTV systems cover all common areas, are fully operational, and have sufficient data storage for investigations.

Access Control: Maintain functioning systems (e.g., electronic gates, key card access) to deter unauthorized entry and vandalism.

Lift and Machinery Breakdown

PPM Documentation: Furnish complete records of the PPM program for critical machinery such as lifts, HVAC systems, and pumps. Well-maintained equipment reduces the likelihood of costly mechanical breakdown claims.

Tip: Document and share these measures with your broker or insurer during renewal discussions.

Communication

Regularly update Owners, Tenants, Owner committees, Security, FM team “on weather alerts” Insurers and local authorities on the situation to ensure everyone is aware of the ongoing developments.

Engage a Specialist Insurer

Working with an Insurer who understands the strata insurance market in the UAE can make a significant difference.

Benefits:

- Tailored advice on coverage enhancements
- Assistance with claims management and policy interpretation

Review Policy Wording Carefully

Not all strata insurance policies are created equal. OA Managers should ensure that the policy covers all essential risks, including:

- Building and common area property damage
- Loss of rent or alternative accommodation
- Voluntary Workers
- Public liability
- Fidelity guarantee (protection against fraud)
- Board members/ Owners committee Legal liability
- Machinery breakdown (e.g., lifts, generators)

Tip: To ensure you have the most comprehensive cover possible request to also include Terrorism or Political Violence cover and new emerging risks such as Cyber.

Maintain a Clean Claims History

A strong claims record can enhance your negotiating position with insurers.

How to achieve this:

- Promptly address maintenance issues
- Educate residents on risk prevention
- Implement a formal incident reporting and response process

Plan Renewals Early

Start the renewal process at least 120 days before expiry. This allows time to:

- Conduct valuations
- Gather updated risk information
- Compare quotes and negotiate terms
- Finalise budgets for the jointly owned property

Procurement Tip	Rationale
Comprehensive Scope	Ensure the policy covers all necessary UAE strata risks: Building, Third-Party Liability, Voluntary Workers, Machinery Breakdown, Fidelity Guarantee, and Board Members Liability.
Engage an Expert Insurer	Utilize a reputable, Insurer who specializes in Strata properties. They can advocate for your OA's specific needs and risk profile.
Review Policy Exclusions	Scrutinize the fine print. Understand what is not covered, especially common issues like gradual deterioration or maintenance-related failures.
Establish a Claim History	Maintain a clear, documented record of all previous claims, including the cost and resolution. A favourable claims history is a strong negotiating tool.
Budget for the Premium	Ensure the annual premium is adequately factored into the OA's budget to avoid any lapse in coverage, which is a breach of the Jointly Owned Property Law in all Emirates.

Conclusion:

By taking a proactive and informed approach to insurance procurement, OA Managers can ensure comprehensive protection for jointly owned properties while optimizing costs. Accurate reinstatement valuations and transparent communication of risk improvements are not just best practices—they are essential tools for securing the best outcomes in today's insurance market.



Photos by Sumit Shivnandhan

Shaping Smarter Stays to Redefine Dubai's Short-Term Rental Market

In an exclusive conversation, **Mohammad Hassan Masood, General Manager – Dubai** at short-term rental **Propr**, shares insights on the evolving role of holiday homes, and the technologies reshaping the guest experience.



With Dubai's short-term rental sector maturing at remarkable speed, few leaders have been as closely embedded in its transformation as **Mohammad Hassan Masood, the General Manager** spearheading **Propr's** Dubai operations. Under his leadership, the short-term rental and holiday home management company rental has strengthened its position as one of the region's most agile and guest-centric operators, combining luxury hospitality standards with advanced technology and transparent, owner-first management practices.

In this interview, Hassan breaks down the factors behind Propr's exceptional performance, the segment's growing

contribution to Dubai's hospitality ecosystem, and how innovation, sustainability, and evolving traveller preferences are shaping the future of stays in the UAE and beyond.

What factors have driven Propr's success in Dubai's competitive short-term rental market?

Propr's success comes from staying relentlessly guest-centric while maintaining a strong operational backbone. We manage premium units and deliver luxury-level services, ensuring every stay reflects Dubai's high standards. Our advanced technology, spanning dynamic pricing, automation, and quality control, allows us to scale efficiently while maintaining

consistently high service levels. Transparency is a key pillar of our approach, from real-time performance reporting to open communication with property owners, which has helped us build long-term trust. In such a fast-evolving market, we stay agile by analysing guest trends and market dynamics, enabling us to respond quickly and strategically. Ultimately, it's the combination of premium properties, luxury hospitality, tech-enabled efficiency, and transparent processes that sets Propr apart.

How will the short-term rental segment contribute to Dubai's broader hospitality ecosystem?

Short-term rentals have become an

Transparency is a key pillar of our approach, from real-time performance reporting to open communication with property owners, which has helped us build long-term trust.



business hub, this segment will continue to enhance capacity, diversity, and overall visitor experience.

How is Propr using data, automation and AI to improve efficiency and guest satisfaction?

Technology is central to how Propr delivers consistently high standards while scaling efficiently. We use our in-house built Property Management System (PMS), which includes an automated pricing algorithm that analyses demand and adjusts rates in real time, ensuring maximum occupancy and revenue performance. Automation supports everything from guest communication to housekeeping scheduling, reducing operational friction and ensuring accuracy across the board. AI-powered tools help us predict maintenance needs, optimise workflows, and personalise guest experiences from check-in to post-stay engagement. We also rely on data insights to guide decisions around design, amenities, and market positioning. By embedding technology into every layer of our operations, we provide seamless stays for guests and transparent, high-performing results for property owners.

What sustainability and authentic-experience initiatives is Propr prioritising?

Sustainability and authenticity are at the heart of our hospitality philosophy. We prioritise eco-friendly practices, including energy-efficient appliances, reduced single-use materials, and responsible sourcing of linens and cleaning products. We use refillable pump-bottle amenities with high-quality liquids, lowering waste while enhancing the guest experience. In alignment with the vision of His Highness the Crown Prince of Dubai, we are also working toward becoming a fully paperless operation in the coming years as part

of Dubai’s broader sustainability ambitions. To elevate authenticity, we include local sweets, artisanal products, and cultural souvenirs that allow guests to connect with Dubai on a more personal level. Our goal is to deliver stays that are both responsible and genuinely memorable.

How is Propr tapping into demand from business travellers and digital nomads?

The rise of remote work and flexible business travel has transformed guest expectations. Propr caters to this segment by designing units specifically suited for longer stays, each equipped with dedicated workspace areas and high-speed connectivity to ensure a productive environment. We pair this with smart home technology, fully-equipped kitchens, and hotel-level services that support a seamless “live-work-travel” lifestyle. Our portfolio includes properties in key business districts and vibrant neighbourhoods, offering convenience paired with cultural immersion. Flexible check-in options and transparent communication further appeal to digital nomads who value reliability and independence. By blending home-like comfort with elevated hospitality, we’re well positioned to meet the needs of modern professionals and long-stay travellers.

What excites you most about the future of short-term rentals in Dubai and the MENA region?

The future of short-term rentals in Dubai and the wider MENA region is incredibly promising. Demand is rising rapidly, driven by travellers who increasingly prefer flexible, private, and premium home-like stays. Dubai continues to set the benchmark with strong regulation, world-class infrastructure, and a visionary tourism strategy, creating an environment where responsible operators can thrive. Regionally, we’re seeing similar momentum across key markets. At Propr, we are actively developing strategies to expand into Abu Dhabi and Saudi Arabia, where demand is accelerating and the sector is evolving quickly. What excites me most is the opportunity to shape the next chapter of hospitality, combining technology, design, and service excellence to redefine how people experience travel in the region.

essential pillar of Dubai’s hospitality ecosystem, complementing hotels by offering flexible, home-like stays for a wide range of travellers. As the city welcomes tourists, families, long-stay professionals, and remote workers, this segment helps meet evolving preferences across different budgets and durations. Importantly, Dubai Economy and Tourism has a dedicated division for Holiday Homes, and their support, structure, and long-term vision have played a vital role in developing a mature and well-regulated market. Short-term rentals also activate residential communities, dispersing economic impact beyond traditional hotel zones. As Dubai strengthens its position as a global tourism and



How Data is Engineering the Next Era of Community Management

Ziad Haddad, Senior Vice President - FM & Owners Association, DAMAC Properties, shares how emerging digital ecosystems and data-led intelligence are transforming community management operations across Dubai.

Community management is undergoing a profound transformation, moving far beyond the traditional, manpower-heavy practices that once defined the sector. Today, digital ecosystems, predictive analytics, and connected technologies are reshaping how communities are secured, maintained, and operated. As Ziad Haddad explains, this shift is not an enhancement to existing systems but a complete re-architecture of operational standards, setting the foundation for smarter, more resilient and intelligently governed communities.

What's Changing on the Ground:

- Security moving from monitoring to prediction
- Buildings detecting faults before they happen
- Sustainability decisions driven by live data
- Residents interacting with services digitally
- Communities transitioning toward automation

From Reactive Governance to Predictive Intelligence

The most defining shift within the industry is the move from traditional, reactive problem-solving to data-led predictive management. AI-enabled Automatic Number Plate Recognition systems, multi-layered digital access controls and intelligent entry solutions now form smart security corridors, ensuring both safety and seamless resident flow.

Technology is no longer a supporting element of community management, it is the operating framework defining future readiness.

These systems are supported by 24/7 consolidated security command centres, integrating high-resolution CCTV, video analytics, motion-triggered surveillance and advanced anomaly detection tools. With the adoption of drone-assisted monitoring, security coverage now extends beyond fixed camera networks to construction zones, community perimeters and previously inaccessible open spaces.

This connected digital architecture has created a real-time defensive grid where incidents are not merely monitored, they are anticipated.

IoT Ecosystems Driving Operational Excellence

Operational efficiency is being reimagined through IoT-powered

asset networks. Sensors embedded across essential infrastructure, including elevators, chillers, pumps, electrical panels, HVAC systems and water distribution networks, feed live performance data into integrated CAFM platforms.

This data stream enables:

- Predictive maintenance
- Automated fault signalling
- Lifecycle optimization
- Transparent operational reporting
- Improved readiness and uptime

Instead of responding to failures after they occur, facility teams now operate through predictive governance systems. Buildings function as digitally monitored entities capable of signalling anomalies before they escalate, leading to better cost control, equipment reliability and long-term sustainability.

The arrival of such self-diagnosing asset ecosystems marks a defining milestone in community management.

Environmental Sustainability Through Intelligent Systems

Sustainability has transformed from a high-level policy into a real-time technology discipline supported by automation and measurable analytics.

Smart irrigation systems use soil-moisture feedback and weather-linked logic to regulate consumption, particularly valuable in drought-tolerant landscaping environments. LED installations combined with motion-triggered lighting reduce energy intensity, while AI-based energy optimization platforms adjust loads dynamically to limit waste.

Intelligent pool temperature systems and automated cooling controls maintain comfort while minimizing energy draw. Real-time air and water

Tomorrow's communities will operate intelligently and autonomously.

quality sensors provide environmental transparency and early warnings, enabling swift correction when parameters exceed thresholds.

At the same time, smart EV charging infrastructure empowers residents to align charging behaviour with peak demand cycles, reducing grid stress.

Collectively, these interconnected technologies support self-regulating environmental systems that ensure sustainability is achieved, measured and continually optimized.

Digitally Empowered Resident Interaction

The resident experience has seen an equally transformative upgrade. Mobile apps, AI-assisted communication platforms, instant notifications and digital service workflows have redefined how communities interact with management teams.

From maintenance requests and facility bookings to emergency alerts and real-time updates, the resident journey is now transparent, streamlined and fully digital. Community management portals further centralize communication and simplify service accessibility, fostering trust, efficiency and higher engagement. Residents today experience living environments that are not only functional, but responsive and intelligently connected.

The Road Ahead: Autonomous Communities

The technologies already in place are laying the foundation for autonomous community ecosystems. Digital twins, robotic maintenance, AI-led emergency coordination, smart grids and self-optimizing environmental controls will soon become mainstream.

Communities of the future will operate as intelligent organisms, learning, predicting and refining performance through continuous data exchange. Human intervention will shift from daily compliance to strategic oversight, as operations become increasingly automated and seamlessly executed.

Is AI the Future of Property Valuation in Dubai?

As AI-driven appraisal tools gain traction, experts explore how instant valuations could reshape property decision-making in one of the world's most dynamic real estate markets.



Jack Sellers

of data points, from transaction history and property specifications to community trends and locational nuances, to instantly estimate property values. Yet the key question remains: how accurate and transparent are these digital valuations?

Jack Sellers, Founder of YallaValue, an instant property valuation platform, explains that precision depends entirely on data quality. “Every day, we fetch the latest data from the Dubai Land Department,” he says. “We then enrich it with additional key information such as the GPS coordinates of every building and community. We remove extreme outliers, filter the dataset for the models we are training, and finally run our machine learning models to predict the current value of every single property in Dubai, along with a confidence level.”

How does it help developers?

For developers, such precision allows faster feasibility studies, more confident pricing at launch, and improved investor presentations, essential in a market where data-backed trust drives conversions.

The result is an instant, data-backed valuation at the click of a button. But human expertise still plays a vital role. “Banks are still sceptical of AVMs, and in legal cases, human valuers with professional accreditations such as RICS are usually required. That’s why we

work with DLD and RICS-licensed valuers to produce traditional reports alongside our AI estimates,” Sellers adds.

Brokers need this too

For brokers, instant valuation tools are redefining how client conversations begin. By combining AI-driven accuracy with local insight, agents can strengthen trust and close deals faster.

This hybrid approach is echoed by **Zorro Ghura, Associate Director at Aqua Properties**, who calls AI valuation a “transformative tool still in its early stages.” “AI valuation platforms leverage live transactional data, historical records, community trends, and comparable sales to generate real-time valuations,” he notes.

Ghura believes the next phase will see developers and agencies build in-house AVMs tailored to Dubai’s unique dynamics. “To ensure accuracy and transparency, models must combine automation with human oversight,” he explains. “Each valuation will need a clear data trail showing comparable transactions and pricing drivers, allowing financial institutions to trust and adopt AI valuations in the future.”

As Dubai’s market grows more competitive, developers and brokers who harness AI-powered valuations won’t just move faster, they’ll move smarter, turning data into the new currency of trust.

AI Valuation at a Glance

What it is

Automated Valuation Models (AVMs) use machine learning to instantly estimate property values based on verified sales, property features, and location data.

Why it matters

- Cuts valuation turnaround from days to seconds
- Boosts investor confidence through transparent data trails
- Helps developers fine-tune launch pricing and feasibility
- Gives brokers credible, data-backed insights to close deals faster



Zorro Ghura

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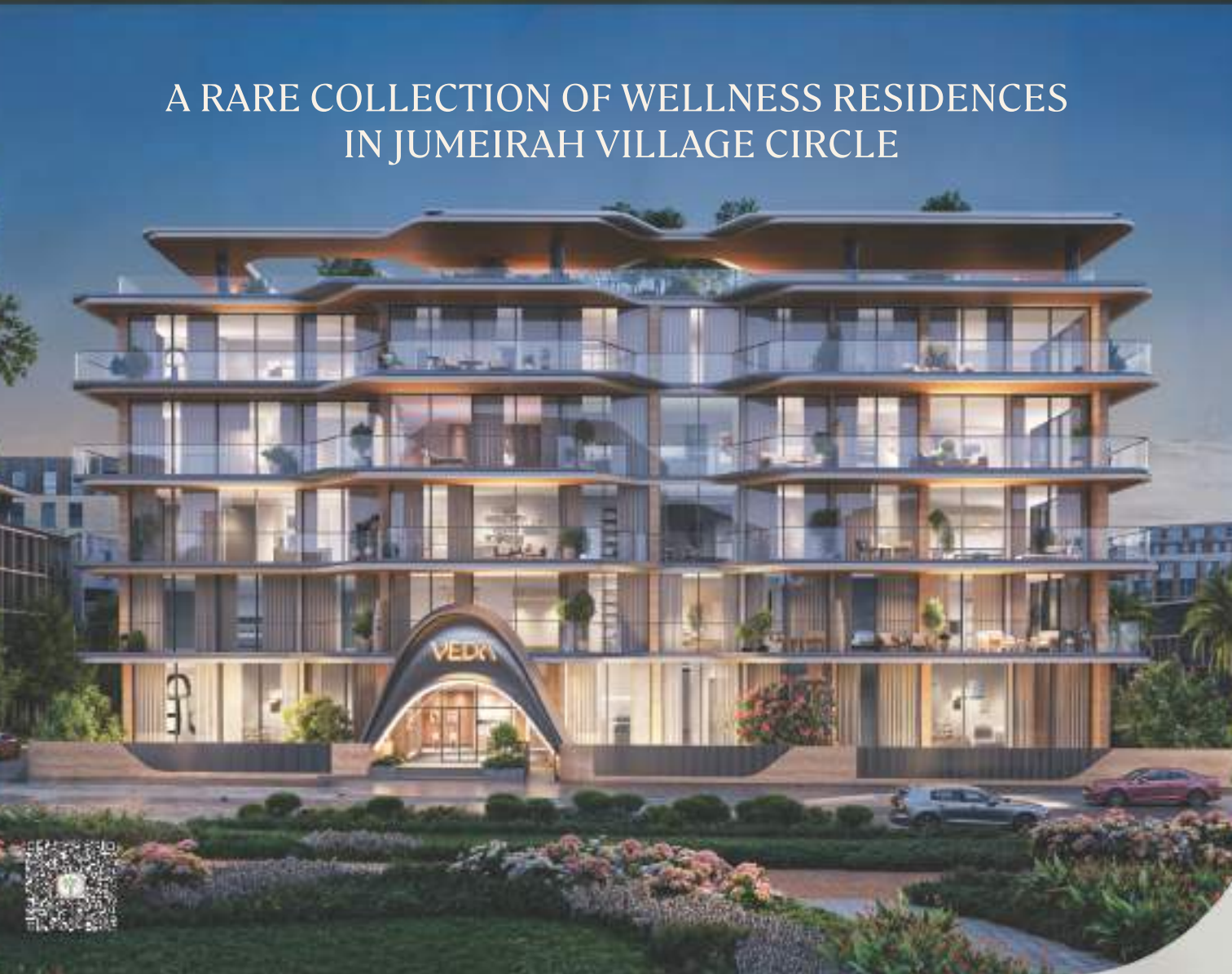
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