

PROPERTY TIME

DUBAI'S AWARD WINNING MAGAZINE (GULF REAL ESTATE AWARDS BY DLD)

FEBRUARY 2025 | ISSUE 2 | VOLUME 2

Cover Story

FROM ONE FAMILY TO MANY

Father-Son Duo builds 'emotions' with Lacasa Living
Emad Jaber & Ahmad Jaber



PODCAST

- #PG 16 | Interview: Calum White, CEO, White & Co
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- #PG 26 | Column by Ismail Al Hammadi, Founder & CEO, Biznet Consulting
- #PG 40 | Esme launched by Elysian Development

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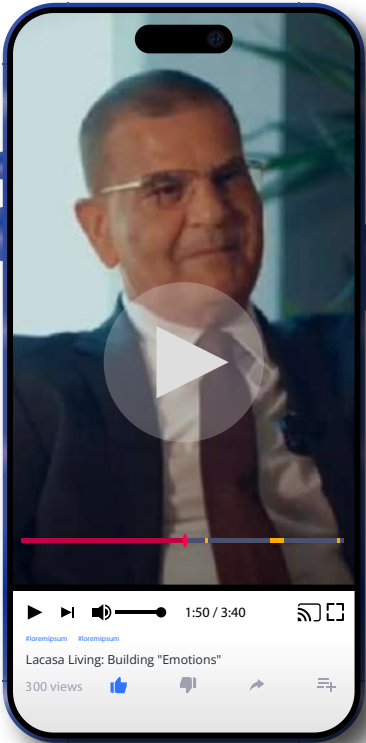
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UAE'S REAL ESTATE MARKET IS NOT JUST A BUSINESS; IT'S AN 'EMOTION'



Binesh Babu Panicker

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The February edition of Property Time captures the 'emotional aspect' of the real estate sector in the country. While the market is witnessing the launch of new developers and projects, Lacasa Living presents an entirely different dimension. Our cover story this month reflects the emotional ride of father-son duo Emad Jaber and Ahmad Jaber of Lacasa Living. I am sure this story will make you emotional and also inspire you to never give up. Also featured in this edition is Dr. Aman Kassim, Chairman of Tasmeer Indigo Properties, whose story is definitely worth reading and again inspiring as it is reflective of the balance he manages to maintain between 'building homes' and 'helping the homeless'. There's plenty more in this edition which will definitely help you gain more knowledge about the market.



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ANW Agents Awards 2025



Lacasa Living: From One Family to Many



I N S I D E

Interview: Aman Kassim & Khyzer Altaf,
Tasmeer Indigo Properties



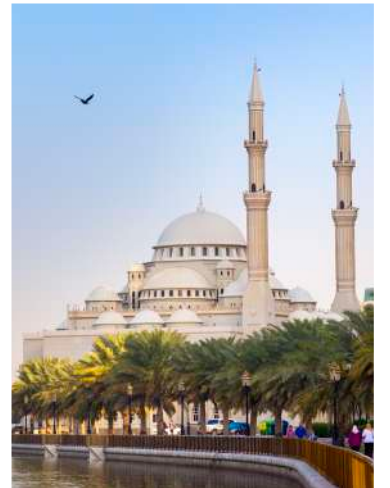
Interview: Calum White, CEO, White & Co



Interview: Ankur Aggarwal, Founder
& Chairman, BNW Developments



Sharjah Market Update





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By Mario Volpi, Head of Brokerage at NOVVI Properties

“PEOPLE SHOULD COME FIRST - NOVVI”

RETHINKING REAL ESTATE RELATIONSHIPS IN DUBAI'S REAL ESTATE SCENE, TOO MANY BROKERAGES PUSH FOR SALES WITHOUT TRULY SUPPORTING THEIR BROKERS OR PRIORITIZING CLIENT NEEDS. AT NOVVI PROPERTIES, WE'RE CHANGING THE NARRATIVE BY FOCUSING ON EXPERTLY TRAINED BROKERS WHO CAN GENUINELY VALUE AND UNDERSTAND THEIR CLIENTS.

Images: Supplied

Why Transparency Matters

"Why is transparency so hard to find? With countless brokerages to choose from, deciding who to trust with your real estate needs can feel overwhelming. Too often, agencies offer advice that barely scratch the surface, usually from agents who aren't as seasoned as you'd hope.

Advice in my opinion always needs to be clear, straightforward, and backed by true expertise.

Forty years in real estate

"In my four decades in real estate, one constant has been the critical importance of honesty and depth in client relations. That's why we don't just train our brokers to transact; we educate them to deeply understand what truly drives and concerns our clients. We equip our team with the tools to offer insights and solutions that genuinely resonate, making sure that our advice is always informed, thoughtful, and tailored to real-life scenarios.

The Evolution of Client

Relationships. Studies show that clients prefer advisors who provide guidance through market complexities with transparency and expertise.

This shift from transactional to relational interactions reflects broader global trends, emphasizing informed and genuine engagements. In Dubai, where opportunities abound, forging



lasting relationships is crucial for success.

As the market matures, the foundation of successful real estate dealings increasingly relies on understanding and addressing client needs effectively.

NOVVI Philosophy: A Family Approach

"We see our clients as part of our extended family. This perspective allows us to develop investment portfolios and provide end-user solutions that truly reflect our clients' best interests, ensuring lasting legacies and continual satisfaction."



Leading with Integrity

"It's time for a shift in how real estate operates. At NOVVI, we don't just follow; we lead. We are committed to showing how real estate should be—centered on people, not just on making sales. This client-first approach is what sets us apart and guides everything we do."

A New Standard in Real Estate

At NOVVI Properties we are actively shaping it to prioritize the human element. We believe that by focusing on integrity and client-first service, we can transform the real estate experience in Dubai."

About the Author Mario Volpi is the Head of Brokerage at NOVVI Properties, leveraging his four decades of experience to enhance both client relations and broker expertise. Under his leadership, NOVVI is setting new standards in real estate, emphasizing ethical practices and comprehensive client care.



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Interviewed by **Binesh Babu Panicker**
Compiled by **Anand Raj OK**
Images & Podcast: **Abu Jiyadh**

“I MAY BE NEW TO DUBAI, BUT I’M NOT NEW TO CONSTRUCTION.”

DR. AMANULLAH KASSIM, CHAIRMAN OF TASMEER INDIGO PROPERTIES, TELLS PROPERTY TIME WHY HE ENJOYS SETTING UP REAL ESTATE PROJECTS IN DUBAI, AND HIS SECRET FORMULA FOR COMPETING WITH ESTABLISHED PLAYERS IN THE MARKET.



Can you share your journey into the real estate industry and how you started in Dubai?

I first came to Dubai in 1974. My brother and I started a jewellery business. Later, I went back to Pakistan in the 1980s and continued my business there. I returned to Dubai in 2007 and ventured into real estate. Over the years, I’ve built six labor camps, two hotels, and a building in JVC, which is now on rent. However, I consider 2022 as the year I truly started in real estate because that’s when I began focusing on rental properties. I’ve also done construction projects in the US, Europe, and Pakistan, but Dubai is the best city in the world for business. The infrastructure, government support, and safety here are unmatched.

What makes Dubai stand out compared to other global cities?
Dubai has everything—metro, buses, and world-class

infrastructure. The leadership is incredibly dedicated. For example, when there was a rain problem, the government immediately started working on a solution. The city is safe, and there’s no discrimination. You can walk anywhere at night without fear, unlike in some other countries [including in the West]. The food scene is diverse, catering to all tastes, and the tourism industry is thriving with beaches, malls, and amusement parks. Dubai is also emerging as a financial hub, competing with cities like Hong Kong and Singapore. The future here is very bright.

You started with jewellery and moved into real estate. How do you manage customer expectations in these two very different industries?

Jewellery customers, especially women, are very particular about small details. In real estate, it’s about catering to the entire family. When I build a house, I ensure it meets the needs of everyone—kids, husbands, and wives. Small details like ventilation, lighting, and privacy are crucial. The Dubai government also plays a big role by enforcing regulations like no windows in corridors for privacy, and ensuring fire hydrants and reserve tanks are in place. It’s a mature market now, and you can’t just sell anything; people look at every detail.

What amenities do you focus on when developing properties?

We focus on providing everything residents need within the building. For example, we include indoor and outdoor gyms, yoga areas, and barbecue spaces. During winter, people want to enjoy the weather, so we provide outdoor seating areas. We also ensure energy-saving electrical systems and water conservation measures. The goal is to make life convenient for residents so they don’t have to go far for basic amenities.



As a new developer in Dubai, how do you plan to compete with established players?

I may be new to Dubai, but I’m not new to construction. I’ve completed over 150 projects globally. My reputation speaks for itself. In Pakistan, I don’t even need a marketing team because people trust my work. In Dubai, I’m building my reputation step by step. I don’t rely on bank financing; I use my own money, so I’m not pressured to sell quickly. My focus is on delivering quality and fulfilling commitments. It may take time, but I’m confident my work will speak for itself.

How important is it for buyers to know the person behind the project?

It’s very important. Starting is always tough, but I have the experience and confidence to deliver. I’m not in a rush to make money; I’m building a legacy for my children. In Pakistan, I’ve honored my commitments even during high inflation, never increasing prices after a sale. Once, a buyer came to me 40 years after a project with an issue, and I helped them resolve it. That’s the kind of reputation I want to build in Dubai. My buyers and investors know me by name, and that trust is invaluable.

You’re also involved in charity work. Can you tell us more about that?

I run 41 clinics in Karachi under the ZMT name, providing free treatment to 1.5 million patients last year. I don’t do it for recognition; it’s about giving back to society. We also support cancer patients through our welfare society. When someone says thank you, it gives me immense satisfaction. Money can’t buy that feeling. I believe in contributing to society because we’ve been given so much, and it’s our duty to give back. My father always said, “If you do good, it will come back to you.” That’s the philosophy I live by.

What advice do you have for aspiring developers and businesspeople?

Focus on building your reputation and fulfilling your commitments. Money is important, but it’s not everything. If you do good work, money will follow. Be patient, work hard, and always give back to society. Your actions will speak louder than words, and over time, people will recognize and trust you. That’s how you build a lasting legacy. ♦



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‘WE WANT TO BUILD A LEGACY OF QUALITY AND TRUST IN THE REAL ESTATE MARKET’

KHYZER ALTHAF, PRESIDENT OF TASMEER INDIGO PROPERTIES, REVEALS LESSONS HE LEARNT FROM HIS MENTOR, WHAT HE FOCUSES ON WHEN BUILDING A PROJECT ETC.

Take us through your journey so far and how you entered the real estate industry?

I graduated in 2008 with a major in economics. After that, I came to Dubai and explored various opportunities in the market. I identified potential in the car rental industry and founded Indigo Rent-a-Car. Today, we have over seven branches across the UAE, a fleet of 2,500 vehicles, and cater to both corporate and retail markets. Alongside this, I’ve always been passionate about real estate. I’ve been an active investor, buying and selling properties, which eventually led me to establish Indigo Real Estate Brokerage. Later, I partnered with Mr. Amanullah Kassim to form Tasmeer Indigo Development. Our first project was in JVC, targeting the middle and upper-middle-income groups. Since then, we’ve expanded our portfolio and currently have a pipeline of half a million square feet, with a five-year vision to reach 5 million square feet.

What was your involvement in SquareX Residences, and how did you tailor it to meet consumer needs?

I was involved in the project from the very beginning. We worked closely with architects and consultants to design a project

that aligns with consumer needs, which evolve over time and vary by demographics. For example, post-COVID, there’s a growing trend of remote work. To address this, we incorporated co-working spaces within the building to provide a focused work environment close to home. Realising the need of people who desire to spend more time outdoors, we also added a clubhouse for social gatherings, outdoor jogging tracks, yoga stations, gyms, and green spaces to promote wellness. These amenities are designed to enhance the lifestyle of our residents and add long-term value to the property.

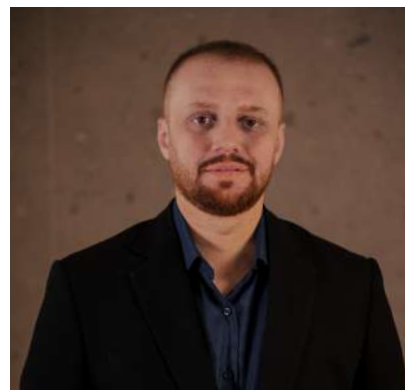
How do you differentiate your projects in a competitive market?

We focus on innovation and efficiency. For instance, our project, SquareX Residences, offers smart features and amenities that set it apart. We’ve placed a strong emphasis on lifestyle, ensuring residents have access to everything they need within the building. This includes co-working spaces, wellness areas, and social spaces. Our goal is to empower the middle-income group to own homes, which is why we offer flexible payment plans, including a 1% payment option. We believe that by providing value and

convenience, we can stand out in a competitive market.

What lessons have you learned from working with your chairman, Mr. Amanullah Kassim?

I’ve known Mr. Amanulla since 2008, he is a family friend and he’s been a mentor to me. He has a wealth of knowledge, especially in construction and project optimization. For example, he can identify technical details like the placement of pillars or the amount of steel required, which I wouldn’t have noticed as a layman. Beyond technical skills, he’s taught me the importance of philanthropy. He believes in giving back to society, and that’s something I’ve adopted as well. We’re both committed to ensuring our work has a positive impact on the community. ✦



The Lands and Properties sector of Ras Al Khaimah Municipality achieved remarkable results in 2024, recording registered real estate transactions worth over AED15 billion. This reflects the significant activity in the emirate's real estate sector and the market's robust growth.

A total of 2,985 sales transactions were recorded, surpassing AED6 billion in value. Additionally, 1,224 mortgage transactions were completed, with contract values exceeding AED4 billion, alongside 845 assignment transactions with a total market value of more than AED3 billion. ✦

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Text: **WAM**

RAS AL KHAIMAH REAL ESTATE TRANSACTIONS EXCEED AED15 BILLION IN 2024

A TOTAL OF 2,985 SALES TRANSACTIONS WERE RECORDED, SURPASSING AED6 BILLION IN VALUE.



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Compiled by **Binesh Babu Panicker**
Podcast: **Abu Jiyadh**

ANW REAL ESTATE'S ANNUAL AWARD CEREMONY 2024

THE EVENT TOOK PLACE AT MARRIOTT PALM, DUBAI.



ANW Real Estate LLC, a leading name in the Dubai/UAE real estate sector, proud to host its Annual Award Ceremony 2024, an event dedicated to celebrating excellence, innovation, and outstanding contributions of the company's top performers. The event took place at Marriott Palm, Dubai.

ANW Real Estate LLC has established itself as a trusted leader in the real estate domain, specializing in high-value property investments, international KIOSK activities, and development ventures that shape the future of the industry. The Annual Award Ceremony serves as a platform to recognize the achievements of the company's top-performing professionals and partners who

have significantly contributed to the company's growth and success.

The 2024 ceremony featured keynote speeches from companies Management, on emerging real estate trends, and a special segment dedicated to honoring individuals and teams who have demonstrated exceptional performance, innovation, and commitment to excellence.

Key award categories include:
Top Ten Performers of the Year
Excellence in Customer Service
Rising Star in Real Estate

Speaking at the event, Managing Directors Mr. Amir Malik and Mr. Wajid Sabir of ANW Real Estate LLC expressed their enthusiasm and gratitude, highlighting the significance of the occasion.

They stated, This ceremony is not just a celebration of our team's relentless dedication and hard work; it is also a powerful reflection of ANW Real Estate's unwavering commitment to setting new benchmarks in the industry. At ANW, we believe in fostering a culture of excellence, integrity, and innovation—values that drive our success and distinguish us as a market leader. This event serves as a testament to the collective efforts of our exceptional team, whose vision and perseverance continue to propel us forward. As we celebrate this milestone, we reaffirm our pledge to push boundaries, embrace cutting-edge solutions, and deliver unparalleled real estate experiences to our clients and stakeholders. ✦



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Podcast: **Abu Jiyadh, JAK Productions**
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‘DUBAI IS BECOMING A GLOBAL HUB, AND PEOPLE ARE REALIZING IT’S THE PLACE TO BE’

CALUM WHITE, FOUNDER AND CEO OF WHITE & CO GROUP, TELLS PROPERTY TIME HOW HE SCALED UP HIS COMPANY, WHY HE THINKS THE DUBAI REAL ESTATE MARKET IS NOT GOING TO BE SLOWING DOWN ANY TIME SOON, AND WHAT BROKERS NEED TO KEEP IN MIND.

Tell us about your journey in real estate.

I’m the CEO and founder of White & Co. Real Estate, now known as White & Co. Group. There are quite a few businesses under the umbrella now. I moved to Dubai when I was 21, and I’m now 31—getting old! (laughs). I started as a leasing broker, then moved to sales, selling off-plan properties. I became an area manager, then a partner in a company, and finally, I started my own agency. It’s grown rapidly, and we now have over 400 staff— 300 brokers and 100 back-end staff. It’s been quite a journey, and I’m enjoying every moment. I knew from the day I moved to Dubai that I’d have a real estate agency; I just didn’t know how long it would take. We opened White & Co. just as COVID was ending. While others were closing businesses, we were opening one. It was a risk, but it paid off. We had the right people, good brokers, and a strong team. I think every agent should aspire to have their name on the wall and help others succeed. Once you’ve made a certain amount of money, you get more fulfillment from seeing others succeed— at least, that’s how I feel.

What inspired you to start your own real estate agency?

When I was a broker, I saw a lot of agencies that didn’t appreciate their brokers. At the time, it felt like we were just there to take our 50% commission and be grateful for it. I wanted to change that. At White & Co., it’s more of a partnership than a boss-employee structure. We give people the tools they need to make life-changing money and enjoy the journey. Moving to Dubai should be about enjoying life, building a family, retiring early— not just working miserably. I wanted to create a place where brokers felt appreciated. That’s why we offer incentives, freedom for top performers, and a strong support system. Brokers shouldn’t have to deal with tasks outside their specialty— like admin or compliance— because those are full-time jobs themselves. I wanted them to focus on what they do best: selling and renting properties.

How do you ensure your agents are happy and fully dedicated?

Vision is important. Even as we’ve grown, we’ve kept our personality and what defines us. We’re not a

corporate entity where everyone has to wear a suit. We’re still the same company at heart. I’m also very hands-on. I’m relatively young, and I’m on the floor every day. Every morning, I go around the office to see how I can help. I want to maintain that connection, even as we grow. Eventually, with 400 people— maybe 600 by the end of the year— I won’t be able to speak to everyone personally. But I want to ensure there’s a support system in place. If they can’t talk to me, they should feel supported by their sales director, leasing director, or someone else. It’s like, if you can’t talk to dad today, at least mom is there.

Have your agents ever made more money than you?

In the beginning, absolutely. When you start a business, every penny goes back into it. For the first three years, we reinvested everything. We went from a 16,000-square-foot office with eight people to 41,000 square feet with 400 staff. Renovations, portals, visas— everything gets more expensive. So yes, in the early days, some brokers likely earned more than me. But that’s the risk you take as a business



owner. A broker joining a company brings years of experience and a portfolio, but when you start a business, you’re at month one. I’ve never resented it— it’s fantastic.

Does the number of agents determine the success of a real estate company?

More agents make an agency bigger, but it’s not just about numbers. It’s hard to train and maintain quality as you grow. We’ve grown by 100 people per year, and it’s challenging to keep our identity. I could have 1,000 agents tomorrow if I wanted, but that’s not the goal. We want to build something long-term. With Dubai’s new regulations, you can’t have brokers who don’t know what they’re doing. The market is getting safer for investors, and we need to ensure our brokers are well-trained. It’s like a football team— you need your starting 11, but also backups. You need a strong squad to step in when needed.

What’s more important for a real estate agent: clients’ interests or commission?

Commission is a byproduct of doing a good job. Brokers who chase commission will fail. The ones who succeed focus on creating value and building relationships. They’re not looking for one-off transactions; they’re building portfolios and creating

wealth for their clients. Real estate isn’t a job; it’s a career. If you’re in it for the long term, you need to think about the big picture. Brokers who provide good service will see the money keep flowing. Those who chase commission and sell bad products lose clients and opportunities. You never know; the person you sold a property to might become a multi-millionaire and come back to you for more deals.

What determines who’s number one in the brokerage industry?

It’s simple: the company with the highest revenue is number one. That’s how business works. Whether it’s SpaceX, Google, or Apple, the top company is the one doing the most revenue. In real estate, it’s about who sells the most property. I’m not naive; we’re not number one yet. We’re four years in, and while we’re in a great position, we’re still growing. When I started, I wanted to make noise and shake up the market. Now, I see new brokerages doing the same thing, and it’s funny because the big companies probably laughed at me back then. But there’s enough business in Dubai for everyone. We’re not number one yet, but we’re on the right path.

Is the market better prepared for a correction this time?

No, there’s not going to be a correction anytime soon. The population is growing rapidly, and supply can’t keep up with demand. Prices will keep increasing. Most new properties won’t be handed over until 2027 or 2028, so we’ve got at least two more years of high demand. Dubai is becoming a global hub, and people are realizing it’s the place to be. The population keeps growing, and as long as that continues, prices will rise. There’s no sign of a slowdown, and with Dubai’s plans for the future, I only see things getting better. ♦

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

A MOIN QAZI 'SPIN'

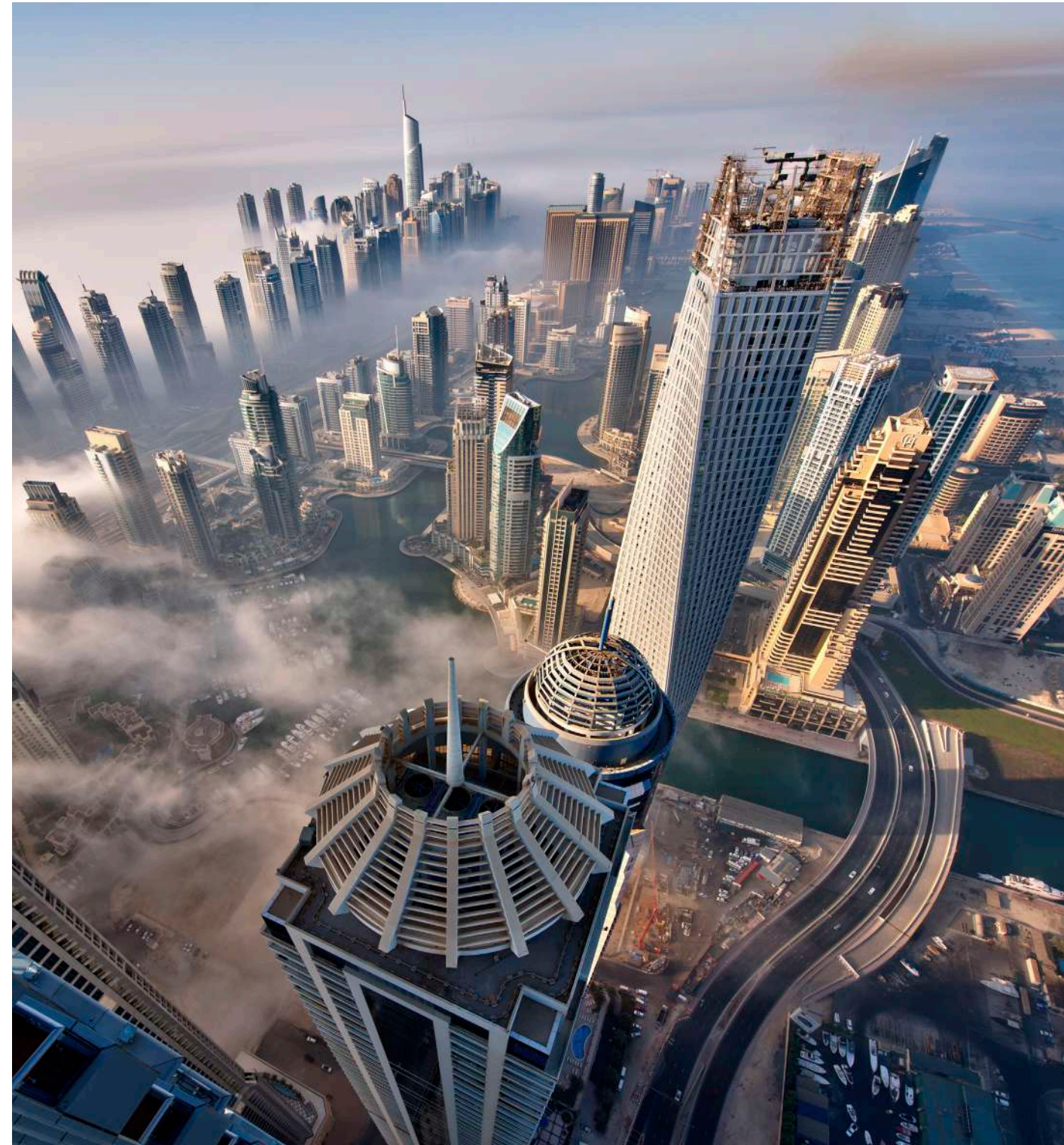
NEW YEAR MEANS "NEW STRATEGIES"?

Let me put a Moin Qazi spin on this New Year. Why not use both old and new strategies as old is tried and tested, however with so many changes in how business including real estate business is being done, new strategies will enhance the old ones for sure and have the power to act as a catalyst to the traditional way to do business. United Arab Emirates (UAE) real estate sector has proven to be a market to be in and for long-term players from all over the globe to add UAE to their property portfolio can only be the next logical step. As we step into 2025, Stonehouse Real Estate is infused with young fresh blood that is loaded with passion and commitment, embracing innovation and expansion and that's the way to stay ahead in this highly competitive market given there are too many brokers. However, the quality of brokers remains an issue and that's where 'The old human element' mixed with right use of technology will bring success for professional agents. The team we have comprises Class A financial wizards so the plan is to expand our presence in UAE's luxury and



investment property sectors by partnering with international investors and channel partners, maximizing opportunities for high-net-worth individuals. As a boutique agency, our strength comes from personalized investment solutions wherein we

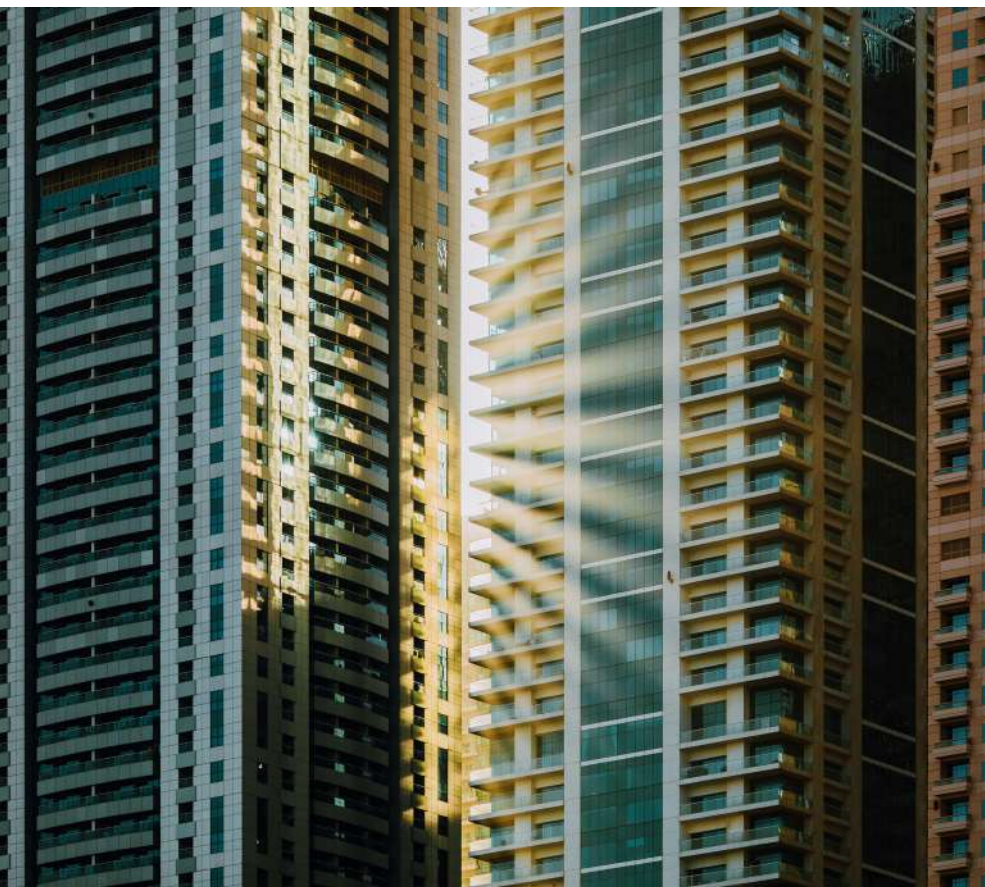
offer tailored portfolios for our investors who remain high-yield seekers. We believe that this vision will allow us not only to keep pace with market changes but also ensure that our clients can leverage the best opportunities in 2025 and beyond. ♦



Words by: Lisa Amnegard

DUBAI LANDLORDS MUST NOW PROVIDE 90-DAY NOTICE FOR RENT INCREASES

FAILURE TO COMPLY WITH THIS RULE MEANS NO NO RENT INCREASE CAN BE ENFORCED



In a move to enhance tenant protection and market transparency, the Dubai Land Department (DLD) has implemented a mandatory 90-day notice period for all rent increases by landlords.

This initiative, tied to the new Smart Rental Index, seeks to ensure that residents have ample time to prepare for any adjustments in their rental agreements.

Launched on January 2, 2025, the Smart Rental Index represents a significant upgrade over previous methods. Powered by artificial intelligence, the system evaluates individual buildings on a range of data — including rental contract values, average market rents in the area, and building classification — rather than the previous system which was updated once a year.

The old index was based on zones or districts, while the new one focuses on each building and



covers all areas in Dubai including freehold and non-freehold areas.

Key Aspects of the New System:

- 90-Day Notice Requirement**
Landlords are required to notify tenants at least 90 days before the lease expires if they intend to increase the rent. If this notice is not provided, no rent increase will be applied—even if the Smart Rental Index deems the property eligible for a rent adjustment.

- Determining the applicable index by renewal date**
If a landlord provided the required 90-day notice and the previous index supported a rent increase, but the new index does not, the applicable index is determined by the renewal date. Contracts renewed before 2025 will use the old index, while those renewed during 2025 will follow the new index.

How rental increases are calculated
The allowable rent increase in

Dubai is determined by the gap between the current rent and the average market rate, as outlined by the RERA rental regulations. These calculations are now streamlined under the new system by incorporating real-time market trends and live transaction data.

- No increase is allowed if current rents are less than 10% below market average.
- Increases can reach up to 20% for properties where rents exceed market averages by more than 40%.

These adjustments are managed through the **Dubai REST app**, a centralized platform for landlords and tenants to handle rental contracts, including registration, renewal, and cancellation.

Enhanced Transparency and Fairness

The new system is expected to stabilize rental prices amid a booming housing market. Data from 2024 reveals over 900,000 lease contracts—a rise of 8% from the previous year—reflecting heightened demand as Dubai's

population continues to surge. Experts believe that by linking rent adjustments directly to verified market data and building-specific characteristics, the Smart Rental Index will serve as a transformative tool to ensure transparency and accurate rental valuations.

“The Smart Rent Index helps curb inflation and enables stakeholders to make informed investment decisions based on reliable data said Majid Al Marri, CEO of the Real Estate Registration Sector at DLD. “It not only strengthens market transparency but also builds trust among stakeholders and reinforces Dubai's position as a global investment destination.”

As Dubai continues to attract global investors and residents, initiatives like the Smart Rental Index underscore the emirate's commitment to a fair, balanced, and sustainable real estate market—one where both tenants and landlords can have confidence in the integrity of rental pricing. ♦

Compiled by **Binesh Babu Panicker**

THE EFFECT OF THE UAE CENTRAL BANK'S LATEST RULE ON MORTGAGES

The leaders from the real estate industry share their thoughts with Property Time readers.

MOHANAD ALWADIYA
CEO, HARBOR REAL ESTATE



and typical moving / relocation expenses), which could push some out of the market or delay their purchase plans. This is especially impactful in the affordable housing segment, where budgets are tight, and buyers rely heavily on financing to manage costs. So, in the short term, we might see a dip in transactions, as buyers reassess their affordability. However, I expect developers and sellers could step in with incentives, such as covering part of these fees, or simply add up these expenses in the sale price to maintain demand and address this new trend. Having said that long term, this change may promote better financial planning among buyers, but it may make entering the property market more challenging for many.

LUKE REMINGTON
MANAGING DIRECTOR,
HAUS & HAUS



The UAE Central Bank's directive to stop financing DLD registration fees (4%) and agent fees (typically 2%) will likely place added pressure on end-users, mostly in the affordable housing market. These fees, amounting to approximately 6% of the property price, will now need to be paid upfront, increasing the financial burden on buyers, particularly first-time homeowners and those with limited savings. For instance, on a property worth AED 1m buyers would need an additional AED 60k in cash (on top of the down payment and NOC fees, annual service charges

I can't imagine there will be a significant effect - however it may mean buyers with limited deposits have to look for slightly cheaper properties without the extra loan to value percentage.

MARK CASTLEY
CEO OF REAL ESTATE, HUSPY



I think this is fantastic for the market and it makes a lot of sense. The UAE Central Bank always makes positive moves for the market. To me, this is a positive move and what this

suggests is that we can continue with an upward trajectory without the fees being financed. Although it was good for buyers to have such an option, I don't believe it's needed anymore for the market to keep growing.

ABDULLAH ALAJAJI
FOUNDER & MANAGING
DIRECTOR OF DRIVEN
PROPERTIES



This decision by the UAE's Central Bank is a positive step forward. By reducing the overall Loan-to-Value (LTV) ratios, it enhances the stability and resilience of the sector. When LTV ratios are lower, properties are better protected against market fluctuations, making them more defensible in uncertain times. Also, this move promotes fairness across the market. Previously, some banks would finance registration and agent fees based on individual profiles, creating inconsistencies. With this policy applied uniformly, all market participants are treated

equitably, fostering a more transparent environment. Finally, this change reduces the risk on banks' balance sheets by lowering their exposure to mortgaged properties. It also improves the liquidity rates of banks across the UAE, contributing to a healthier and more robust banking sector. This is especially important for the property market, which plays such a significant role in the country's economy.

UMAR BIN FAROOQ
FOUNDER & CEO,
ONE BROKER GROUP



The recent directive from the Central Bank of the UAE (CBUAE) instructing banks to cease financing the Dubai Land Department (DLD) registration fee of 4% and agent's fee of 2% is poised to have notable implications for end-users in the affordable housing market. Increased Upfront Costs: Previously, many banks included these fees within the mortgage financing, allowing buyers to distribute the cost over the loan

tenure. With the new directive, buyers must now cover these fees upfront, increasing the initial financial burden. For affordable housing, where buyers often operate within tight budgets, this change could pose significant challenges. Potential Impact on Homeownership Accessibility: The requirement to pay additional upfront costs may deter potential buyers, particularly first-time homeowners, from entering the market. This could lead to a slowdown in the affordable housing sector, as fewer individuals can afford the initial expenses associated with purchasing a property. Market Adjustments: Developers and sellers might respond to this change by offering incentives, such as covering a portion of the DLD registration or agent's fees, to attract buyers. Alternatively, there could be increased demand for properties with lower associated fees or in areas where such costs are more manageable. Financial Planning Considerations: Prospective buyers will need to engage in more meticulous financial planning, ensuring they have sufficient savings to cover these upfront costs. This may also lead to a greater reliance on personal loans or other financing methods to manage the initial expenses, potentially increasing the overall cost of homeownership. In summary, while the CBUAE's directive aims to regulate financial practices within the banking sector, it introduces additional financial challenges for end-users in the affordable housing market. Stakeholders, including buyers, developers, and financial institutions, will need to adapt to these changes to maintain the accessibility and attractiveness of affordable housing options. ♦



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DANUBE PROPERTIES UNVEILS CONVERTIBLE ONE-BEDROOM APARTMENT AT THE PRICE OF A STUDIO

THE PROJECT IS SITUATED IN DUBAI SILICON OASIS WITH EXCELLENT
CONNECTIVITY TO KEY HIGHWAYS AND UPCOMING METRO INFRASTRUCTURE.

Danube Properties, one of the largest private developers in Dubai, has unveiled its latest luxury project, setting a new standard of modern sophistication. Nestled in the rapidly growing Dubai Silicon Oasis, *TIMEZ by Danube* is an exceptional fusion of timeless design and contemporary luxury, offering a level of refinement unparalleled in the area.

What sets *TIMEZ by Danube* apart is its unique, flexible units designed to adapt to the evolving needs of buyers and residents. These homes are equipped with innovative features that cater to changing preferences over time. Priced competitively starting at AED 800,000, the units provide an exceptional value proposition. Buyers can also take advantage of Danube Properties' renowned 1% per month payment plan—an industry trend the developer pioneered.

The project offers a range of luxury apartments, including studio, 1-bedroom, 2-bedroom, and 3-bedroom options. Notably, the flexibility to convert studios into 1-bedroom apartments and 1-bedroom units into 2-bedroom ones offers added customization. For those seeking the utmost in luxury, some 2-bedroom apartments even come with private pools, while the largest 3-bedroom apartments provide expansive living spaces. Additionally, an ultra-luxurious Presidential Suite is available for those desiring exclusive opulence.

Mr. Rizwan Sajan, Founder and Chairman of Danube Properties, emphasized that *TIMEZ by Danube* offers UAE residents the opportunity to own their dream home in one of the most rapidly developing areas of Dubai. He highlighted the tremendous value and growth potential of Dubai Silicon Oasis, one of the city's most desirable locations.

"DUBAI SILICON OASIS IS A THRIVING COMMUNITY SITUATED ALONG SHEIKH MOHAMED BIN ZAYED ROAD, OFFERING EXCELLENT CONNECTIVITY TO KEY PARTS OF DUBAI'S MODERN INFRASTRUCTURE. THE LAUNCH OF TIMEZ BY DANUBE IN THIS DISTRICT IS A REFLECTION OF OUR CONFIDENCE IN THE FUTURE GROWTH OF THIS AREA," SAID **MR. RIZWAN SAJAN**. "SILICON OASIS PROVIDES SIGNIFICANT CAPITAL APPRECIATION AND RENTAL YIELDS DUE TO ITS ANTICIPATED CONNECTIVITY THROUGH THE DUBAI METRO'S BLUE LINE, WHICH WILL SERVE AS A GAME-CHANGER FOR ALL COMMUNITIES ALONG SHEIKH MOHAMED BIN ZAYED ROAD. ADDITIONALLY, THE RELOCATION OF DUBAI INTERNATIONAL AIRPORT TO AL MAKTOUM AIRPORT WILL FURTHER BOOST THE AREA'S APPEAL."

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Dubai Silicon Oasis (DSO) is an innovative, tech-focused district that blends modern living with professional opportunities. Strategically located near key highways like the Al Ain – Dubai Highway and Sheikh Mohamed bin Zayed Road, DSO offers seamless access to the rest of the city. This dynamic area is ideal for families and professionals who value an eco-friendly lifestyle, with green spaces, parks, cafes, schools, and retail outlets all within easy reach. As a technology-driven free zone, DSO offers 100% foreign ownership and tax-free benefits, making it a premier destination for both investment and innovation. "Owning property at *TIMEZ by Danube* presents an unparalleled opportunity to invest in one of Dubai's most sought-after locations, with incredible potential for growth," Mr. Sajan added. The proximity of *TIMEZ by Danube* to Academic City—home to 27 colleges and universities with around 30,000 students—adds further appeal, especially for

students looking to purchase their own homes in this vibrant community. The project is slated for handover in the third quarter of 2028, with excellent connectivity for residents commuting from Dubai, Sharjah, Ajman, and Abu Dhabi. According to Betterhomes, Danube ranked among the top three developers in the off-plan sector for January 2025, based on total sales value, alongside Emaar and Sobha.

Latest Campaign

Danube recently announced Bollywood superstar Kartik Aaryan as its brand ambassador. The campaign, "**Danube Hai Na**," emphasizes Danube as the ultimate one-stop solution for all home needs—whether it's building materials, home improvement, or real estate. With flexible payment plans, fully furnished apartments, and 40+ amenities, Danube supports homeowners at every stage—before, during, and after their real estate purchase. ✦

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

NEW IDEAS AND INNOVATIONS BENEFIT BOTH - DEVELOPERS AND THE MARKET

ISMAIL AL HAMMADI, THE FOUNDER AND CEO OF BIZNET CONSULTING, WHICH SPECIALIZES IN REAL ESTATE PROJECT MANAGEMENT AND DEVELOPMENT SERVICES IN DUBAI, TAKES PROPERTY TIME READERS THROUGH THE NEW IDEAS INTRODUCED BY DEVELOPERS.

Developers have introduced numerous innovations and new ideas into Dubai's real estate projects. One such innovation is the inclusion of private swimming pools in the balconies of apartments—a concept that was previously limited to villas or shared rooftop pools for all building residents. This type of innovation has created an unconventional exterior appearance for buildings, as the presence of a swimming pool on the balcony alters the architectural design. Some developers have utilized the external facades of residential projects to expand green spaces, resulting in some projects appearing as vertical gardens. This is one of the new ideas introduced into Dubai's real estate landscape. Additionally, certain apartment projects now include small rooms designated as home offices, a



concept that was previously unheard of. For instance, a project in Jumeirah Village Circle, expected to be delivered soon, features an office room within an apartment. Moreover, this project offers compact apartments consisting of a one-bedroom unit with a living room, as well as a maid's room, something that has not been seen in any other real estate project so far. Typically, maid's rooms are only available in larger residential units starting from two-bedroom apartments and above. Among the latest innovations in the market is the entry of renowned brands from various industries—such as automobiles, watches, jewelry, and fashion—into the real estate sector. This trend has led to the development of properties bearing the signature of prestigious global brands, such as luxury watchmakers or jewelry and fashion houses, adding an element of exclusivity and influencing both interior and exterior designs.

The primary motivation behind innovation in real estate development and the introduction of new ideas in projects is to overcome intense market competition and create a distinctive identity for developers to attract new buyers. Ismail Al Hammadi highlighted that creativity in selecting the design style and project location has become essential for success in Dubai's real estate market, given the large number of projects launched annually. Diversification in real estate projects and avoiding repetitive designs provide a wide range of choices for market clients, ultimately leading to diverse investment opportunities that benefit both developers and the market. ✦





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Compiled by **Anand Raj OK**
Text: **Binesh Babu Panicker**
Podcast/Images: **Abu Jiyadh, JAK Productions**

FROM ONE FAMILY TO MANY

FOR EMAD JABER, IT'S A "SURREAL MOMENT" AND FOR AHMAD JABER, IT'S "MORE THAN JUST A MOMENT". READ ON TO FIND OUT WHY.



Emad Jaber, Chairman, Lacasa Living tells Property Time how he developed a passion for engineering and architecture and why he is proud of his work in the UAE

Emad Jaber

Can you tell us about your early life and how you developed a passion for engineering and architecture?

This has been with me since I was a child. I love math, and math means engineering. In the 70s, engineers were at the top of society. If you were an engineer, you had that status. That's how I started looking into how things are built. My passion was to be part of that. I was good in math and physics, which led me to engineering. I started as a civil engineer, and later, the passion for design grew. When I created Lacasa Architecture, I worked closely with architects. I consider myself an architect now, even though my background is in civil engineering. Both together— civil engineering and architecture— make the difference. Architects dream, and civil engineers execute. When you have both, you get the creation and the practicality.

Did you start your career as an employee or an entrepreneur?

I started working for others, and that's what took me to where I am now. I didn't start as a boss. I began as a site inspector, not even a site engineer. I started from the bottom, learning how things are done- how concrete is poured, how carpenters and steel fitters work. From 1984 to 2006, I worked for others. In the last 10 years of that period, from 1996 to 2006, I was a manager, running an architectural office. That experience in management was invaluable. Engineering is not just technical; maybe 10-20% is technical. The



rest is communication, management skills, and selling your product as an architect. Your personality matures when you work on-site, focusing on getting things done. You don't think about time or cost; you focus on your task. But in management, I learned about the bigger picture. That's when I felt ready to open my own office in 2006.

How has Dubai shaped your career?

I've been in Dubai since 1984. I'm blessed to have been here at the right time. Back then, Dubai wasn't famous. Engineers wanted to go to Kuwait or Saudi Arabia because the work was there. Dubai was a small emirate, but I fell in love with it from the start. Even though engineering wasn't booming at the time, I loved Dubai and its people. In 1990, things started to change thanks to the visionary leadership. I was part of the planning and execution of several major projects in Dubai. I'm proud to have been a part of Dubai's transformation from the beginning.

How did the transition from architect to developer happen?

At Lacasa Architecture, we were dreaming for others. We did many successful projects for clients, and we were happy to see them make money from our designs. But we thought, why not do it for ourselves? The idea came from my son, Ahmad, over a family dinner. We decided to start our own development company. Now, as a developer, we have control over design and cost. It's a dream for any architect to have an open budget. In my career, I've done over 3,000 projects, and maybe only 10 had an open budget - mostly for the Dubai government. Being a developer allows us to combine creativity with practicality, and that's amazing.

How does it feel to dream for your own projects now?

It's unbelievable. Every night, I wake up and ask, 'Was it a dream or real?' What we're doing—buying plots, designing, launching, selling—it's like a dream. I'm proud and happy to touch people's lives. Being a developer isn't just about



money; it's about making people happy. I feel rewarded and energized, like I'm back in 1984, ready to create something bigger and better.

Ahmad Jaber

Can you tell us about your early life and career journey?

I was born in Dubai in the 90s. My parents are from Palestine, but they met and worked here. My father is a civil engineer, and I grew up surrounded by construction. I studied civil engineering and considered architecture, but I liked the balance of practicality and creativity. After my master's in construction management, I worked on-site for five years. I wanted to understand the details before moving to the office. Later, I joined Lacasa Architecture in project management, where I dealt with many clients and learned about their unique visions. That experience gave me a good push and a clear idea of the market.

Was it your idea to start Lacasa Living?

Yes, it was building up over time. The idea came during a family dinner. We were discussing the market, as we often do, and I casually said, 'Why don't we start our own development company?' We have the know-how, design knowledge, and technical expertise. The idea stayed with us, and we started planning in detail. Dubai's market showed us that opportunities are always possible. We've seen the ups and downs, and we believed in the long-term potential. Alhamdulillah, we made it happen.

What does Lacasa Living mean to you?

Lacasa means 'home.' For us, it's a family. Coming to the office feels like coming to a second home. Starting Lacasa Living with my father is emotional for me. I'm not just following in his footsteps; I'm adding value in a new way. It's a dream come true to work side by side with him and create something meaningful. »





As a developer, how do you balance cost and creativity?
It's definitely a challenge. My father loves to dream big and spend, but I play the role of the devil's advocate, controlling the budget. We want to deliver high-quality products, but we also need to make business sense. That's why we're selective about our projects. We focus on boutique developments where we can deliver a unique experience. It's a balance, but we manage it by choosing the right projects and clients.

What's your message to potential buyers?
When you buy from Lacasa, we want you to trust that we've checked every detail—location, materials, and potential. It's not just about what we can do; it's about people's trust in us. We've completed over 700 projects under the Lacasa name, and our designs speak for themselves. We want people to trust in our future and the experience we create in our developments.

Which market segment are you targeting?
We're in the mid-to-high segment. We're not competing with affordable housing because it's not our expertise. We want to deliver high-end products for people who appreciate quality. We also have a Signature Collection for ultra-high-net-worth individuals, with villas in Dubai Hills and other locations. We see our buyers as partners, not just end-users or investors.

Your vision has taken off from Ras Al Khaimah. When will Lacasa Living announce its arrival in Dubai?
We are Dubai. We've lived here our whole lives, and we see the potential here. We do see a lot of potential in Ras Al Khaimah as well, and it will continue to rise. We have projects in the pipeline, and hopefully, by the end of this year or next year, you'll see more of Lacasa Living in Dubai. ♦

CHALLENGES AND ADVANTAGES OF BEING “A DEVELOPER'S EXCLUSIVE AGENCY”

CRAIG ENGLISH, MANAGING DIRECTOR, ONE BROKER GROUP TAKES PROPERTY TIME READERS THROUGH THIS EXCITING RIDE.

Advantages

- 1. Exclusive Partnership with Developers:
As the master sales agency, you secure exclusive rights to market and sell a developer’s entire portfolio, ensuring a consistent and substantial revenue stream. This exclusivity often leads to favorable terms and higher commissions.
- 2. Enhanced Market Positioning:
Representing a reputable developer exclusively allows your agency to build a strong brand association, attracting clients who trust the developer’s quality and reputation.
- 3. Access to Premium Properties:
Master sales agencies typically handle high-end developments, providing access to premium properties that appeal to affluent investors and buyers.
- 4. Streamlined Operations:
With a single developer’s portfolio, marketing strategies, sales processes, and client communications can be standardized, leading to operational efficiencies.
- 5. Potential for Long-Term Collaboration:
Successful partnerships can lead to long-term collaborations, with developers entrusting your agency with future projects, fostering business growth and stability.



PICS: SUPPLIED

TEXT: SUPPLIED

Challenges

- 1. Market Volatility:
Dubai’s real estate market is subject to fluctuations influenced by global economic trends, regulatory changes, and market dynamics. Such volatility can impact property demand and sales performance.
- 2. Intense Competition:
The Dubai real estate market is highly competitive, with numerous agencies vying for developer partnerships. Standing out requires innovative marketing strategies and exceptional service.
- 3. Regulatory Compliance:
Navigating Dubai’s complex real estate regulations requires a thorough understanding of local laws, compliance requirements, and associated fees. Staying updated on legal changes is essential to avoid potential pitfalls.

- 4. Dependence on Developer’s Success:
The agency’s success is closely tied to the developer’s performance. Delays in project completion, quality issues, or financial instability on the developer’s part can directly affect the agency’s sales and reputation.
- 5. Client Expectations:
Managing the expectations of high-net-worth clients requires exceptional service, personalized attention, and a deep understanding of their needs, which can be resource-intensive.
- 6. Economic Sensitivity:
The luxury real estate sector is particularly sensitive to economic downturns, geopolitical events, and changes in investor sentiment, which can lead to reduced demand and longer sales cycles.

In summary, while being a master sales agency for a real estate developer in Dubai offers exclusive opportunities and potential for significant rewards, it also entails navigating a competitive landscape, adhering to complex regulations, and managing market uncertainties. Success in this role requires strategic planning, adaptability, and a deep understanding of both the local market and the developer’s brand. ♦



"WHEN COMPARING DUBAI TO THE UK, THE DIFFERENCES ARE STRIKING."
LEWIS ALLSOPP, CHAIRMAN OF ALLSOPP & ALLSOPP.

“



Dubai has long been a magnet for high-net-worth individuals, with more and more millionaires flocking to the emirate and the UAE. In 2024 Allsopp & Allsopp saw an unprecedented influx of investors to Dubai which has led to the luxury property market feeling the impact. Demand for luxury and ultra-luxury properties have surged and Allsopp & Allsopp have seen a 46% increase in the amount of transactions for residences valued above AED 25 Million. To put that into perspective, when converted to GBP it's the equivalent of just over GBP 5 million. As more wealthy individuals settle into Dubai, properties priced between AED 5

million and AED 25 million have also seen notable transaction spikes with Allsopp & Allsopp recording a 41% increase in 2024. "When comparing Dubai to the UK, the differences are striking," says Lewis Allsopp, Chairman of Allsopp & Allsopp. "The UK is implementing higher tax policies that take from successful residents, while Dubai is actively attracting top talent through tax incentives, safety, golden visas, and an unmatched lifestyle." Dubai is becoming the obvious choice for millionaires looking to relocate. With the influx of investors to the country and new statistics revealing that one millionaire left the UK every 45 minutes in 2024 the population is constantly

growing which is feeding into the real estate market and those buying and selling property. "With the ease of setting up a business and obtaining a visa in Dubai the appeal to successful entrepreneurs continues to grow. If the current trajectory holds, we could see record-breaking transactions in the city's most luxury neighborhoods." adds Lewis Allsopp. A recent report ranked the UAE among the top three destinations for UK expats choosing a new home in 2024, with Australia taking the top spot and Spain coming in second. Is Dubai set to become the top millionaire capital in 2025? If the numbers are any indication, it's close! ♦



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THE MILLIONAIRE EFFECT: WHY DUBAI ATTRACTED “THE WEALTHY” IN 2024?

ALLSOPP & ALLSOPP HAVE SEEN A 46% INCREASE IN THE AMOUNT OF TRANSACTIONS FOR RESIDENCES VALUED ABOVE AED 25 MILLION



PROPERTY TIME IN CONVERSATION WITH ANKUR AGARWAL, CHAIRMAN AND FOUNDER OF BNW DEVELOPMENTS.

By Binesh Babu Panicker

I BELIEVE RAS AL KHAIMAH IS CURRENTLY THE FASTEST-GROWING EMIRATE IN THE UAE

What was the thought process behind setting up BNW in a competitive market like Dubai?

First, it's important to understand that there is no real competition in the market. There is a significant gap between demand and supply. Even as we speak, the gap remains huge. The number of people moving to the UAE is increasing at a high rate, but the inventory being produced—or that will be produced—is relatively low.

So, even with the current number of developers in the market, we cannot meet the demand. If you analyze the numbers, you'll see that it's not about competition; I see it purely as an opportunity. It is a shared responsibility among all developers to fulfill this demand. That's how I view the

market, and I believe everyone should see it that way. In fact, every developer is a friend.

What is the RAK dream?

When I first moved here, I only thought about Dubai. I never considered Ras Al Khaimah, Abu Dhabi, Sharjah, or any other emirate. But I believe destiny played a role in my move to Ras Al Khaimah, and it turned out to be the best decision of my life.

I moved to Ras Al Khaimah for a specific reason—Wynn Resorts. I read about it in a newspaper, believed in the news, and decided to invest there. The rest is history.

In my opinion, Ras Al Khaimah is currently the fastest-growing emirate in the UAE. Over the next three years, I believe it will

develop more than other emirates due to certain factors. Right now, investors are aggressive, and they're seeing strong returns. Eventually, all the emirates will be developed to the level of Dubai. Abu Dhabi and Dubai are already well-developed, but every place has its time. Right now, it's Ras Al Khaimah's time.

The market follows a cycle—there are peaks, then a stagnant phase, followed by another peak. This momentum in Ras Al Khaimah's growth is driven by obvious factors like Wynn Resorts.

Is there competition between the Dubai and RAK markets?

I don't see any competition between Ras Al Khaimah and Dubai. Dubai has its own advantages and is far ahead of other emirates. It's not about competition between the emirates—Dubai is competing with the world.

Dubai is always innovating; it wants to be the best globally. There are things in Dubai that have been unbeaten for years, like the Burj Khalifa. Dubai will continue to introduce surprises, but this won't impact the overall growth of other emirates. Each emirate will grow based on its own unique factors, such as Ras Al Khaimah's development around Wynn Resorts. Dubai, however, is on an entirely different level.

As a developer focusing on both Dubai and RAK, how do you differentiate buyers?

First, we need to recognize that most buyers are expats. The UAE has always welcomed new people. The investors in Ras Al Khaimah today are mostly new investors who understand the potential of Wynn Resorts. They know that the market will experience significant growth in a short period, and they

want to capitalize on this opportunity.

These investors aren't just from Ras Al Khaimah, Dubai, or Abu Dhabi—they're coming from all over the world. You might be surprised to learn that Americans are among the highest buyers in the market.

Are there more investors in the market now, or are people looking to buy homes to live in?

As of now, it's mostly investors. However, in the next three to four years, as the market matures, more people will choose to live there. It's similar to my own experience. When I first moved to Dubai, I stayed in a hotel apartment. Once I felt secure, I moved into an apartment. Then a villa. The same will happen here.

The smart investors are those who anticipate the market's trajectory over the next five years. You can't project the market based on just the next six months; you have to look at the overall probability. Right now, the probability of growth is obvious. It's like depositing money in a fixed deposit and receiving a 90% returns annually.

The only factor that could disrupt the market would be a natural calamity—what I call an act of God—something completely beyond human control. Otherwise, not even global recession rumors will impact it. The market here is mature, the government

regulations are strong, and in fact, I would say they are the best in the world.

People talk about the RAK dream—what's your dream?

I don't really have a wish list. I live in the present. My job is to deliver on what I promise—to my investors, my employees, and end-users. That's my only focus.

Dreams change every day. If today I say I want to build a \$10 billion company in the next three years, maybe in our next interview, I'll say \$100 billion. I don't get caught up in numbers. I focus on executing tasks and delivering results.

Are you involved in a project right from conceptualization?

Absolutely. Unlike many others, I am deeply involved because it's in my DNA. I am a Chartered Accountant by profession, and I have always had the habit of doing things myself.

I come from the service industry, where you don't sell a product—you sell yourself. You have to be the best at what you do. This habit has stayed with me for over a decade. So yes, I am involved in practically everything, and I love it.

Even though I have the best people in the industry working with me, I still enjoy being a part of every single aspect of the business. ♦

'I don't really have a wish list. I live in the present. My job is to deliver on what I promise—to my investors, my employees, and end-users. That's my only focus.'



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

ELYSIAN DEVELOPMENTS LAUNCHES ESMÉ BEACH RESIDENCES

PIONEERING WELL-BEING-CENTRIC LIVING IN DUBAI, THE PROJECT IS SCHEDULED FOR COMPLETION IN Q2 2027



After more than 18 years of distinguished success in Dubai's real estate sector, Elysian Developments has made a bold entry into property development with the launch of its inaugural project, Esmé Beach Residences. Unveiled under the shadows of the iconic Museum of the Future - the beautiful venue was hand-picked by the founders to showcase their debut contribution in the light of the future that the brilliant city of Dubai holds.

Located on the beachside of Island A of the visionary Dubai Islands and valued at AED 370 million, this well-being focused development signals a new era for the company. Blending its vast market expertise with a forward-thinking approach to community living, **Esmé Beach Residences** is designed to embody the principles of well-being, functionality, and modernity. It reflects Elysian Developments' unwavering commitment to enhancing lifestyles and creating long-term value for residents and investors.

For nearly two decades, Elysian Developments has built a legacy of excellence in understanding market trends and client needs, enabling them to create projects that go beyond conventional luxury. Esmé Beach Residences marks the beginning of this journey, serving as a cornerstone of the company's ambitious plans to redefine residential living in Dubai. The

project is strategically located to leverage the benefits of Dubai Islands' burgeoning infrastructure. Its proximity to Downtown Dubai further enhances its appeal, offering both tranquility and connectivity.

The stunning launch event was held at the exclusive venue - Terrace Between the Towers, at Emirates Towers. The Esmé Beach Residences was unveiled to a full house of industry stalwarts, brokers, partners and media.

"Esmé Beach Residences represents more than just our entry into property development. It is a testament to our expertise, vision, and belief in creating communities that prioritize the well-being of their residents while delivering enduring value," says **Mr. Masood Naseeb - Co-Founder, Elysian Developments**.

In partnership with globally acclaimed brand Conway and Partners, Elysian Development has created a unique brand persona for their property development arm - thoughtfully crafted to embody the concept of **'Design for Well-Being.'**

"Well-being is an integral cornerstone for our business, reflecting the customers' demand for a holistic and healthy lifestyle. This positioning fulfills the need in the market where well-being is purposefully woven into the architecture and design of our projects. Even Dubai is focused on well-being as the backbone of the country with extended infrastructure projects to build parks, cycling tracks, beaches and open areas. We have made this priority of the 2040 Dubai Masterplan, the nucleus of our Development strategy" says **Mr. Noman Mahmood, Co-Founder, Elysian Developments**.

This philosophy shines through in the carefully crafted design of their



inaugural project, Esmé Beach Residences. Spanning a total construction area of 266,000 sq. ft., the development features 109 one-, two-, and three-bedroom residences, complemented by 23,000 sq. ft. of thoughtfully designed amenities.

Every unit has been thoughtfully designed to promote a sense of tranquility and well-being, featuring natural finishes like wood accents and travertine that harmonize with the serene beachfront setting. Spacious interiors include chef-grade kitchens, powder rooms, and laundry areas, along with advanced smart home automation which enhances functionality and convenience. The development's balconies provide privacy and seamless views, creating a sanctuary for residents to unwind and connect with nature.

Well-being is at the heart of Esmé Beach Residences, which offers a suite of exclusive amenities tailored to holistic living. From contrast therapy zones with saunas and cold plunges to a rooftop 25-meter lap pool with aqua cycling, the project is designed to elevate everyday life. Residents will also enjoy family pools with poolside cabanas, state-of-the-art fitness zones,

outdoor CrossFit areas, and purified water systems, all of which reflect Elysian Developments' focus on fostering a lifestyle of health and balance.

Strategically located within the Dubai Islands, Esmé Beach Residences benefits from unparalleled connectivity plans of the Dubai government and the promise of a vibrant future.

Esmé Beach Residences is just the start of Elysian Developments' ambitious journey into property development. With plans to launch projects worth AED 1 billion in 2025, the company is committed to creating communities that resonate with modern lifestyles while retaining a focus on well-being. Through its Sheikh Zayed Road Sales Center, prospective buyers can experience the premium materials and finishes that define its projects.

Esmé Beach Residences solidifies Elysian Developments' role as a visionary developer dedicated to redefining luxury and community living in Dubai. With wellbeing, functionality, and modern design at its core, the company is poised to deliver projects that align with the city's ambitious goals and create lasting value for all stakeholders. ♦

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Pics: **Supplied**

ATTENTION: UAE REAL ESTATE BROKERAGE FIRMS ONLY!

HOW TO ATTRACT AND RETAIN REAL ESTATE AGENTS IN THE UAE: A PRACTICAL GUIDE FOR BROKERAGES
BY **GEORGE MATHEW, FOUNDER & CEO, HUMLOG**



Navigating the UAE’s real estate scene requires more than just a perfectly pressed suit and the ability to talk about square footage for hours. It requires a knack for finding and, more importantly, keeping top-performing agents—a task sometimes akin to herding cats... in a desert... during a heatwave. This article offers practical (and hopefully entertaining) strategies to help brokerages attract and retain the talent that keeps the property market buzzing while you are logging the profits. With over 6,000 registered brokerages and what feels like an infinite number of agents, the UAE real estate market is less a market and more a bustling souk. Every conversation seems to lead back to someone who knows a broker, who knows a developer, who knows a guy who can get you a great deal on... well, something. In this whirlwind, standing out as an employer of choice is paramount.



How to Attract Top Talent (aka How to Not Be Mistaken for a Desert Mirage)
Compensation: Beyond the Commission-Only Rollercoaster: While commission-based earnings are a staple, relying solely on them can be a wild ride for agents—from feast to famine faster than you can say “off-plan property.” Consider offering a base salary alongside a competitive commission structure. It’s like offering a stable camel ride instead of a runaway rollercoaster.
Benefits: The Perks That Make Agents Say “Ooh La La!”: Offering comprehensive benefits shows you value your agents’ well-being (and their sanity). This can include visa sponsorship (a must-have in the UAE), travel allowances (because Downtown to Damac Hills 2 can feel like a cross-country trek), top-notch health insurance (because stress-induced hair loss is a real estate agent’s occupational hazard), and other perks that make them say “ooh la la!”. Maybe even a monthly spa day to de-stress from demanding clients.
Employer Branding: Don’t Be the Brokerage Everyone Whispers About (and Not in a Good Way): Your reputation precedes you. Agents talk. They compare notes. They sometimes even write scathing online reviews (so be warned). Cultivate a positive and

supportive company culture—one that doesn’t involve mandatory fire walks or forced karaoke.
How to Retain Valuable Agents (aka How to Stop the Revolving Door of Talent)
Company Culture: Fostering an Environment Where Agents Actually Want to Show Up (Most Days): Real estate agents thrive on autonomy and dislike being micromanaged. Instead of hovering like a hawk, provide clear communication, access to resources, and a culture of collaboration. Think open-door policy, not Big Brother watching your every move.
Lead Generation: Giving Your Agents the Golden Tickets to Success: Providing high-quality leads is like giving your agents the golden tickets to the Coldplay concert. Invest in effective lead generation strategies, digital marketing, networking events (where the canapés are actually good), and strategic partnerships.
Rewards and Recognition: Because Everyone Likes a Little Applause (and Maybe a Bonus): Recognizing and rewarding achievements boosts morale and keeps agents motivated. Implement a rewards program that acknowledges both individual and team wins. Public praise, bonuses, or even a coveted “Agent of the Month” parking spot can

go a long way.
Training and Development: Turning Agents into Real Estate Ninjas: Continuous professional development is key. Offer regular training programs, workshops, and mentorship opportunities. Help your agents become true real estate ninjas—able to navigate any property transaction with grace and precision (and maybe even throw a few metaphorical ninja stars).
Team Engagement and Collaboration: Building a Team That Actually LIKES Each Other (Imagine That!): Foster a sense of community. Organize team-building activities that are actually fun—not just awkward icebreakers. Think escape rooms, desert adventures (with professional drivers, please), or even just a casual gathering where the conversation doesn’t revolve solely around commission splits.
In Conclusion: Building a Brokerage That Doesn’t Make Agents Want to Run Screaming into the Desert. Attracting and retaining top agents in the UAE is a challenge, but with the right mix of strategy and support, you can create a brokerage where agents thrive. And who knows, you might even have a little fun along the way (though we make no promises).



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DUBAI: THE LUXURY CAPITAL OF THE WORLD

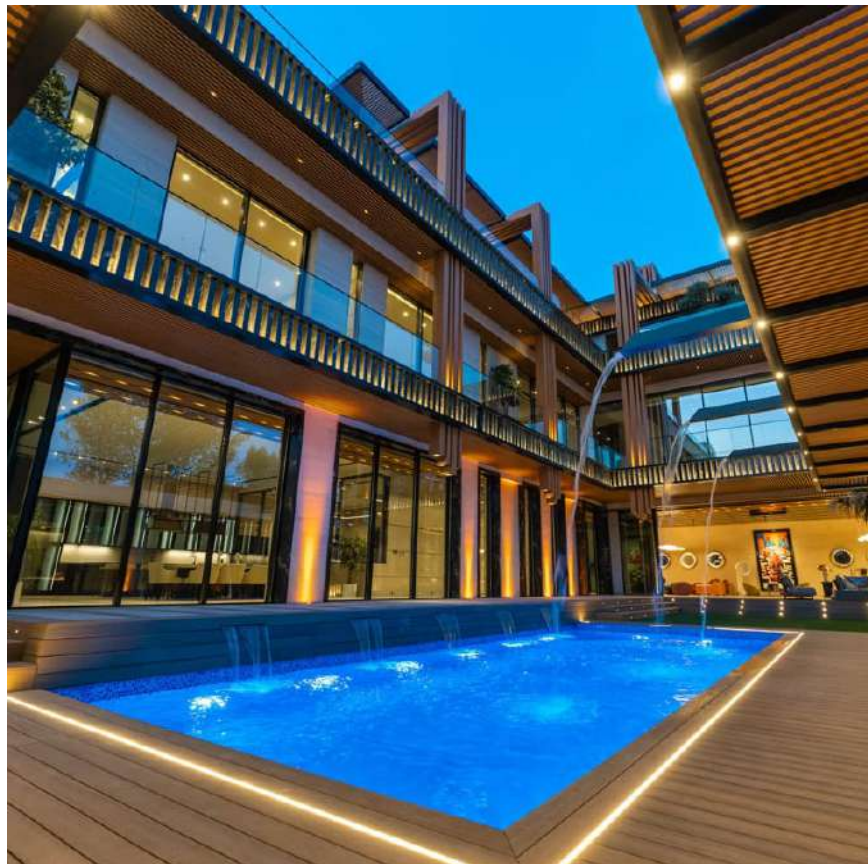
A REPORT BY FAM PROPERTIES STATES THAT SALES OF HIGH-END PROPERTIES WILL WITNESS A SIZABLE INCREASE IN 2025.

Dubai's ultra-luxury real estate sector is set to continue its robust growth trajectory in 2025, fuelled by strong demand, limited supply, and a steady influx of high-net-worth individuals (HNWIs), a new market study says.

Over the last ten years, sales of luxury Dubai villas and apartments valued above AED15 million have risen dramatically, reaching AED 71 billion in 2024 for the second year in a row, an increase of almost 688% since 2015.

However, while just over 326,000 are properties currently under construction in Dubai, a fām Properties report reveals a clear picture of the limited number of luxury or ultra-luxury properties that will enter the market over the next two to three years.

It says a scarcity of ready properties in particular, amid keen buyer and investor interest, will support continued price growth in 2025. The latest data from DXBinteract, shows that only 16,500 units being built are



"IN THE WAKE OF ALL THESE SHIFTS, THE UNDERLYING FUNDAMENTALS REMAIN STRONG," SAYS **AL MSADDI**. "WITH CAREFUL PLANNING, UNIQUE DESIGNS, AND EXCLUSIVE OFFERINGS, DEVELOPERS AND INVESTORS ALIKE CAN THRIVE IN THIS BOOMING SEGMENT."



in the luxury or ultra-luxury sectors as follows:

- AED 5-10 million: 10,209 units
- AED 10-15 million: 2,360 units
- AED 15-30 million: 2,831 units
- AED 30-60 million: 809 units
- AED 60+ million: 330 units

In addition, the vast majority of these are a long way from completion, with 72% in the 0-20% range in terms of construction progress.

"These figures underscore a restricted supply of ultra-luxury properties, indicating a highly exclusive and limited market, with demand expected to stay strong for at least the next two to three years," said Firas Al Msaddi, CEO of fām Properties. "Beyond that, the balance of supply and demand will depend on how new projects are received. But if the forecasted inflow of around 6,500 HNWIs per year holds true through 2024-2026, we're likely to experience steady demand, supporting price appreciation."

For 2025, fām Lux, the luxury division of fām Properties, has a target of AED 10 billion in sales transactions. Meanwhile, Nordic by fām, the group's boutique developer specializing in bespoke villas, expects to achieve AED 1 billion in sales from ready ultra-luxury villas.

As the ultra-luxury market matures, a shortage of villas and growing competition in the apartment market are shaping buyer preferences and developer strategies.

Prime land for ultra-luxury villas in areas like Palm Jumeirah, Jumeirah Bay Island, and Emirates Hills is extremely limited, resulting in a critically short supply keeping demand consistently high. Demand for ready ultra-luxury apartments also

remains significantly higher than supply, driving prices up. Buyers are focused on true branded residences with a genuine luxury element.

Supply and demand for apartments in the resale sector are relatively balanced. Buyers also have options in developments nearing completion. Demand for off-plan branded apartments remains strong, with developers like Sobha, Emaar, and DAMAC giving investors more options.

Absorption rates for newly launched branded residences have shifted as a result of greater supply. Developers are finding it harder to replicate the instant sell-outs of two years ago, when fām Properties took AED 1 billion worth of bookings for the Bvlgari Lighthouse within 24 hours.

Another new trend sees buyers in the ultra-luxury segment prioritizing boutique, limited-supply developments which retain higher levels of exclusivity and command premium prices.

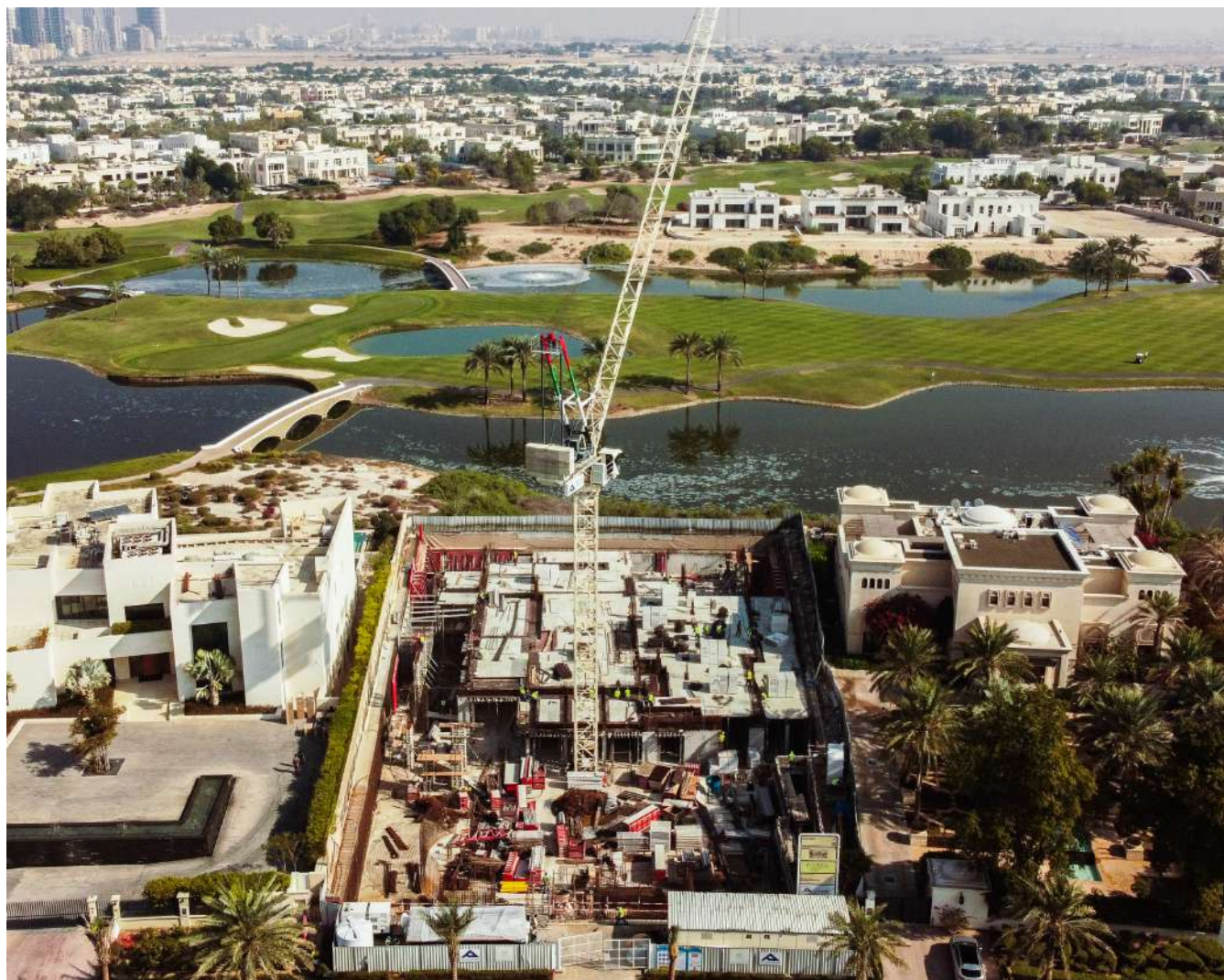
Meanwhile, in the off-plan market, developers partnering with international brands new to Dubai are attracting global investors and adding unique value to new projects. ♦



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PALACE GROUP MARKS 25 YEARS WITH AED36 BILLION IN SUPER PRIME DEVELOPMENTS

FOUNDED IN 1999 BY WISSAM DAMAA, PALACE GROUP HAS PLAYED A DEFINING ROLE IN SHAPING THE UAE'S LUXURY REAL ESTATE SECTOR.



Palace Group, one of the UAE's leading luxury real estate developers, celebrated its 25th anniversary, revealing an AED 36 billion portfolio spanning over 200 super-prime projects across the country.

Founded in 1999 by Wissam Damaa, Palace Group has played a defining role in shaping the UAE's luxury real estate sector, delivering some of the most exclusive properties across Abu Dhabi, Dubai, Sharjah, and Ras Al Khaimah. With AED 20 billion in completed projects and AED 16 billion currently under development, the company continues to raise the bar for ultra-luxury living.

A Legacy of Innovation and Excellence

Over the past 25 years, Palace Group has established itself as a market leader in ultra-luxury residential developments, from bespoke waterfront mansions to high-rise landmarks. Notable projects include:

- 15 iconic beachfront mansions in communities like La Mer and Jumeirah Bay Island, designed to offer unparalleled privacy and exclusivity
- Aya, a tranquil oasis featuring 70 luxury residences in Dubai Gardens
- The Cliffs, a wellness-focused development along the Dubai Canal with panoramic skyline views.
- A landmark multi-billion-dirham project launching in early 2025, set to redefine luxury living in Dubai

"OUR 25TH ANNIVERSARY IS MORE THAN A MILESTONE—IT REFLECTS OUR COMMITMENT TO REDEFINING LUXURY REAL ESTATE," SAID **WISSAM DAMAA, FOUNDER AND CEO OF PALACE GROUP**. "OUR ROBUST PORTFOLIO IS A TESTAMENT TO OUR ENDURING ACHIEVEMENTS AND ONGOING COMMITMENT TO ELEVATING STANDARDS IN LUXURY REAL ESTATE. WE TAKE IMMENSE PRIDE IN THE PRODUCT QUALITY, WHICH IS THE CORNERSTONE OF OUR BUSINESS."



Since 2016, Palace Group has integrated renewable energy solutions, hydrogen technology, and water desalination into its developments, aligning with the UAE's Vision 2031. With every project managed in-house from concept to completion, the company continues to push boundaries in sustainability and ultra-luxury craftsmanship.

As Palace Group embarks on its next phase, it remains committed to expanding its global footprint, delivering record-breaking developments, and redefining the future of high-end real estate in the UAE.



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AED1.57 BILLION IN AJMAN REAL ESTATE TRANSACTIONS DURING JANUARY 2025

According to statistics released by the department, the highest sales value was recorded in “Al Zahia” area, with a value of AED50 million.

The Department of Land and Real Estate Regulation in Ajman announced the registration of 1,321 real estate transactions during January, with a total value of AED1.57 billion, while the trading volume amounted to AED1.26 billion out of a total of 1,044 real estate transactions.

According to statistics released by the department, the highest sales value was recorded in “Al Zahia” area, with a value of AED50 million.

Eng. Omar bin Omair Al Muhairi, Director General of the Department of Land and Real Estate Regulation, said that the statistics for January reflect the positive performance of the real estate market, which recorded a growth in the volume of real estate transactions by more than 20% compared to the same period in 2024, which confirms the quality of the real estate sector in Ajman and heralds a promising future in light of the available investment components and opportunities across the various regions of the emirate.

He explained that last January witnessed 175 mortgage transactions with a total value of AED257.7 million, where the highest mortgage value was recorded at AED23.8 million in the “Ajman Industrial 1” area, and “Al Helio 2” neighborhood came at the top of the list of the most traded neighborhoods, followed by “Al Yasmeeen” and “Al Zahia” respectively, while the “Emirates City” project topped the list of the most traded main projects, ahead of both “Ajman One” and “City Towers” projects. ✦



“Our vision is to remain at the forefront of innovation and sustainability while delivering projects that redefine luxury living in Dubai.”

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“INVESTORS SHOULD PRIORITIZE DIVERSIFICATION WITHIN THE REAL ESTATE PORTFOLIO.”

DANISH SHARIF, CEO , BLANCO THORNTON PROPERTIES IN AN EXCLUSIVE CONVERSATION WITH PROPERTY TIME.

How do you see the Dubai real estate market evolving over the next few years?
The Dubai real estate market is poised for steady growth, driven by factors such as government-backed initiatives, infrastructural advancements, and a growing influx of international investors. Dubai’s reputation as a global business and lifestyle hub continues to attract expatriates, entrepreneurs, and high-net-worth individuals. We foresee increased demand for luxury residences, smart homes, and sustainable developments.

With fluctuating market conditions, what strategies do you believe developers and investors should adopt to remain resilient and capitalize on growth opportunities?
Developers like us should focus on innovation, offering unique designs, amenities, and sustainability features to meet evolving buyer preferences. Investors, on the other hand, should prioritize diversification within the real estate portfolio

and stay informed about emerging trends like short-term rentals or co-living spaces. Leveraging data and technology to analyze market conditions, such as rental yields and demand hotspots, will enable both developers and investors to make informed, future-proof decisions.

What kinds of buyer or investor trends are you observing in Dubai’s real estate market, and how are these shaping development decisions?
We are seeing an increasing demand for luxury properties and mixed-use developments that offer an integrated lifestyle experience. Buyers are looking for homes that combine high-end finishes with convenience, such as proximity to workplaces, schools, and entertainment hubs. Trends are influencing developers to prioritize high-quality construction, advanced technologies, and environmentally conscious practices. The rise of flexible workspaces within residential complexes is another trend

shaping new projects, as people seek work-life balance in the post-pandemic world.

Given these market dynamics, what is Blanco Thornton Properties’ vision for the next five years? How do you plan to address the evolving needs of investors and homebuyers?
Our vision is to remain at the forefront of innovation and sustainability while delivering projects that redefine luxury living in Dubai.

By focusing on superior craftsmanship, sustainable practices, and community-oriented designs, we strive to create homes that enhance well-being and lifestyle in next five years.

What sets Blanco Thornton Properties apart in Dubai’s competitive real estate market, especially in light of these trends?
What truly sets us apart is our unwavering commitment to quality and our attention to detail in every project. At Blanco Thornton Properties, we believe that our strong relationships with key partners and financial institutions allow us to deliver projects that provide exceptional value to our clients, even in a competitive market.

How has the market response been for your property so far, and what unique selling points are attracting buyers to this location?
The market response to our properties has been overwhelmingly positive. Buyers have consistently appreciated the thoughtful designs, modern amenities, and strategic locations that define our developments. For instance, Paradise View 1 has garnered significant praise for its prime location, the lifestyle it offers, and the exceptional value it delivers for investors and residents alike.

What are your future project plans? How does this development cater to emerging market trends in terms of design, amenities, and target audience? What growth potential do you see in that area?
Our upcoming project reflects our dedication to offering modern, luxury living that aligns with current market trends. Designed with contemporary architecture and thoughtful amenities, it caters to both end-users and investors looking for functional yet stylish spaces. With configurations tailored to the needs of professionals, families, and discerning investors, the project emphasizes convenience and value.

The area selected for this development is poised for significant growth, supported by its strategic location and expanding infrastructure. Plan is not only to meet but exceed the expectations of our buyers, ensuring they benefit from the long-term appreciation and connectivity of this promising location.

Looking ahead, are there other locations or types of developments Blanco Thornton Properties is exploring based on market opportunities? Are there any potential collaborations or partnerships in the pipeline that align with your market strategies?
We are actively evaluating opportunities in key growth areas that blend natural appeal with strong urban connectivity. In terms of collaborations, we are in discussions with various partners, including architects, urban planners, and technology providers, to ensure our future developments reflect cutting-edge design and functionality. These partnerships are integral to maintaining our competitive edge

and delivering value-driven solutions in the market.

As the CEO, how do you stay attuned to Dubai’s dynamic real estate market, and how does this influence your decision-making at Blanco Thornton Properties?
Understanding Dubai’s dynamic market requires a proactive approach, combining data-driven insights with industry engagement. I stay updated through detailed market analyses, participation in real estate forums, and continuous interaction with stakeholders, including clients, partners, and thought leaders. This helps me anticipate trends and make informed decisions, ensuring that our developments align with market demand and offer long-term value. For example, we carefully assess location dynamics, emerging buyer preferences, and technological advancements to shape our projects and meet the expectations of a competitive market.

Finally, what advice would you give to investors and homebuyers navigating Dubai’s property market in 2024 and beyond?
Investors should focus on properties that strike a balance between location, design, and long-term growth potential. Look for developments in emerging areas with strong connectivity, infrastructure, and amenities that appeal to a wide demographic. Such investments are more likely to yield consistent returns. For homebuyers, prioritize properties that complement your lifestyle needs, offering modern amenities, green spaces, and convenience. By staying informed and making thoughtful choices, both investors and homebuyers can make the most of the opportunities in Dubai’s dynamic real estate market. ✦

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SOBHA ONE EARNs SLE CERTIFICATION UNDERSCORING COMMITMENT TO SUSTAINABILITY

DUBAI PROJECT ALSO RECOGNISED WITH WHOLE LIFE CARBON BADGE FOR LOW-CARBON DEVELOPMENT AND ENVIRONMENTALLY RESPONSIBLE DESIGN



Sobha Realty, a leading global luxury real estate developer, has announced its flagship Dubai project, Sobha One, has been awarded the prestigious Green Mark Platinum Super Low Energy (SLE) certification by Singapore's Building and Construction Authority (BCA). This milestone achievement makes Sobha One the first building outside Singapore to earn this distinction, highlighting Sobha Realty's commitment to environmentally friendly living experience.

In addition to the SLE certification, Sobha One has also been recognised with the Whole Life Carbon badge in testament to the project's dedication to low-impact development and eco-conscious design.

The Green Mark certification is a globally recognised benchmark for environmental resourcefulness, assessing projects across five critical categories: Resilience, Whole Life Carbon, Health & Wellbeing, Intelligence, and Maintainability. Sobha One's innovative design delivers best-in-class energy performance, achieving an impressive 60 per cent energy savings compared to 2005 standards, a testament to Sobha Realty's ethos of "Art of The Detail".

Francis Alfred, Managing Director of Sobha Realty, said: "Sustainability is a commitment woven into every aspect of our work. With Sobha One becoming the first building in the Middle East to achieve the Green Mark Platinum SLE certification, we are proud to set new standards in responsible living and low-carbon development. This milestone reflects our dedication to innovation, quality, and environmental responsibility; aligning with global sustainability goals and the UAE's Net Zero vision for 2050."

This achievement reflects the meticulous attention to quality, climate-friendly leadership, and design excellence that characterises every Sobha Realty development. Leveraging its unique Backward Integration model, Sobha Realty maintains complete control over the development process, integrating advanced technologies such as CAFM, Common Data Environment (CDE) platforms, digital twins, and predictive maintenance dashboards. These innovations drive energy efficiency, resources optimization, and long-term operational performance.

Sobha One also aligns with climate risk assessments and the Task Force on Climate-related Financial Disclosures (TCFD) framework to mitigate and manage climate risks. The project's pre-certification will be verified post-construction to ensure compliance with the highest international sustainability standards. Sobha Realty's dedication to environmental stewardship likewise aligns with the UAE's Net Zero by 2050 Strategic Initiative and global climate goals, while demonstrating the company's leadership and clear strategy for emissions reduction through ESG reports, Greenhouse Gas (GHG) assessments and GRESB benchmarking assessments.

Administered by Singapore's Building and Construction Authority (BCA), the Green Mark Scheme sets a global standard for sustainable design and best practices in construction. With Sobha One earning this distinguished certification, Sobha Realty reaffirms its position as a global leader in low impact real estate development, driving innovation and excellence across the industry. ♦

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SETTING NEW STANDARDS IN WATERFRONT CONSTRUCTION

RAK PROPERTIES AND ELLINGTON PROPERTIES PARTNER WITH NANTONG CONSTRUCTION GROUP FOR AED 310 MILLION PORTO PLAYA DEVELOPMENT ON HAYAT ISLAND

Ellington Properties, Dubai’s award-winning design-led developer, and RAK Properties, Ras Al Khaimah’s leading publicly listed property developer, have announced the appointment of Nantong Construction Group Co. Ltd. as the main contractor for Porto Playa, an AED 310 million waterfront development on Hayat Island. Scheduled for completion in Q4 2026, the project will set a new benchmark for quality and innovation in coastal living.

A Focus on Precision and Quality in Construction

With its proven expertise in delivering large-scale developments, Nantong Construction Group will bring cutting-edge construction techniques and meticulous engineering standards to ensure Porto Playa is built to the highest quality.

A Visionary Collaboration

Sameh Al Muhtadi, CEO of RAK Properties, stated: “Hayat Island, a key component of our recently unveiled Mina master-plan, represents the future of waterfront living in Ras Al Khaimah. By partnering with Nantong Construction Group, a global leader in construction, and Ellington Properties, renowned for

design excellence, Porto Playa will stand as a testament to what collaboration can achieve. This development embodies precision, innovation, and a resident-centric approach, setting new standards in the real estate landscape of the Emirate. We are seeing strong demand within Mina, which is at the forefront of our growth and transformation agenda, and with Porto Playa we look forward to continuing our success in delivering homes on, or ahead of, schedule.”

Joseph Thomas, Co-Founder of Ellington Properties, said: “Porto Playa is not just another development—it’s a statement of excellence and innovation. The appointment of Nantong Construction Group reflects our commitment to delivering superior quality and meticulous craftsmanship. Their expertise ensures that Porto Playa will not only meet but exceed expectations, becoming a landmark that transforms Hayat Island into a premier destination.” Porto Playa will offer a carefully curated mix of studios, apartments, townhouses, and villas, all optimized using advanced AI technology to provide breathtaking views of the Arabian Gulf and lush island landscapes. ✨



WITH JUST ITS SECOND RESIDENTIAL PROJECT IN DUBAI, DHG PROPERTIES HAS ALREADY HIT AED 1 BILLION IN GROSS DEVELOPMENT VALUE DURING ITS FIRST YEAR OF OPERATIONS.



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DHG PROPERTIES KICKS OFF 2025 WITH AED 300 MILLION PROJECT IN MEYDAN

DHG Properties, a world-class real estate development company operating within DHG Holding based in Switzerland, is proud to announce its second residential project in Meydan, one of Dubai's increasingly prominent real estate hotspots. Building on the successful inaugural launch of Helvetia Residences in JVC last year, this new development marks a significant milestone in DHG's expansion strategy for the UAE market.

With a value of AED300 million, the new Meydan project brings DHG's total gross development value to AED1 billion within its first year of operations in the emirate. While the property name is yet to be announced, investors and buyers can expect DHG's hallmark craftsmanship in 110 exclusive homes offering modern design and premium amenities according to the highest industry standards, a testament to the developer's legacy of Swiss precision and quality. DHG holds a proven track record of over three decades in the real estate market and more than 300 completed projects in Europe, focusing on Switzerland and Serbia.

This development aligns with Dubai's Urban Master Plan 2040,



which aims to transform the city into one of the world's most liveable and sustainable urban centres. The plan has positioned Meydan as a central player in Dubai's future growth by prioritising developments that enhance community living. DHG Properties' new project aligns seamlessly with this vision, contributing to a cityscape designed to meet the evolving needs of residents and investors alike.

DHG Properties has rapidly expanded its footprint while staying true to its heritage of excellence, with a real estate portfolio encompassing more than 2.5 million square metres and a pipeline of 1,500 residential units

in development. The company remains committed to investing in the UAE as part of its long-term strategy, aligning with the nation's visionary goals.

Dubai's real estate sector continues to witness strong demand. In 2024 alone, the city witnessed an unprecedented 180,900 transactions valued at AED 522.1 billion (USD 142.1 billion)—a 36% jump in transaction volume and a 27% increase in total value compared to 2023. According to Antić, these numbers underscore Dubai's robust market dynamics, making it an ideal environment for DHG Properties' continued expansion. ✦

"When we officially expanded to Dubai last year, our eyes were not only set on enhancing the country's real estate landscape through one project but rather multiple world-class developments. Having DHG now rise in Meydan reinforces our commitment. Choosing this location was a strategic choice, with the district trending upwards in recent years, showcasing both strong market demand and investor confidence. We aim to deliver unmatched Swiss quality combined with the elegance and vibrancy of Dubai, creating residences that truly resonate with both local families and international investors," said **Milos Antić, Vice Chairman of DHG Holding and CEO of DHG Properties Dubai.**

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Pics: **Supplied**

UNION PROPERTIES ACHIEVES EXCEPTIONAL FINANCIAL RESULTS IN FISCAL YEAR 2024

THE COMPANY RECORDED 59% PER CENT GROWTH IN OPERATING PROFITS.

Union Properties PJSC released its outstanding audited financial results for the fiscal year 2024, recording an operating profit of AED 161.8 million, with an annual growth rate of 59% percent, and a total comprehensive income of AED 395 million. Additionally, revenue generated from customer contracts increased to AED 528.7 million, up from AED 508 million in 2023, underscoring the robust operational performance and strategic growth of the **Company** and its subsidiaries.

The results further highlight Union Properties’ remarkable achievements in debt restructuring, with total



repayments amounting to AED 723 million completed in 2024, and reduction in finance cost to AED 31.7 million in 2024 from AED 114 million in 2023 further improving its financial standing. The Company’s subsidiaries have also demonstrated outstanding performance in 2024, significantly bolstering overall revenue growth and operational efficiency. Furthermore, the Company announced it will proceed with the necessary approval for extinguishing its accumulated losses through Capital reduction. This step will further conclude the recovery phase of the Company, ensuring a robust and clean capital structure that will enable distribution of dividends in the future.

The **Company** achieved AED 1.3 billion in land sales, enabling it to achieve significant deleverage. Its current assets now exceed its current liabilities by AED 566 million for the first time in many years, enhancing its liquidity and ability to expand the new projects in the pipeline, paving the way for substantial solid investment returns.

In 2025, the **Company** will sustain its commitment to growth and innovation, guided by its exemplary strategic vision. As part of its AED 6 billion development strategy, **Union Properties** plans to launch two new projects soon. The developments will prioritise sustainable design and innovative solutions, catering to the rising demand for premium residential, commercial and mixed-use spaces. It will further contribute to the UAE Real Estate market’s increasing value, which is poised to expand at an annual growth rate of 2.25 per cent between 2024 and 2029, achieving a valuation of USD 759 billion by the end of the forecast period.

Eng. Amer Khansaheb, Chief Executive Officer and Board Member at Union Properties PJSC, said: “Our strong financial performance in 2024 reflects the resilience of the Dubai Real Estate market and our ongoing operational improvements. Key achievements such as significant improvement in liquidity, growth in operating profit, the success of our subsidiaries, and the launch of exciting new projects demonstrate our commitment to delivering value to stakeholders. Looking ahead to 2025, we will focus on community growth and the sustainable development of Dubai’s Real Estate sector. Additionally, we are set to launch two new projects soon, worth AED 4 billion, supporting our expansion goals.”

He added, “At **Union Properties**, we align with the ‘Dubai Real Estate Sector Strategy 2033’ to boost the sector’s economic impact and reinforce Dubai’s position as a global investment hub. As leaders in the Real Estate sector, we remain dedicated to meeting the evolving needs of UAE investors, residents, and the global market.”

Union Properties utilises the latest technological innovations to deliver high-quality products and services catering to the diverse needs of its partners and clients. Moreover, leveraging Dubai’s advanced infrastructure, favourable investor policies, and a dedicated team, the **Company** seamlessly navigates market dynamics, while diversifying its portfolio. ♦

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GJ PROPERTIES LAUNCHES 'THE ATMOSPHERE COLLECTION'

MORE THAN 65% OF ALL UNITS ARE SOLD OUT, AND 60% OF THE TOWER CONSTRUCTION IS NOW COMPLETE



GJ Properties, Ajman's leading private property developer, introduces Biltmore Residences Sufouh, a sophisticated residential development redefining modern luxury in Dubai. Scheduled for completion in 2026, this project is already 65% sold out although some of their most coveted and exclusive units still available.

Twelve of the best and exclusive residential units, exemplifying crafted and future-ready living spaces are available for purchase. Biltmore Residences, a distinct brand of the Millennium Hotels & Resorts, a 5-star luxury hotel apartment residences is nestled in the prestigious Al Sufouh, Dubai. After Los Angeles, Tbilisi and London, this is yet another Biltmore property in Dubai. The 44-storey, elegant tower combines exceptional design with panoramic views and fully-furnished, premium amenities, offering residents a lifestyle of unparalleled elegance. The project's architecture is in harmony with Dubai's iconic skyline while

setting itself apart with innovative design elements that prioritize environmental responsibility.

Residents of the penthouse can look forward to bespoke interiors sprawled across 4600 sq ft spacious design. Situated from the 39th to the 44th floor, these units will have the best views of Jumeirah Palm Islands and the iconic Burj Khalifa whilst overlooking Sheikh Zayed Road - the bustling heartline of central Dubai. The penthouse residences will have access to exclusive, indulgent features such as a private Zen Garden terrace, a list of gourmet menus and world-class concierge services - including priority access elevators only to the penthouse floors.

"Biltmore Residence Sufouh is not just a residence; it's a lifestyle statement that reflects our commitment to luxury and community living right in the heart of Dubai," said Ali Jaber, CEO of GJ Properties. "We aim to provide a living experience that aligns with the values and aspirations of Dubai's elite." ♦



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Images: **Supplied**

VALORES ANNOUNCES UPCOMING PROJECTS WORTH AED 600 MILLION IN FIRST QUARTER OF 2025

VALORES DEVELOPMENT UNVEILED EXCITING UPCOMING PROJECTS, WITH 335 NEW UNITS SET FOR RELEASE IN Q1 2025.



Valores Property Development, a rising star in the UAE's real estate sector, proudly announces the resounding success of its flagship debut project, Valores Residences in Al Furjan. Valued at AED150 million, this landmark development marks a pivotal milestone in the company's mission to redefine sustainable, community-focused urban living. It also paves the way for the developer's ambitious plans to launch AED600 million worth of projects across prime Dubai locations in 2025, including Dubai International City Phase II, Dubai Islands, and Jumeirah Village Circle (JVC).

The G+7 flagship development in Al Furjan has already achieved exceptional success, with nearly all units sold out. Comprising 87 premium residences, the project offers a harmonious blend of smart home technology, wellness-inspired amenities, and lush landscaped spaces. Unit sizes range from 692 sq. ft. to 2,237 sq. ft., with prices starting at AED 900,000 and going up to AED 2.4 million. Delivering promising returns on investment (ROI), the project has garnered significant interest from discerning buyers seeking high-value properties in prime locations.

Valores Residences sets a new benchmark for sustainable luxury. Designed for the future, the development integrates smart technology with wellness-focused features, such as a rooftop jogging trail, yoga spaces, and eco-conscious landscaped gardens, creating a sanctuary that seamlessly blends innovation with nature.

"Our vision has always been to harmonize modern living with nature by integrating sustainability, quality, and community into every development. The overwhelming



response to Valores Residences validates the demand for our approach and underscores the value we bring to the market. We are proud to deliver a project that resonates with the aspirations of our buyers and sets the stage for continued success in mid-market luxury developments," said Assad Khan, Managing Director of Valores Property Development, who brings over three decades of real estate expertise to the company.

Building on the success of Valores Residences, Anne Sajeev, Managing Director of Valores Property Development, added: "Moving forward, every development will embody our core philosophy: quality, sustainability, commitment, and purpose. Our goal is not just to create properties but to craft lifestyles—where every detail reflects elegance, every corner breathes comfort, and every foundation rests on trust." At the event, Valores Development unveiled exciting upcoming projects, with 335 new units set for release in Q1 2025. Among the highlights is a community-centric residential project in Dubai International City Phase II, located along the

Dubai Metro Blue Line. These thoughtfully designed apartments will feature top-tier amenities for family living and are poised to become highly sought-after by investors and homebuyers, offering lucrative yields and strong ROI potential.

Shoieb Ahmad Khan, Director of Valores Development, emphasized: "At Valores Developments, our priority is to deliver superior quality at competitive price points in strategically selected locations. Our designs are as aesthetically pleasing as they are functional. This commitment to architectural excellence, combined with timely project delivery, forms the cornerstone of our success and ensures exceptional ROI for our customers."

With plans to expand further into high-growth areas such as Dubai Islands and JVC, Valores Development is poised for sustained growth in the UAE market. Backed by a dedicated leadership team and a skilled workforce, the company remains steadfast in its mission to redefine urban living and deliver exceptional value to its stakeholders. ✦

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

“DUBAI IS IRREPLACEABLE”

MHD NOUREDDIN AKBIYIK,
MANAGING PARTNER, LAYAN REAL ESTATE EXPLAINS WHY.

Is Dubai real estate market going to continue to grow in 2025 and further?
Are we going to witness another increase in sales volumes in 2025?
Is there any price correction taking place for the real estate market in Dubai during 2025?

Well, there is no shortcut answers to these questions. And if we are to understand the coherent outcomes of the future, we have to look in depth and analyze the history of real estate in Dubai.

Real Estate volume of transactions in Dubai, 2022 were AED 265.6 billion, and in 2023 were AED 411. 1 billion and in 2024 were AED 522.1 billion; what we would understand from this growth pattern is that more and more people are now getting into the appetite of living, investing, or simply having a vacation home at this city.

You are no longer buying a property in Dubai as a resident, investor, student, or for retirement only because of the typical reasons

of investments’ standards and results, be it ROI, expected appreciation, life convenience, educational options, security, rather than because Dubai was able to create an enjoyable sustainable pattern of all the afore mentioned with flowless results for over twenty years.

With all the drama that took place and will continue to appear in the world, be it the global crisis, pandemic, wars, or any other occasion that might come our way, what makes Dubai irreplaceable is the dynamic methodical thinking process of its leaders to make sure that this place will continue to be the most convenient for many more years to come.

And if you are targeting a mid to long term investment anywhere in the world, there is no place that offers such a comfort in your decision making process that can compete with Dubai, simply because now we know for a fact, based on the history we have been through, that your investment is headed for success.

It is no longer the ambiguous future with high potential, nor the emerging market that we witnessed 20 years ago. It is facts and figures, it is sustainable growth, it is a continuous high demand, and it is the friendly regulated environment with convenience to live, work, and flourish that is pushing on every emotional button for every human who visits this vibrant city.

Welcome to Dubai, the World’s local home.....for many more years to come... ✦





Lifesize Plans Dubai, the trailblazer in life-sized architectural projections, is set to revolutionize the design and construction industry in 2025 with a series of exciting advancements. From integrating cutting-edge virtual reality (VR) technology to expanding partnerships with leading developers in the region and opening a new branch in Riyadh, Saudi Arabia, the company continues to redefine industry standards and elevate client experiences.

Pioneering Virtual Reality Integration

Building on its existing augmented reality (AR) capabilities, Lifesize Plans Dubai has announced the integration of virtual reality (VR) into its services. This groundbreaking addition will allow clients to experience their designs in both real-life scale projections and fully immersive virtual environments. By combining AR and VR technologies, clients can seamlessly transition between physical and digital spaces, gaining unparalleled insight into their projects.



“OUR GOAL HAS ALWAYS BEEN TO OFFER CLIENTS THE MOST ADVANCED TOOLS FOR VISUALIZING AND PERFECTING THEIR DESIGNS,” SAID **GEORGES CALAS, CEO OF LIFESIZE PLANS DUBAI**. “WITH THE ADDITION OF VR TECHNOLOGY, WE’RE TAKING ARCHITECTURAL VISUALIZATION TO A WHOLE NEW LEVEL, ENSURING PRECISION, CLARITY, AND CONFIDENCE IN EVERY PROJECT.”

Collaborating with Major Developers in Dubai and the Middle East

Lifesize Plans Dubai is now working with some of the most prominent developers in Dubai and across the Middle East. These partnerships reflect the growing demand for innovative solutions that enhance design accuracy, reduce construction errors, and streamline project workflows. By collaborating with industry leaders, Lifesize Plans Dubai is helping to shape the future of urban development in the region.

Expanding to Riyadh: A New Chapter in Saudi Arabia

As part of its commitment to regional growth and innovation, Lifesize Plans Dubai is proud to announce the opening of its new branch in Riyadh, Kingdom of Saudi Arabia. The Riyadh branch will bring the company’s revolutionary services to one of the Middle East’s fastest-growing markets, offering developers, architects, and clients the ability

to visualize and perfect their designs with unmatched precision.

“Expanding into Riyadh marks a significant milestone for us,” said Georges Calas. “Saudi Arabia’s Vision 2030 initiative is driving unprecedented development, and we’re excited to contribute to the kingdom’s transformation by offering state-of-the-art architectural visualization tools.”

Shaping the Future of Design and Construction

With these advancements, Lifesize Plans Dubai continues to lead the industry in innovation, providing clients with tools that enhance design accuracy, reduce costs, and promote sustainability. Whether it’s through groundbreaking VR integration, strategic collaborations with leading developers, or geographic expansion into new markets, the company is setting the benchmark for excellence in architectural visualization. ✦

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LIFESIZE PLANS DUBAI USHERS IN A NEW ERA OF ARCHITECTURAL VISUALIZATION

BUILDING ON ITS EXISTING AUGMENTED REALITY (AR) CAPABILITIES, LIFESIZE PLANS DUBAI HAS ANNOUNCED THE INTEGRATION OF VIRTUAL REALITY (VR) INTO ITS SERVICES.



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

SHARJAH RECORDS 1,246 SALES TRANSACTIONS COVERING 10.4 MILLION SQUARE FEET

THIS DEVELOPMENT IS THE RESULT OF SHARJAH GOVERNMENT’S WISE POLICIES AND THE MAJOR INVESTMENTS IN INFRASTRUCTURE.

The Sharjah real estate achieved a solid and exceptional performance in the first month of 2025, as the volume of real estate transactions reached AED7 billion during January, while the total number of transactions reached 11,116, and the total area traded in sales transactions reached 10.4 million square feet.

Generally, the Sharjah real estate has witnessed remarkable development in recent years, which reflects an ambitious vision that combines innovation, sustainability and high quality. This development is the result of Sharjah Government’s wise policies and the major investments in infrastructure, which made the emirate an attractive real estate destination that combines a modern civilized character with an authentic cultural identity.

These real estate projects are also distinguished by their diversity, from luxury residential units to integrated commercial complexes and upscale tourism projects, providing a wide range of options that meet the needs of investors and residents alike. In addition, Sharjah has paid great attention to sustainable and

environment-friendly projects, which enhanced its position as a smart futuristic city. Thanks to these efforts, this sector has become a fundamental pillar in promoting economic growth, improving the quality of life, and a point of attraction for investors from all over the world.

The monthly statistical data issued by the Sharjah Real Estate Registration Department further showed that the total number of transactions reached 11,116, with the number of sales transactions reaching 1,246, which represented 11.2% of the total number of transactions. As for the number of mortgage transactions, they reached 677, which represented 6.1% of the total transactions, and with a value of AED1.1 billion. Additionally, the number of initial contract transactions reached 2,817, representing 25.3%, while the number of property certificate transactions reached 4,177, representing 37.6%, and the number of title deeds transactions reached 2,199, representing 19.8% of the total number of transactions.

Sales transactions took place in 114 areas distributed across the >>





various cities and regions of Sharjah, and these transactions included residential, commercial, industrial and agricultural lands and properties. In terms of the type of traded real estate, they were 651 transactions for vacant lands, 332 for sub-divided towers, and 263 transactions for built-in lands.

The "Muwailih Commercial" area recorded the highest real estate deal which was on built-in land and worth AED 46.5 million. In mortgages transactions, the "Warehouses Land" area also recorded the highest transaction on built-in land, and it was worth AED330 million.

The total sales transactions in Sharjah reached 1,132, and the

"Muwailih Commercial" area continued to lead the list of areas with the highest number of sales transactions, which reached 179, followed by "Hay Hoshi" area with 98 transactions, "Al-Khan" area with 91, and "Um Fanain" area with 76 transactions.

As for the areas with the highest cash trading volume, "Muwailih Commercial" area also topped the list with a trading value of AED 239.4 million, followed by "Al-Sajaa Industrial" area with AED187.9 million, "Um Fanain" area with AED141.3 million, and "Hay Hoshi" district with AED109.7 million of cash trading volume.

In the Central Region, the total sales transactions reached 77, most of which were concentrated

in the "Industrial Area 1", which recorded 35 transactions, and was also the highest area in terms of trading volume, which was worth AED19.9 million.

As for the city of Khorfakkan, 23 sales transactions took place, with "Al-Harai Industrial" and "Hayawa 4" areas having the highest number of transactions, 4 transactions each. Meanwhile, "Al-Gharb" district recorded the highest cash trading volume, which reached AED8.7 million.

Finally, in Kalba city, 13 sales transactions were carried out, led by "Al-Tarif 5" area with 4 transactions, while "Al-Tarif 4" area was the highest in terms of cash trading volume, which amounted to AED2 million. ✦

TOP BROKERAGES OF DUBAI REAL ESTATE



HONOURING THE BEST
IN THE MARKET FOR
THEIR...

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

RELEASING SOON

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

ADGM COMPLETES AL REEM ISLAND INTEGRATION, ADDING OVER 1,100 ENTITIES TO ITS JURISDICTION

AL REEM ISLAND ALSO OFFERS AN ABUNDANCE OF WORLD-CLASS RESIDENTIAL, EDUCATIONAL, MEDICAL AND LIFESTYLE FACILITIES.

ADGM has successfully completed its jurisdictional expansion to integrate Al Reem Island, solidifying its position as one of the largest international financial centres globally.

This significant milestone reinforces ADGM’s commitment to establishing a world-class financial district, encompassing Al Maryah Island and Al Reem Island, which covers a combined 14.38 million square metres. The expansion to Al Reem Island has added approximately 500,000 sqm of new office space to ADGM’s jurisdiction for companies wanting to set up in the rapidly expanding financial centre.

The integration of Al Reem Island businesses to ADGM’s jurisdiction has been a remarkable success. Since the expansion was announced in April 2023, more than 600 new businesses have set up on Al Reem Island and over 500 Al Reem Island-based companies have migrated to an ADGM licence, adding a total of 1,100 new entities operating under the jurisdiction of ADGM. This achievement reflects both the confidence they place in ADGM’s governance and the strength of its value proposition and regulatory framework.



Al Reem Island also offers an abundance of world-class residential, educational, medical and lifestyle facilities. Together, as

ADGM, Al Maryah and Al Reem Islands will be one of the most attractive places to live and work across financial centres worldwide. ✦

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

'PROPTech CONNECT 2026'

DUBAI'S HOSTING OF THIS EVENT REAFFIRMS ITS PIONEERING ROLE IN REALISING THE LEADERSHIP'S VISION TO ESTABLISH IT AS THE CITY OF THE FUTURE AND A GLOBAL DIGITAL ECONOMY.



In line with the far-sighted vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and his commitment to enhancing Dubai's position as a global hub for innovation and the digital economy, Dubai Land Department announced that the emirate will host the world's largest global conference and exhibition for real estate technology 'PropTech Connect 2026'. This first-of-its-kind event will bring together an elite group of relevant leaders, investors, and property tech companies from around the world to explore the latest digital solutions, artificial intelligence, blockchain, and data analytics that are reshaping the future of the sector globally.

Dubai's hosting of this event confirms the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE, and Chairman of The Executive Council of Dubai who is leading the digital transformation and promoting the adoption of cutting-edge innova-

tive solutions across various fields, including real estate. This event marks a significant milestone that will expedite the integration of advanced real estate technology.

In this regard, His Excellency Eng. Marwan Ahmed bin Ghalita, Director General of the Dubai Land Department, confirmed that hosting this event in Dubai underscores a commitment to providing a comprehensive real estate ecosystem based on innovation and technology in line with Dubai's Real Estate Sector Strategy 2033. He noted that this represents a significant step toward cementing the emirate's position as a global destination for smart real estate solutions.

His Excellency said: "Through this global conference and exhibition, we aim to attract leading companies specialising in real estate technology and provide an opportunity for investors and decision-makers to explore the latest technological innovations that contribute to the development and future outlook of real estate. We look forward to this event serving as an effective platform that accelerates digital

transformation, enhances investor confidence, and increases transparency and operational efficiency in the sector."

'PropTech Connect 2026' will offer an exceptional experience for participants across various fields of real estate technology. The event will provide opportunities to establish strategic relationships with leading global industry figures, as well as to secure distinctive investment opportunities and partnerships. In addition, participants will benefit from specialised panel discussions, digital seminars, and research reports designed to enhance their deep understanding of the digital transformations in this arena.

Dubai's hosting of this event reaffirms its pioneering role in realising the leadership's vision to establish it as the city of the future and a global digital economy. The emirate continues to adopt state-of-the-art digital solutions to enhance market transparency, improve operational efficiency, and support sustainable real estate growth. ✦

"THROUGH THIS GLOBAL CONFERENCE AND EXHIBITION, WE AIM TO ATTRACT LEADING COMPANIES SPECIALISING IN REAL ESTATE TECHNOLOGY AND PROVIDE AN OPPORTUNITY FOR INVESTORS AND DECISION-MAKERS TO EXPLORE THE LATEST TECHNOLOGICAL INNOVATIONS." HIS EXCELLENCY **ENG. MARWAN AHMED BIN GHALITA, DIRECTOR GENERAL, DLD**

“

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

“THE ELEPHANT IN THE ROOM”

JASON CARTER, SALES DIRECTOR, WILLOW TECHNOLOGIES ON HOW TECHNOLOGY CAN SIMPLIFY THE COMMUNITY AND PROPERTY MANAGEMENT SECTOR FUNCTION.

As a global leader, the UAE is constantly implementing comprehensive strategies that foster innovation, investment, and supportive legislation to solidify its proud standing on the world stage. Being the second safest country on the planet is why so many people reside here, yet there are still elephants slowing us down.

Technology is exponentially evolving, becoming readily available, affordable for all and replacing archaic systems and processes. The UAE adopted the largest legislative reform in its history in 2021 with advantages for all including the acceptance of digital signatures, electronic transactions for notary and real estate services such as renting, buying, selling and amending contracts. With the transition away from cumbersome paper transactions and the adoption of convenient cloud solutions, the importance of personal data protection (PDPL) is paramount.

With this in consideration, the Elephant in the room is the collection, management and storage of personal data in paper

sign in books. Since 2010 the world has been adopting cloud people management solutions with the market in 2024 valued at USD 2.75 billion expected to rise to USD 6.04 billion by 2030.

Enhanced Security and Real-Time Monitoring: Security is a priority in Dubai’s residential buildings, gated communities and offices. A cloud-based solution allows live monitoring of entry and exit of visitors, contractors and deliveries across multiple entrances, exits and multiple buildings. Manual logs can be tampered with, illegible, lost, and do not meet PDPL compliance whilst cloud-based systems store data securely and provide instant access to data.

Safety and Evacuation Management: In the event of an evacuation, building management can quickly account for all, visitors, contractors and staff, ensuring no one is left behind. Instant communication tools improve coordination with emergency responders, reducing response time and enhancing overall safety.

Conclusion: There are clear obligations to monitor who is on site, yet there is nothing to say this has to be a redundant repetitive act. Cloud people management solutions provide, safe, secure and manageable ways to meet these obligations whilst enhancing business processes.

Don’t be an elephant in the room, be the falcon with vision, freedom and victories. ✦





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

REAL ESTATE BUYERS: INDIA VS DUBAI

AKSHAY AGARWAL, FOUNDER & CEO, ACUBE ABODES REALTY DISSECTS THE DIFFERENCE IN BUYERS' MIND IN INDIA AND DUBAI.

The real estate markets in India and Dubai exhibit distinct buyer mindsets shaped by cultural influences, economic factors, and regulatory frameworks. As a real estate developer, understanding these differences is crucial for tailoring investment strategies, project planning, and marketing approaches to align with buyer expectations. While India's real estate market is largely driven by emotional and long-term homeownership goals, Dubai's market is characterized by investor-driven decisions focused on financial returns and lifestyle

aspirations.

1. Purpose of Investment: Homeownership vs. Wealth Generation In India, property buying is deeply rooted in cultural and emotional significance, with most buyers seeking homes for self-use rather than speculative investment. Real estate is often viewed as a generational asset, with decisions influenced by family considerations, neighborhood preferences, and future security. Indian buyers prioritize factors such as affordability, connectivity, and long-term stability, often opting

for properties in gated communities, suburban developments, or integrated townships. Conversely, Dubai's real estate market is highly investment-oriented, attracting both local and international buyers seeking wealth preservation and passive income. A significant portion of real estate transactions in Dubai are driven by investors looking for strong rental yields, capital appreciation, and tax-free benefits. The presence of freehold zones that allow foreign ownership,



combined with residency visa incentives for property buyers, has further bolstered demand. While end-users exist in Dubai's market, the majority of transactions are strategic investments rather than purely residential purchases.

2. Financial Preferences and Market Sensitivity Indian buyers are highly budget-conscious, with a strong reliance on mortgage financing and government-backed housing schemes such as the Pradhan Mantri Awas Yojana (PMAY). The demand for affordable and mid-segment housing remains strong, as a large portion of the population seeks

homeownership as a financial security measure. Price sensitivity is a major factor, and buyers are more likely to negotiate extensively before finalizing a purchase. Additionally, the decision-making process tends to be longer, involving multiple family members and thorough due diligence on property appreciation potential. Dubai, on the other hand, has a high percentage of cash buyers, especially among foreign investors and high-net-worth individuals (HNWIs). While financing options are available, a large proportion of transactions involve direct payments, making the market less dependent on mortgage fluctuations. Buyers in Dubai are driven by high returns on investment (ROI), short-term capital appreciation, and the luxury real estate segment, which includes waterfront properties, branded residences, and high-end apartments. This results in a faster decision-making process, where market trends, developer reputation, and rental yield forecasts play a more significant role than emotional considerations.

3. Regulatory and Legal Considerations The regulatory

environment in both markets plays a crucial role in shaping buyer confidence and market dynamics. India's real estate sector is governed by the Real Estate Regulatory Authority (RERA), which has improved transparency and accountability in recent years. However, challenges such as land acquisition complexities, project delays, and lengthy approval processes still impact buyer confidence. As a result, buyers often seek reassurance in the form of developer credibility, legal due diligence, and project completion guarantees before committing to a purchase. Dubai, in contrast, has a more structured and investor-friendly real estate framework. The government has implemented strong legal protections for investors, ensuring a more streamlined and efficient property transaction process. The introduction of long-term residency visas for property buyers and initiatives like fractional ownership schemes have further enhanced Dubai's appeal as a global investment hub. These policies have created a high level of investor confidence, making Dubai's real estate market more dynamic and responsive. ♦



AL MARJAN ISLAND: OPPORTUNITIES UNLIMITED

ASAD KHAN, CEO OF IDRE, SAYS THE ISLAND REPRESENTS A 'ONCE-IN-A-LIFETIME OPPORTUNITY' FOR INVESTORS.



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

Investors can potentially gain sizable capital appreciation on a residential development located on Wynn Al Marjan Island which is set to house the first casino in the Middle and North Africa (MENA) region the lead broker has revealed. Invest Dubai Real Estate (IDRE) is responsible for officially launching new off-plan studios, one, two and three bedroom apartments which are situated on the artificial islands off the emirate of Ras Al Khaimah close to Dubai in April.

Asad Khan, CEO of IDRE, says the island represents a 'once-in-a-lifetime opportunity' for investors and is offering deals which will allow them to make over 100 per cent on their principal investment.

At pre-launch, IDRE is offering a one-bedroom apartment for £421.59 psft (AED 1,950) for an overall cost of £326,720 (AED 1,511,250) with a principal investment deposit of 10 per cent which is approximately £32,672 (AED 1511,25). Alternatively, at launch, the one-bedroom apartment will be listed £475.64 psft (AED 2,220) and a final cost of £368,621 (AED 1,705,000).

This means the investor makes £41,901 (AED 1,938,07) back – doubling their money – with a return on investment of 102.55 per cent on their principal capital. IDRE is collecting Expression of Interest (EOIs) cheques at £10,805 (AED 50,000) per unit.

Construction on the Wynn Resorts' casino began in early 2023 and will include 1,542 rooms and suites, including 22 private villa estates, a 15,000sqm shopping esplanade, a five-star spa and 7,5000sqm meetings and event centre at a cost of around £3.1bn (AED12.4 billion).

There are also around 20 residential developments situated on Wynn Al Marjan Island, which is expected to open to the public in



early 2027, with IDRE managing the sale of a number of these sites. IDRE will manage approximately 900 off-plan units which consists of studios, one, two and three bedroom apartments with a launch event being scheduled for early April. The studios start from 43 sqm up to 180 sqm for a three-bedroom with many units sea-facing.

Mr Khan said: "Wynn Al Marjan Island is one of the most exciting building projects happening in the UAE and IDRE is delighted to be leading the sales of a number of the main residential developments in the area.

"We're anticipating lots of interest in the apartments at our official launch in April, but we want to start getting potential investors excited with this fantastic pre-launch offer to start the ball rolling.

"Every lot was sold months and months ago because people recognise that Wynn Al Marjan Island has the potential to be the new jewel in the crown in the UAE for aspirational people to work, live and invest." ♦

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Pics: **Supplied**

SOHO APPOINTS NSE AS MAIN CONTRACTOR FOR THE BERKELEY

CONSTRUCTION ON THE GRAMERCY, SOHO'S BOUTIQUE RESIDENTIAL OFFERING FOR LONG-TERM LEASE, TO BEGIN ALONGSIDE



SOHO, a lifestyle brand specialising in creating hospitality-inspired living spaces, has officially appointed New System Engineering (NSE) as the main contractor for The Berkeley, its premium residential project in Dubai Hills Estate. The appointment marks a significant milestone in the development's timeline, moving the highly anticipated project closer to groundbreaking in the coming weeks.

With 90% of units already sold, The Berkeley has seen overwhelming demand, reinforcing SOHO's reputation for delivering high-quality, hospitality-inspired residences. As construction gears up, NSE's expertise in executing large-scale, high-rise residential developments will play a crucial role in ensuring the timely and seamless delivery of the project.

Founded in 2000, NSE has over 23 years of experience in the UAE

construction industry, with a proven track record of delivering commercial and residential buildings, schools, warehouses, and villa projects. The firm has built a strong reputation for its commitment to quality, safety, and efficiency. Its experienced team of engineers and construction professionals is well-aligned with SOHO's vision of crafting elegant yet functional living spaces.

Sahil Khosla, CEO of SOHO, commented: "Appointing NSE as our main contractor is a significant step forward as we bring The Berkeley to life. Their proven track record in delivering high-end residential projects ensures that our vision of creating premium, hospitality-inspired living spaces will be executed with precision and excellence. With The Berkeley nearly sold out, we are thrilled to advance construction and deliver a project that sets new benchmarks in Dubai Hills."

The groundbreaking ceremony is scheduled to take place soon, marking the official start of construction. With NSE's appointment, the development remains on track for timely delivery, reinforcing SOHO's commitment to providing world-class residences in one of Dubai's most sought-after communities.

As construction begins, SOHO continues to collaborate with leading industry experts to bring its vision to life. National Engineering Bureau (NEB) Consultants, one of the region's most respected architectural and engineering firms, has played an integral role in shaping the design, structure, and technical planning of the development. With extensive experience in luxury residential projects, NEB has ensured that The Berkeley adheres to the highest standards of design innovation, functionality, and sustainability. Their expertise has been pivotal in optimising space

planning, refining architectural aesthetics, and integrating structural efficiencies, ensuring that every element of the project aligns with SOHO's commitment to crafting sophisticated, hospitality-inspired living spaces. Other strategic partners include LW Design and XBD Collective, who have contributed to the project's interior and space planning. Their expertise in curating contemporary, high-end living environments aligns with SOHO's philosophy of creating homes that blend aesthetics with practicality.

While The Berkeley takes centre stage, construction will also commence on The Gramercy, an elegantly curated residential offering positioned adjacent to The Berkeley. Designed as a natural extension of SOHO's signature hospitality-led approach, The Gramercy will introduce a sophisticated long-term lease opportunity, catering to discerning residents who seek a seamless blend of design, service, and comfort.

With a boutique, hotel-inspired lifestyle at its core, The Gramercy offers a limited collection of fully furnished, contemporary residences that seamlessly integrate intelligent space planning, refined interiors, and parkfront serenity. Set against the backdrop of Dubai Hills Park, it will provide residents with an effortless and elevated living experience, crafted for those who appreciate luxury, convenience, and timeless design.

With both projects now entering their construction phase, SOHO remains committed to delivering best-in-class residential experiences, setting a new benchmark in Dubai Hills. The Berkeley and The Gramercy are expected to be delivered in Q4 2026, with construction progressing in line with the projects' completion timeline. ✦



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

DIFC INTRODUCES NEW PROPTech SOLUTION, BOOSTING DUBAI'S APPEAL AS A LEADING PROPERTY INVESTMENT DESTINATION

THE APPLICATION INTERFACE SOLUTION, COMMONLY KNOWN AS AN API, IS THE LATEST INITIATIVE FROM DIFC THAT POSITIONS DUBAI AS A GLOBAL HUB FOR TECHNOLOGY AND INNOVATION, AND THE FIRST TO BE FOCUSED ON PROPTech.



Dubai International Financial Centre (DIFC), the leading global financial hub in the Middle East, Africa and South Asia (MEASA) region, has launched a new technology solution that enables third parties to access data on its real estate landscape.

The Application Interface solution, commonly known as an API, is the latest initiative from DIFC that positions Dubai as a global hub for technology and innovation, and the first to be focused on PropTech. The initiative will contribute to the Dubai Real Estate Sector Strategy 2033 which aims to increase transactions, attract international investors, and position Dubai as a top property investment destination. Additionally, the solution supports Dubai's Digital Strategy that is digitalising all

aspects of life in the city.

Dubai's pioneering PropTech company, Keyper, has become the first subscriber to the service and is launching a dedicated digital platform that will provide robust data insights on DIFC's real estate landscape directly to investors, property owners, tenants and the general public. For the first time, potential and existing investors can evaluate real estate opportunities within DIFC with an in-depth and real-time understanding of property values, rental yields, and transaction histories.

The collaboration with Keyper is a strategic move towards a modernised and more efficient property portfolio management model that meets the demands of an increasingly data-driven global investment community. The digital platform will provide updated market metrics, allowing users to view market indicators and property transactions in real time.

Omar Abu Innab, Co-Founder and CEO of Keyper, said: "This collaboration with DIFC marks a transformative shift in Dubai's PropTech landscape. We are thrilled to be at the forefront of making DIFC's property data accessible to all. By increasing transparency, we are supporting investors' needs to make well-informed decisions and aligning with Dubai's vision of being a globally recognised, tech-savvy metropolis."

Key features of the DIFC data platform by Keyper:

Real-time transactional data: A comprehensive look at comparable property transactions offers a clearer picture of recent market activity, supporting smarter investment decisions.

Transparency in property

valuations: The platform offers insights into property values across DIFC, allowing potential investors to compare and analyse valuations.

Rental yield analysis: Users can view rental transactions within DIFC, providing crucial insights for those generating or looking to generate rental income.

Integrated data on Keyper for DIFC property owners: Property owners who onboard their assets with Keyper gain access to live property valuations and transactions, further promoting a transparent and user-friendly property ownership experience.

Keyper is also exploring potential features such as predictive data analytics and enhanced financial modelling tools, bringing new layers of insight to DIFC's real

estate data offerings. By enabling data access and transparency, Keyper and DIFC are setting the stage for a more informed, confident, and engaged investment community in the region's leading financial hub. Investors, residents, and global stakeholders can look forward to a more accessible, transparent, and tech-enabled property market.

In 2024, Dubai climbed one spot on JLL's Global Real Estate Transparency Index 2024, retaining its position as the only property market in the Middle East and North Africa (MENA) to feature in the 'Transparent' tier. The emirate's gains in its ranking highlight the effectiveness of government initiatives to enhance market transparency and foster a more robust real estate environment in the region. ✦

ALYA ALZAROUNI, CHIEF OPERATING OFFICER AT DIFC AUTHORITY, COMMENTED: "DIFC CONTINUES TO INTRODUCE INITIATIVES THAT FURTHER ENHANCE DUBAI'S REPUTATION AS A GLOBAL HUB FOR TECHNOLOGY AND INNOVATION, WITH AN EMPHASIS ON FINANCIAL SERVICES AND OTHER FUTURE-FOCUSED INDUSTRIES. THIS NEW API SOLUTION IS AVAILABLE TO COMPANIES IN THE FAST-GROWING PROPTech SECTOR, ALLOWING THEM TO ACCESS DIFC'S COMPREHENSIVE REAL ESTATE DATA AND REAL-TIME MARKET TRENDS WILL HELP INVESTORS, PROPERTY OWNERS, AND TENANTS MAKE BETTER DECISIONS, POSITIONING DUBAI AS AN ATTRACTIVE PROPERTY INVESTMENT DESTINATION."



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Images: **Supplied**

SOBHA SOLIS, THE FIRST EVER FULLY FURNISHED APARTMENTS BY SOBHA REALTY, LAUNCHED IN DUBAI MOTOR CITY



THE PROJECT PROMISES HIGH ROI WITH REPORTS REVEALING ~9% RENTAL YIELDS AND ~32% CAPITAL APPRECIATION IN MOTOR CITY.

9%

Rental Yields

32%

Capital Appreciation

Sobha Realty, the leading global luxury real estate developer, has announced the launch of Sobha Solis, its first project of 2025. Located in the dynamic Dubai Motor City, the development sets a new benchmark in active lifestyles. Sobha Solis offers 2,316 state-of-the-art residences, ranging from one- to three-bedroom apartments, with prices starting at AED 1.01M. Sobha Solis introduces the company’s first-ever fully furnished apartments, a testament to Sobha Realty’s renowned backward integration model that ensures the highest standards of craftsmanship, quality control, and design.

Commenting on the launch, **Mr. PNC Menon, Founder of Sobha Group**, said, “The launch of Sobha Solis represents the beginning of yet another exciting year! The masterplan caters to the increasing demand for an active, wellness-oriented lifestyle in one of Dubai’s thriving urban destinations. Strategically located in Motor City, Sobha Solis offers seamless connectivity to key locales. Thoughtfully conceptualized to cater to active living, the development reflects consumer insights and our commitment to delivering quality and excellence.”

Sobha Solis features an impressive array of amenities, including the **first-ever Arsenal-branded gym**, offering residents a world-class fitness experience. At the heart of the development is a sunken leisure pool inspired by luxury resorts, surrounded by lush greenery that creates a serene oasis within Motor City. Additional features include a

jogging track, rock-climbing wall, tennis court, zen garden, pet park, and leisure and children’s pools, to name a few.

The development’s architectural design prioritizes natural light and space, with large layouts, floor-to-ceiling windows, and superior sound insulation. Each apartment is fully equipped with high-quality kitchen appliances, blending functionality with aesthetic elegance.

Motor City’s strategic location offers excellent connectivity and a vibrant urban environment with shopping centers, dining venues, healthcare facilities, educational institutions, and recreational hubs. This makes it a sought-after destination for investors, with industry reports highlighting an average rental yield of ~9% and capital appreciation of ~32%.

In line with Sobha Realty’s commitment to sustainability, Sobha Solis incorporates eco-friendly features, including double-glazed facades, energy-efficient HVAC systems, EV charging stations, and advanced district cooling systems. The use of locally sourced materials further reduces the project’s environmental impact, reaffirming the company’s dedication to responsible development.

Sobha Solis exemplifies Sobha Realty’s ‘Art of The Detail’ philosophy, delivering an unparalleled blend of luxury, sustainability, and modern active living in one of Dubai’s most vibrant neighbourhoods of the future. ✦

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“EVOLVING WITH TIME: LEOS DEVELOPMENTS

THE DEVELOPER IS ELEVATING DUBAI'S REAL ESTATE LANDSCAPE WITH A PORTFOLIO OF NINE PROJECTS.

LEOS Developments is elevating Dubai's real estate landscape with a portfolio of nine projects that offer timeless contemporary design, world class amenities and meticulously crafted interiors by British and European architects. Dubai's luxury real estate market is evolving with discerning buyers seeking residences that go beyond opulence to offer a refined sense of well-being. At the forefront of this shift, LEOS Developments integrates natural elements into British design.

Kensington Gardens in Greenwoods will have crystals embedded within walls and decorative elements such as chandeliers. Each crystal is chosen for its unique benefits such as Amethyst, promoting calmness and stress relief, Clear Quartz, enhancing flow and mental clarity, and Rose Quartz, encouraging emotional balance and a sense of love. These elements are placed within feature walls, decorative panels, custom furniture pieces and spa inspired bathrooms to increase residents' overall sense of tranquility.

Recognising the benefits of greenery in reducing stress and enhancing cognitive function, LEOS Developments offers lush landscaping in its residential communities. Knightsbridge in Meydan, for example, will provide shared green spaces alongside individual villas with private courtyards, while Kensington Gardens will offer private terraces with hydroponic gardens for each



villa and a larger communal garden with shared access. In the heart of JVC, Hadley Heights will have an urban farm, a tree house, pet day care & play area, and Japanese zen garden. LEOS Developments will provide a dedicated team with specialised firms to ensure proper upkeep and operation of communal gardens.

All residential buildings will offer outdoor spaces for recreational sport. The newly launched Weybridge Gardens 4 in Dubaiand

design draws inspiration from nature with a petal facade and cascading jacuzzis inspired from Tuscany's hot springs. Also on offer are zen garden yoga-style yoga deck, LEOS Dance Studio and LEOS Boxing Academy.

LEOS Developments has partnered with renowned LUD Studios, an award-winning British design and engineering consultancy to ensure authenticity. British design is revered for its sophisticated yet understated appeal, an approach

that stands out against Dubai's glittering skyline. LEOS Developments fuses heritage-inspired aesthetics with modern sensibilities and superior craftsmanship, emphasising clean lines, open spaces and the use of premium materials such as natural stone, hardwood, and metals. One of the defining characteristics of LEOS properties is their commitment to maximising natural light and ventilation: expansive windows, high ceilings and thoughtfully designed layouts. ♦



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AZIZI DEVELOPMENTS COMMITTS AED3 BILLION IN SUPPORT OF THE FATHERS' ENDOWMENT CAMPAIGN

THE PLEDGE MARKS THE LARGEST INDIVIDUAL CONTRIBUTION EVER FROM THE UAE PRIVATE SECTOR FOR A HUMANITARIAN CAUSE.



In the presence of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, Azizi Developments announced an AED3 billion contribution to the Fathers' Endowment campaign launched by His Highness Sheikh Mohammed. The campaign, coinciding with the month of Ramadan and launched in honour of fathers across the UAE, aims to establish a sustainable AED1 billion endowment fund dedicated to providing healthcare for the poor and needy.

The announcement was made during an agreement signing by His Excellency Mohammad bin Abdullah Al Gergawi, Minister of Cabinet Affairs and Secretary General of Mohammed Bin Rashid Al Maktoum Global Initiatives (MBRGI); and Mirwais Azizi, Founder and Chairman of Azizi

MIRWAIS AZIZI SAID: "WE ARE HONOURED TO BE AMONG THE FIRST TO CONTRIBUTE TO THIS BLESSED ENDOWMENT CAMPAIGN LAUNCHED BY HIS HIGHNESS SHEIKH MOHAMMED BIN RASHID AL MAKTOUM. THIS CAMPAIGN AIMS TO PROVIDE VITAL TREATMENT AND HEALTHCARE TO THE POOR, THE NEEDY, AND THOSE UNABLE TO AFFORD IT, OFFERING HOPE AND ENSURING BROADER ACCESS TO HEALTHCARE SERVICES FOR UNDERSERVED COMMUNITIES.

“

Developments, during the closing ceremony of the 5th Arab Hope Makers initiative in Dubai recently.

The contribution marks the first pledge for the Fathers' Endowment campaign, an initiative under the Mohammed Bin Rashid Al Maktoum Global Initiatives. The campaign encourages donations in the name of fathers, promoting the values of honouring parents, compassion, and social solidarity. It also aims to advance the concept of charitable endowments and strengthen the UAE's position in philanthropic work by creating a sustainable endowment for healthcare access for underprivileged communities.

This contribution, the largest individual private sector contribution in UAE history, will fund a humanitarian medical complex comprising a hospital, research centre, and medical training facility, significantly enhancing the UAE's healthcare sector. Built to the highest international standards, the complex, along with other endowment buildings, will be funded by Azizi Developments.

Boundless generosity

His Excellency Al Gergawi emphasised that Azizi's generous contribution to the Fathers' Endowment campaign exemplifies the boundless generosity of philanthropists in the UAE. He highlighted the significant role of such acts in supporting the UAE's vision as a global humanitarian capital and its ongoing efforts to assist underprivileged communities worldwide, particularly in accessing essential needs like healthcare, a key focus of the Fathers' Endowment campaign.

Al Gergawi added: "The vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, as well as the continuous Ramadan

initiatives, foster a unique global humanitarian ecosystem within the UAE, driving substantial philanthropic engagement from major contributors, institutions, and individuals."

He noted the initiatives' targeted approach to sustainable giving through endowments, ensuring continued support for vital sectors like education and healthcare, ultimately empowering and improving the lives of millions globally.

"One of my daughters tragically suffered from an incurable disease, and through this project, we hope to alleviate the suffering of countless others facing similar financial burdens."

He added: "This contribution is a tribute to fathers and a reflection of Azizi Developments' commitment to supporting the UAE's charitable and humanitarian initiatives, particularly during Ramadan. We are dedicated to social responsibility and fostering a culture of giving within the UAE, aligning with the vision of our nation's leadership and the mission of MBRGI."

Previous donation

Azizi Developments previously donated AED600 million in March 2024 to establish an educational endowment complex in Dubai as part of the Mothers' Endowment campaign, launched by His Highness Sheikh Mohammed bin Rashid last Ramadan. That campaign sought to create an AED1 billion endowment fund to support the education of millions globally, in honour of mothers. The revenue from the educational complex, one of the UAE's largest charitable contributions, will be used to empower students to pursue their education, gain necessary skills, and measure up to the demands of the ever-evolving job market. ♦

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Image: **Supplied**

JANUARY SALES HIT AED44.4 BILLION

LAND SALES SHOW BIGGEST INCREASE, AS 14,236 OVERALL TRANSACTIONS UNDERLINE CITY AS PRIME DESTINATION FOR PROPERTY INVESTMENT

Dubai’s real estate market has made a strong start to 2025, with property sales in January totalling AED 44.4 billion, a 24.1% increase in value on the same month last year. A market update issued by fām Properties reveals that last month’s total of 14,236 transactions also represented a 23.2% increase in volume over January 2024. Land sales for January showed the biggest increase, with 811 plots - a 151.9% month-on-month leap in volume - selling for AED8.6 billion. Villa sales totalling AED16.4 billion also climbed sharply in volume by 89.6% to 3,117 compared with January last year, and apartment sales worth AED18.2 billion were up 7.1% in volume to 9,945. A total of 363 commercial property transactions amounting to AED1.2 billion represented a 17.9% increase in volume over January 2024. While the average price per sq. ft was down slightly by 4% to AED 1,550, it still represents an 81.2% increase over the last five years, from AED855 in January 2020. “The figures once more emphasize the strength of Dubai’s real estate market and the consistent growth seen in recent years,” said Firas Al Msaddi, CEO of fām Properties. “This underlines Dubai’s status as a secure destination for real estate investment which continues to build investor confidence and draw interest from the local, regional and international markets.”

Dubai property sales for the month of January have now risen



“The figures once more emphasize the strength of Dubai’s real estate market and the consistent growth seen in recent years,” **Firas Al Msaddi, CEO of fām Properties.**

by 822% in value over the last five years – from AED4.8 billion (2,700 transactions) in 2020, AED6.6 billion (3,300) in 2021, AED16.3 billion (5,700) in 2022, AED27.8 billion (9,700) in 2023 and AED35.8 billion (11,600) last year. The most expensive individual property sold in January was a luxury villa at Dubai Hills Estate which fetched AED140 million. The most expensive apartment sold during the month went for

AED57 million at Ava At Palm Jumeirah By Omniyat. Overall, first sales from developers were significantly greater than those of resales - 65% over 35% in terms of volume, and 60% against 40% in overall value. With properties worth more than AED5 million accounting for 9% of total sales, 31% came in the AED1-2 million range, 27% below AED1 million, 20% between AED2-3 million and 14% between AED3-5 million.



JANUARY 2025 - Top five performing areas in terms of overall sales volume

Wadi Al Safa 5	1,400	units
Jumeirah Village Circle	982	units
Dubai South	942	units
Al Yelayiss 1	868	units
Business Bay	761	units

BEST-SELLING PROJECTS

Off-plan apartments

Terra Heights	493	units	value	AED891.1M
Verdes By Haven 1	155	units	value	AED296.4M
Lacina	150	units	value	AED313.3M
Claydon House By Ellington	113	units	value	AED238.7M
Diamondz By Danube	103	units	value	AED265.3M

Off-plan villas

La Tilia At Villanova Phase 2	106	units	value	AED346.7M
La Tilia At Villanova Phase 1	103	units	value	AED327.7M
Reportage Village	70	units	value	AED101.9M
The Valley - Velora	56	units	value	AED182.4M
Greenville 2	55	units	value	AED209.5M

Ready apartments

Remraam	43	units	value	AED34.2M
Rukan	37	units	value	AED27.2M
Maya 2	36	units	value	AED25M
Lakeside	35	units	value	AED14.5M
Sky Courts	30	units	value	AED18.4M

Ready villas

Reem - Mira Oasis				
Community Phase 2	10	units	value	AED29.4M
The Fields At D11 MBRC	9	units	value	AED35.7M
Reem - Mira Oasis Community	8	units	value	AED22.6M
Shams Townhouses	8	units	value	AED21.1M
Seasons Community – Autumn	8	units	value	AED20M

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Images: **Supplied**

EMPOWER AND DMCC SIGN AGREEMENT TO SUPPLY NEXT PHASE OF UPTOWN DUBAI WITH SUSTAINABLE DISTRICT COOLING SERVICES

UPTOWN DUBAI IS A WORLD-CLASS SMART DISTRICT, INNOVATIVELY DESIGNED TO DELIVER A ONE-OF-A-KIND, MIXED-USE URBAN DESTINATION.



Emirates Central Cooling Systems Corporation PJSC (Empower), the world’s largest district cooling services provider, has signed an agreement with DMCC (Dubai Multi Commodities Centre), the leading international business district that drives the flow of global trade through Dubai, to supply the next phase of Uptown Dubai with environmentally friendly district cooling services, for a capacity of 24,675 refrigeration tons (RT).

The agreement was signed at DMCC’s headquarters in Uptown Tower in the presence of Ahmed Bin Sulayem, Executive Chairman and CEO of DMCC, and H.E. Ahmad Bin Shafar, CEO of Empower.

Uptown Dubai is a world-class smart district, innovatively designed to deliver a one-of-a-kind, mixed-use urban destination of eight planned mixed-use towers alongside a variety of retail, dining, luxury hospitality, and sustainable community options. Following the successful completion of Uptown Tower, the next phase of the district comprises of two grade A commercial towers. The district is strategically located at the heart of new Dubai in the southern end of the city, providing easy access and connectivity to key areas and landmarks in Dubai.

Empower’s JLT District Cooling project includes four plants (three of which are currently operational) with a designed total capacity of 152,000 RT, in addition to a comprehensive pipeline network serving the entire area. These plants are equipped with well-developed infrastructure and advanced smart production and operation systems, ensuring readiness to cater to any new project of any size or use, which strengthens investor and developer confidence in Empower’s efficient



and environmentally friendly services.

H.E. Ahmad Bin Shafar, CEO of Empower, emphasized the significance of the partnership, stating: "We are proud to sign this agreement with DMCC to supply the next phase of Uptown Dubai with environmentally friendly district cooling services. This partnership reflects our commitment to providing innovative and sustainable district cooling solutions that help reducing carbon emissions and support the UAE’s national sustainability goals."

He added that Empower is currently serving the first phase of the project, including the iconic Uptown Tower, with environmentally friendly district cooling services, delivering a

cooling capacity of 3,850 RT in compliance with international standards.

Ahmed Bin Sulayem, Executive Chairman and CEO, DMCC, said: "One year ago, we broke ground on Phase 2 of Uptown Dubai, marking a major milestone in the district’s development with the construction of two premium commercial towers. With new residential towers announced and the imminent launch of the Atrium, Plaza, and vibrant F&B offerings, Uptown Dubai is rapidly taking shape as a world-class destination. Our partnership with Empower is a crucial step in this journey, ensuring the seamless delivery of sustainable cooling solutions that both support our vision for a smart urban community and enhance the quality of life for our residents and visitors." ✦

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DUBAI'S LARGEST-EVER INTERNATIONAL REAL ESTATE SHOWCASE SET TO TAKE CENTRE STAGE IN NEW DELHI

The event will bring together Dubai's leading developers, brokers, and real estate experts

From
Dubai
to
Delhi

DPXPO
DUBAI PROPERTY EXPO
24th-25th May 2025 | Yashobhoomi

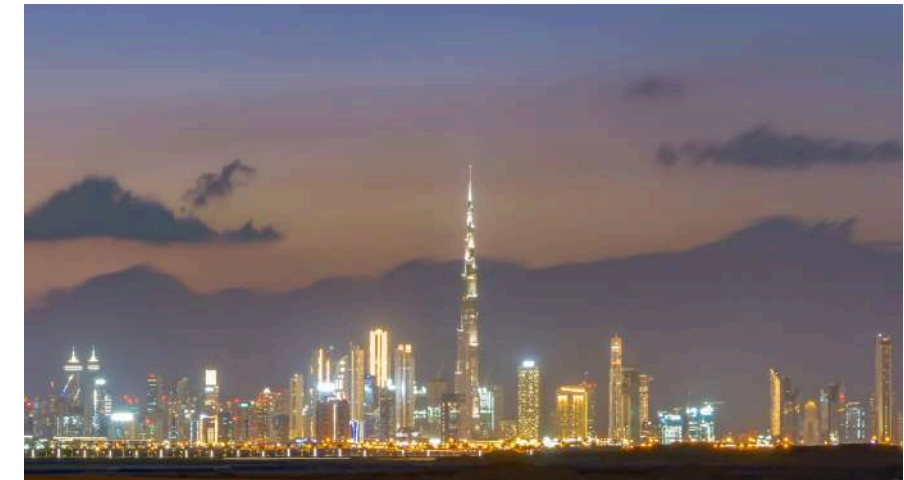
Dubai's booming real estate sector is set to make an unprecedented mark in India with DPXPO – The Dubai Property Expo, the largest-ever overseas exhibition of Dubai real estate, taking place in New Delhi on May 24-25, 2025, at Yashobhoomi, India's premier exhibition venue.

Organised by Global Branding Events and Exhibitions, the event will bring together Dubai's leading developers, brokers, and real estate experts, offering an exclusive platform for Indian investors to explore high-yield, tax-free property investments in Dubai.

With Indian investors ranking among the top three foreign buyers of Dubai real estate since 2004, DPXPO aims to capitalise on India's growing demand for premium properties in the UAE. According to various reports, Indian nationals have invested over USD 22 billion in Dubai's real estate sector over the years, drawn by high rental yields, capital appreciation, and long-term residency opportunities.

Dubai's rental yields range between six and eight per cent annually, far exceeding returns in major Indian cities like Mumbai and Bangalore, which average two to three per cent. The absence of capital gains and property purchase taxes, combined with the AED 2 million property investment threshold for a 10-year renewable Golden Visa, makes Dubai an unparalleled choice for investors seeking financial security, global mobility, and luxury living.

Manoj Nair, Head of Global Branding Events and Exhibitions, emphasised the unprecedented scale and significance of DPXPO, stating, "This is the first time all major Dubai developers will come together in such a large-scale real estate showcase outside the UAE. Given its status as the single-largest investor market for



Dubai real estate, India was the natural choice for the inaugural edition. North India remains an untapped region with immense investment potential, and DPXPO will bridge the gap, bringing Dubai's most prestigious properties directly to high-net-worth investors and professionals in India."

DPXPO will provide an immersive and data-driven investment experience, featuring exclusive property deals, financing options, and expert-led panel discussions.

Attendees will gain first-hand insights into Dubai's investment landscape, including key developments in luxury residences, commercial spaces, and freehold properties. The event will also highlight the benefits of Dubai's investor-friendly ecosystem, offering guidance on residency and business opportunities through real estate ownership.

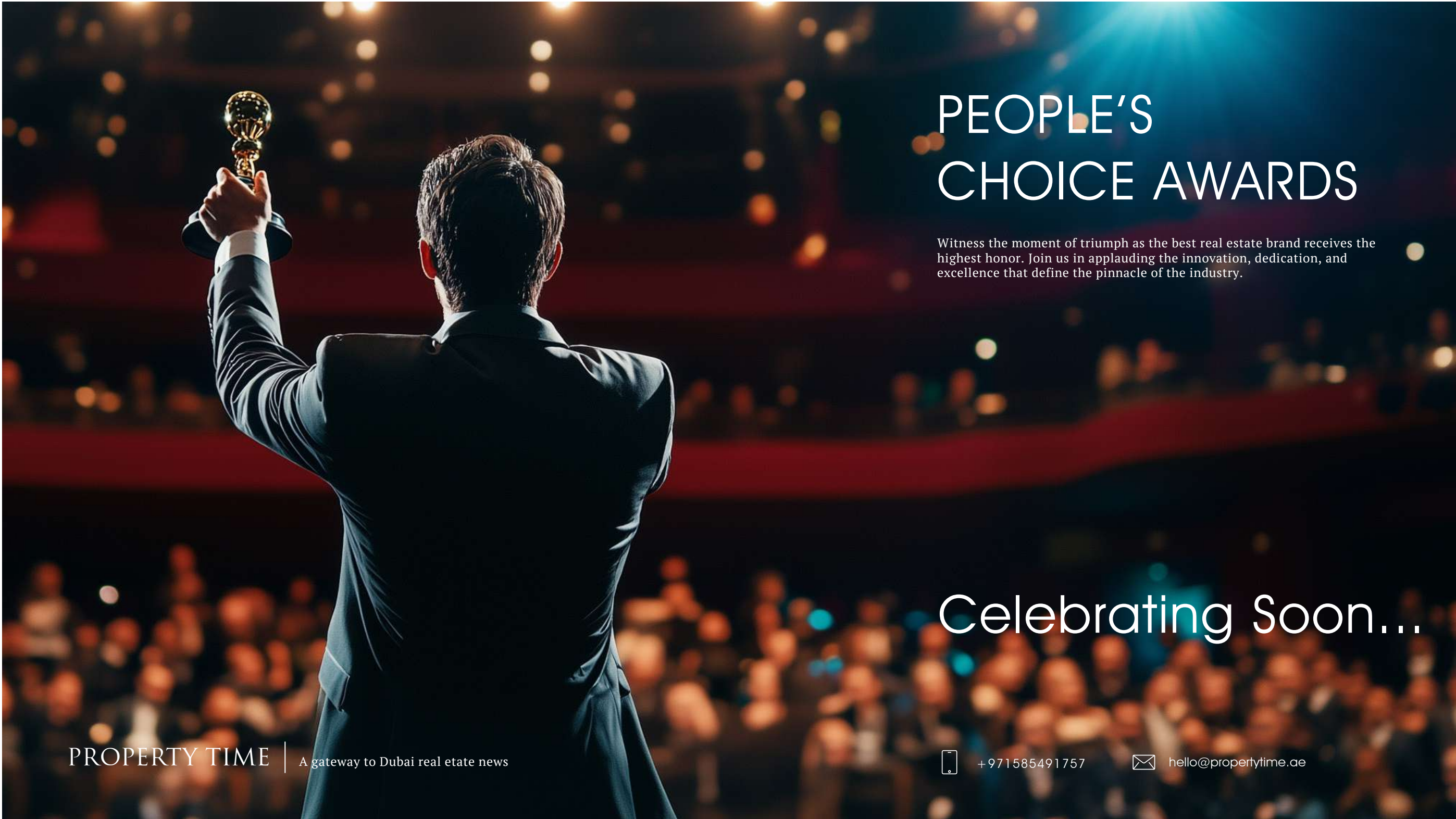
With over 12,000 expected visitors, including more than 2,000 pre-qualified investors, DPXPO is set to be the most influential and high-impact Dubai real estate event outside the UAE. Strengthening investment flows between India and Dubai, the exhibition reaffirms Dubai's position as the leading global hub for real estate investment.

For exhibitor inquiries and sponsorship opportunities, visit www.dpxpo.com

About DPXPO

DPXPO – The Dubai Property Expo is the premier international real estate investment platform connecting Dubai's property market with investors worldwide. Organised by Global Branding Events and Exhibitions, DPXPO is committed to fostering high-value investment opportunities and strengthening international real estate collaborations.





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