

PROPERTY TIME



GULF REAL ESTATE
AWARDS 2017
WINNER

OCTOBER 2025
ISSUE 8 | VOLUME 2

Cover Story

A MAN FOR ALL SEASONS

Decoding the mastery of Kunal Puri, Founder & CEO,
La Capitale Real Estate



PODCAST

#PG 08 | Most Trusted Brokerages: Part 1

#PG 28 | The KYC of Real Estate

#PG 30 | IEREI: Dubai's real estate learning hub

Available at



First and Business
Class Lounges

WWW.PROPERTYTIME.AE

@/PROPERTYTIME.AE

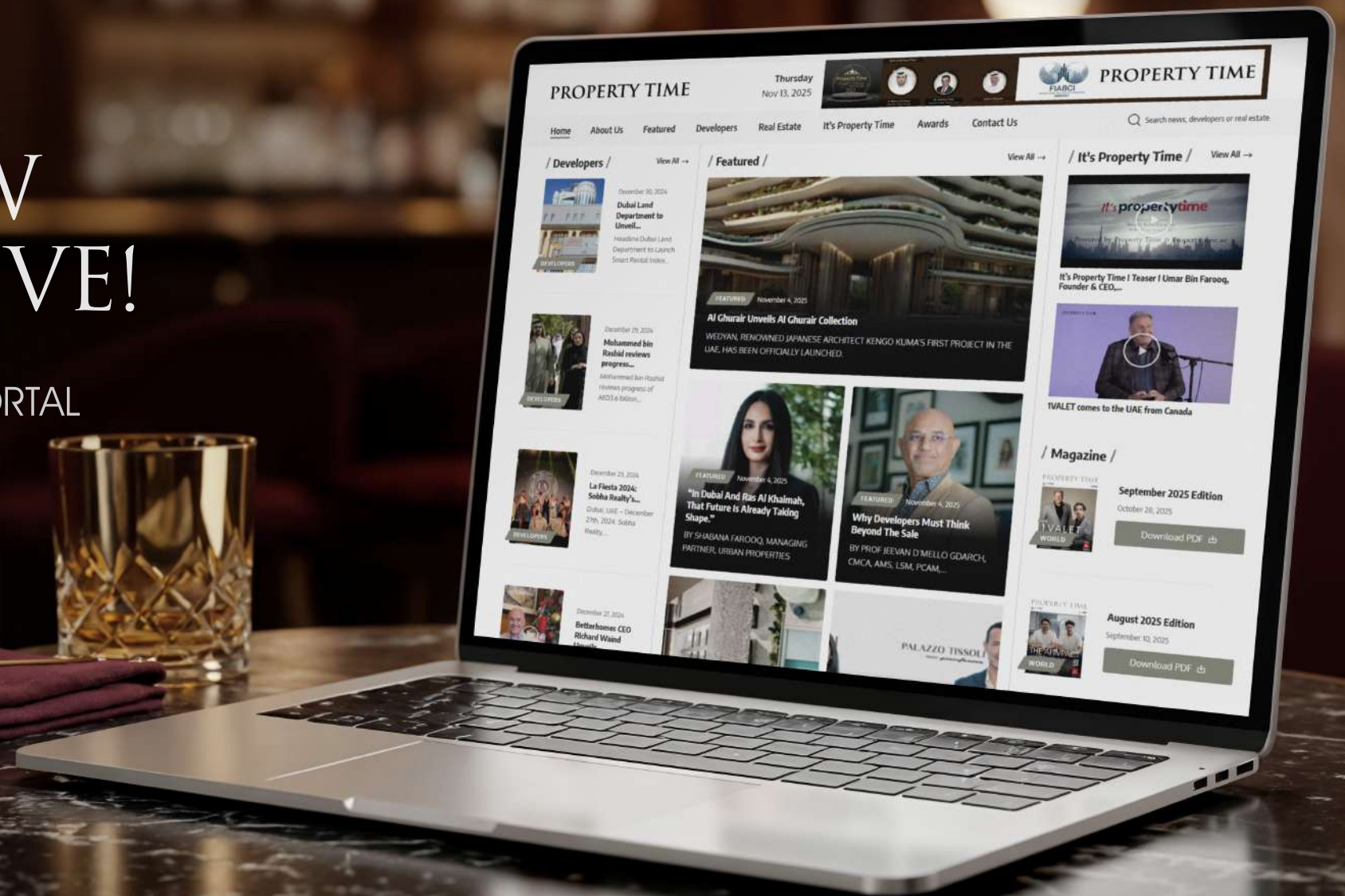


OUR BRAND NEW WEBSITE IS NOW LIVE!

UAE'S ONLY DEDICATED REAL ESTATE MEDIA PORTAL



WWW.PROPERTYTIME.AE



TRUST BY DESIGN: KUNAL PURI AND DUBAI'S MOST TRUSTED BROKERAGES



This issue opens with a conversation that matters — a close look at Kunal Puri, the disciplined, quietly ambitious leader reshaping how Dubai thinks about real estate. In our cover story Kunal's blend of hospitality-born service, corporate rigor and a clear Product Exit Cycle Strategy reveals why La Capitale has become synonymous with integrity and performance. His focus on people-first leadership — from the Rolex Club to building millionaires — is a reminder that success in property is earned, not advertised.

Alongside Kunal's story, our Most Trusted Brokerages segment celebrates firms that have chosen standards over shortcuts. These profiles show how training, transparency and ethical marketing convert reputation into tangible value for buyers, sellers and communities. Together, the features map a simple truth: trust is the industry's most durable currency.

As editors, we aim to spotlight leaders and practices that lift the market. Read PT pages for practical insight, not platitudes — and for a clear view of where Dubai's real estate is headed: more professional, more accountable, and more human.



Copies available at Emirates
First & Business Class Lounges



Binesh Babu Panicker
Founder, CEO &
Editor-in-Chief Property Time

Lisa Amnegard
Contributing Editor

Anand Raj OK
Content Editor

Malak Saleh
Writer

Bilal Ahmad
Creative Director

Hamid Khan
Associate Creative Director

Abu Jiyadh, JAK LLC
Podcast & Photography

Nabeel Printing Press LLC
Printers

GLS Media Distribution
Distributors

PAGE 32

Column by Prof. Jeevan D'Mello



PAGE 44

The Dubai Playbook:
Parisa Seif, MD, Kleindienst Group



PAGE 08

Most Trusted Brokerages: Part 1



PAGE 62

Interview: Wail Abualhamail,
Director of Real Estate - ASICO



PAGE 30

The art of negotiation:
Shabana Farooq, Urban Properties



PAGE 36

Redefining real estate leadership in Dubai
Kunal Puri



MOST TRUSTED BROKERAGES

RECOMMENDED BY PROPERTY TIME

PART 01



CHIRAG GOYAL
FOUNDER & CEO



SAM MCCONE
MANAGING PARTNER



ALDO DE JAGER
CEO



NIKITA KUZNETSOV
CHIEF EXECUTIVE OFFICER



VISHAL WADHWANI
INVESTMENT CONSULTANT



SHITIJ KAPOOR
CEO



AMR ABOUSHABAN
FOUNDER & CEO



MUDASIR WANI
CO-FOUNDER CEO



QURAT UI AIN
CO-FOUNDER CHIEF LEADERSHIP OFFICER



DIPENDRA GULIANI
FOUNDER & MD



ANIL PARMANI
FOUNDER



LOAI AL FAKIR
CEO

MOST TRUSTED

RECOMMENDED BY PROPERTY TIME



NIKITA KUZNETSOV
CEO

Nikita Kuznetsov's impact on the UAE real estate market is both dynamic and measurable. As CEO and Co-Founder of Metropolitan Group, he has been instrumental in shaping the company's rise into one of the country's leading firms. Originally from Novosibirsk, he moved to the UAE at 19 and began his career as an agent, gaining the hands-on experience that laid the foundation for his future success.

In 2008, he co-founded Metropolitan Premium Properties, the Group's flagship Dubai office. What began as a small start-up has since grown into a multinational group with offices in Dubai, Abu Dhabi, Ras Al Khaimah, and Vienna, more than 1,200 employees, and 120+ industry awards.



METROPOLITAN.REALESTATE

BROKERAGE



FOUNDED IN 2008



600+ AGENTS

METROPOLITAN GROUP

Founded in 2008, Metropolitan Group is one of the UAE's leading real estate companies, with operations across Dubai, Abu Dhabi, Ras Al Khaimah, and Vienna. With 1,200+ employees representing 70+ nationalities, the Group is among the most awarded agencies in the country and offers end-to-end real estate support through 4 entities, 8 offices, and 10+ specialised services.

Accredited by all licensed UAE developers and recognised as a Top 10 Best Workplace in the Middle East, Metropolitan has earned 120+ industry awards and continues to set new standards in the market. A strong culture, high performance, and a global vision remain at the core of its growth and success.

CORE VALUES

- DISCIPLINE
- RESPECT
- INTEGRITY
- VIBRANCY
- EXCELLENCE

AWARDS & RECOGNITIONS

- 120+ INDUSTRY AWARDS FROM LEADING DEVELOPERS SUCH AS EMAAR, DAMAC, DUBAI PROPERTIES, ALDAR, AND MERAAS
- TOP 10 BEST WORKPLACES IN THE MIDDLE EAST BY GREAT PLACE TO WORK™ FOR THE LAST 4 YEARS
- HOST OF THE UAE'S BIGGEST PROPERTY EXPO TWICE A YEAR IN DUBAI AND ABU DHABI, THE ONLY AGENCY TO DO THIS
- LAUNCHED EXCLUSIVE MASTER AGENCY DIVISION DEDICATED TO HELPING DEVELOPERS MAXIMISE THEIR GO-TO-MARKET STRATEGY AND PROJECT PERFORMANCE



MOST TRUSTED BROKERAGE

RECOMMENDED BY PROPERTY TIME



Provident.

Loai Al Fakir is the Chief Executive Officer of Provident Estate and a leading figure in Dubai’s real estate sector. With over 16 years of experience, Loai has built a reputation for visionary leadership, strategic innovation, and relentless drive. His journey began in Cyprus, where he developed entrepreneurial skills within his family business before entering real estate in 2006 with PRV2, a division of Abyaar Property Developers. This formative role sparked his passion for the industry and led to the founding of Provident Estate in 2008.

Loai’s ambition is to position Provident Estate not only as a regional leader but as a globally recognized brand. His influence continues to drive innovation and elevate standards within the real estate industry, making him a key architect of Dubai’s evolving property landscape.



PROVIDENTESTATE.COM



FOUNDED IN 2008



350+ AGENTS

PROVIDENT ESTATE

Provident Estate is a Dubai-based real estate brokerage founded in 2008 that has grown into one of the city’s most respected agencies, combining local market expertise with global reach. Over 17 years the firm has completed more than \$22 billion in transactions and manages 2,000+ live listings, serving clients from 97 countries through a multilingual team of 350+ investment advisors. The firm operates from five strategic offices across Dubai, providing localized support and tailored investment advice to clients worldwide. Recognized by leading developers and named Dubai’s Most Awarded Real Estate Agency in 2024, Provident emphasizes integrity, transparency, expertise, value creation, and professionalism to deliver a seamless, relationship-driven property experience.

CORE VALUES

- INTEGRITY
- TRANSPARENCY
- EXPERTISE
- VALUE CREATION
- PROFESSIONALISM



SERVICES

- PRIMARY & SECONDARY SALES
- COMMERCIAL REAL ESTATE
- PORTFOLIO MANAGEMENT
- PROPERTY MANAGEMENT
- PREMIER FINANCE & MORTGAGE SOLUTIONS
- PROVIDENT VACATION HOMES (PVH)
- PRISM CONVEYANCING
- ETHNOVATE INTERIORS

AWARDS & RECOGNITIONS

- \$22B+ IN TOTAL TRANSACTIONS
- 5,000+ TREES PLANTED THROUGH THE SUSTAINABILITY INITIATIVE
- 17.5% MARKET SHARE IN DUBAI’S AED 20M+ LUXURY SEGMENT
- NAMED DUBAI’S MOST AWARDED REAL ESTATE AGENCY (2024); RECOGNIZED BY EMAAR, DAMAC, SOBHA AND NAKHEEL

MOST TRUSTED

BROKERAGE

RECOMMENDED BY PROPERTY TIME



QURAT U AIN
CO-FOUNDER CHIEF LEADERSHIP OFFICER

Originally from Kashmir, Qurat moved to the UAE to pursue a Master’s in International Business and quickly immersed herself in Dubai’s fast-evolving property market. She joined the family business early in her career and, together with her brother, navigated the firm through the 2008 financial crisis by refocusing on leasing and operational resilience. A pivotal landmark transaction with a high-net-worth client accelerated growth and enabled strategic relocation to Business Bay. Qurat’s leadership emphasizes people development, operational excellence, and client relationships; she helped establish the DRE Academy to professionalize the sales force and scale the business. Under her stewardship, DRE expanded its footprint, diversified into off-plan and secondary markets, and built enduring ties with leading developers. Qurat remains focused on culture, training, and sustaining DRE’s reputation for attentive client service and ethical brokerage.



MUDASIR WANI
CO-FOUNDER CHIEF EXECUTIVE OFFICER

Mudasir holds a Master’s degree in International Business and Banking/Finance, a background that has informed DRE’s disciplined financial strategy and measured growth. As CEO, he has driven innovation in brokerage operations, strengthened developer partnerships, and overseen the company’s expansion into new verticals such as property management and secondary residential sales. Mudasir’s leadership style blends strategic planning with hands-on execution, ensuring the firm consistently meets performance targets while maintaining compliance and client trust. He has prioritized investment in people, systems, and brand positioning, guiding DRE from a small Karama office to a large, award-winning brokerage headquartered in Dubai Hills Estate. His focus on sustainable growth, risk management, and market intelligence has positioned DRE as a competitive and forward-thinking market leader.



 **FOUNDED IN 2007**

 **200+ AGENTS**

DRE

DRE is a Tier One real estate brokerage headquartered in Dubai Hills Estate, established to serve investors, homeowners, and tenants across the UAE. With 18 years of market presence, DRE combines deep local knowledge with structured training through the DRE Academy, equipping its sales force to handle off-plan launches, secondary market transactions, leasing, portfolio advisory, and property management. The firm operates from a modern headquarters and a Town Square branch, maintaining strong strategic partnerships with major developers across Dubai to secure priority allocations and market insights. DRE’s approach centers on customer-centric service, rigorous in-house training, and a culturally diverse team that supports residential and commercial clients alike. The company has grown from a small Karama office into an award-winning brokerage with a broad service offering that includes investment and acquisition advisory, tailored portfolio management, and end-to-end transaction support. DRE’s reputation is built on long-standing developer relationships, consistent sales performance, and a commitment to professional development that positions the firm as a trusted partner for local and international investors.



DREHOMES.COM

SERVICES

- BUYING
- SELLING
- LEASING
- OFF-PLAN SALES
- PORTFOLIO & PROPERTY MANAGEMENT
- INVESTMENT & ACQUISITION ADVISORY
- DRE ACADEMY TRAINING

AWARDS & RECOGNITIONS

- MULTIPLE DEVELOPER AWARDS ACROSS YEARS AND GREAT PLACE TO WORK® (NOV 2024–NOV 2025)
- LONG-TERM DEVELOPER PARTNERSHIPS INCLUDING MAJOR NAMES IN DUBAI.



MOST TRUSTED BROKERAGE

RECOMMENDED BY PROPERTY TIME



Shitij Kapoor is the CEO and MD of Luxury Concierge Real Estate (LCRE), a Dubai-based boutique agency specializing in high-end residential and investment properties, known for delivering record sales and bespoke client service. Shitij began his professional journey in hospitality in 2002 and relocated to Dubai in 2012, where he established LCRE to focus on luxury property brokerage and investor advisory services. His hospitality roots shaped a client-first, service-driven approach that underpins LCRE's concierge-style model and personalized transaction management.



LCREDubai.com



 **FOUNDED IN 2011** | **15 YEARS OF LEGACY** |  **65 AGENTS**

LCRE, TRUST BEYOND TRANSACTION

Luxury Concierge Real Estate (LCRE) is a trusted name in Dubai's property market, backed by over 15 years of industry expertise and billions in annual sales. Known for its innovative marketing and client-first approach, LCRE has built a seamless real estate ecosystem that supports buyers, investors, brokers, and team members alike. The agency's reputation is rooted in values of integrity, transparency, authenticity, respect, and innovation —principles that guide every interaction. With a passionate team and a commitment to exceeding expectations, LCRE continues to shape the future of luxury real estate in the region.

LCRE CORE VALUES

- INTEGRITY
- TRANSPARENCY
- EXPERTISE
- VALUE CREATION
- PROFESSIONALISM



SERVICES

- RESIDENTIAL SALES & LEASING
- COMMERCIAL SALES & LEASING
- PROPERTY MANAGEMENT
- REAL ESTATE INVESTMENT ADVISORY
- HOLIDAY HOMES

AWARDS & RECOGNITIONS

Luxury Concierge Real Estate has been recognized by Dubai's most respected developers including Emaar, Damac, Sobha, Nshama, and Dubai Properties for delivering results that stand out in a competitive market. From Top Broker Awards and Gold Category recognitions to Sobha Stars Partner titles and Emaar's 6th Place Broker Award in 2025, every recognitions highlights its focus on excellence and client success.

MOST TRUSTED

RECOMMENDED BY PROPERTY TIME



AMR ABOUSHABAN
FOUNDER & CEO

Amr Aboushaban is the visionary founder and Chief Executive Officer of Allegiance Real Estate, bringing over 17 years of experience in the financial industry to his leadership role. His impressive track record also includes his role as Chief Investor Relations Officer at Damac, where he successfully raised \$900 million and was recognised by Institutional Investor as the Best IRT professional in 2018.

With a deep understanding of investment strategies, client relationships and technological integration, Amr has established himself as a visionary and trusted leader.

Allegiance
REAL ESTATE



AREDXB.COM

BROKERAGE



FOUNDED IN 2019



100 AGENTS

ALLEGIANCE REAL ESTATE

Allegiance Real Estate is a leading integrated real estate service provider headquartered in the United Arab Emirates, consistently ranked as the UAE's Number 1 Real Estate Agency. Serving a diverse clientele from local and international backgrounds, Allegiance offers a comprehensive suite of services that sets it apart from conventional real estate firms. What makes Allegiance truly exceptional is its innovative framework, meticulously designed to enhance the client experience. This distinctive approach equips clients with essential tools, unbiased guidance, and profound insights into specific locations, empowering them at every step of their real estate journey. Allegiance's unwavering commitment is to ensure client satisfaction throughout the entire process, making it the ultimate choice for those seeking excellence in the UAE real estate market.

SERVICES

- BUYING
- SELLING
- INVESTING
- RENTING

AWARDS & RECOGNITIONS

#1 DUBAI BROKER FOR THE PAST 5 YEARS

CORE VALUES

SELLING PRIMARY AND SECONDARY PROPERTIES

MOST TRUSTED BROKERAGE

RECOMMENDED BY PROPERTY TIME



SAM MCCONE
MANAGING PARTNER

Sam McCone is the Managing Partner and founder of McCone Properties, a Dubai-based real estate firm he launched in 2013. Born in Australia and raised in Dubai after his family moved there in 1992, Sam earned a bachelor's degree in International Relations from the European University of Barcelona before returning to the UAE to pursue property. He began his real estate career in 2011 and established McCone Properties to offer a client-focused, relationship-driven approach to buying and renting across Dubai. As Managing Partner he remains hands-on with clients, specializing in Downtown Dubai, Arabian Ranches 2 and The Springs, and emphasizes clear information, practical options, and long-term service. Over more than a decade in the market, Sam has overseen thousands of transactions and built a team known for local expertise and personalised guidance. Outside work he enjoys endurance sports, supports local charities, and speaks English and Spanish. Sam's leadership blends international perspective with a deep Dubai connection.

McCone
PROPERTIES



MCCONEPROPERTIES.COM



FOUNDED IN 2013



170 AGENTS

MCCONE PROPERTIES

Founded in 2013 by the dynamic mother-son duo of Sam and Johanna McCone, McCone Properties has grown from modest beginnings into a formidable force in Dubai's real estate landscape. Starting in the Gold & Diamond Park and specialising in Downtown Dubai properties, the firm quickly showcased strong market insight by identifying and capitalising on emerging off-plan opportunities. Within three years, their team of six brokers earned the distinction of ranking among Emaar Properties' top 20 agencies.

The global challenges of 2020 inspired a strategic reformation, reinforcing our core commitment to client value. This renewed focus has delivered exceptional results: an expanded property portfolio, rapid team growth, and outstanding client satisfaction across local, regional, and international markets.

Today, McCone Properties continues to grow from its headquarters in The Greens, nurturing a team of over 200 highly qualified professionals.

SERVICES

- OFFPLAN SALES
- RESIDENTIAL SALES
- RESIDENTIAL LEASING
- SHORT-TERM RENTALS

AWARDS & RECOGNITIONS

- PROPERTY FINDER AGENCY OF THE YEAR 2024 – 1ST RUNNER UP – ENTERPRISES
- PROPERTY FINDER HOUSE OF SUPER AGENTS 2024 – WINNER – ENTERPRISE
- BAYUT | DUBIZZLE AGENCY OF THE YEAR 2023 – 1ST RUNNER U
- BAYUT | DUBIZZLE AGENCY OF THE YEAR 2021 – WINNER

MOST TRUSTED BROKERAGE

RECOMMENDED BY PROPERTY TIME



ALDO DE JAGER
CEO - MIRA ESTATE



For over two decades, Aldo De Jager has been part of Dubai’s real estate story – shaping its market, mentoring its people, and setting benchmarks that others follow. In 2025, he became CEO of Mira Estate, bringing with him the clarity of a leader who understands both the business and the human side of growth. His career spans leadership roles at some of the city’s most respected firms. At Hamptons International Dubai, he guided the company through its most successful period in more than twenty years. As Head of Sales at Engel & Völkers, he built record breaking teams grounded in precision and trust. Later, he established The Private Office by Hamptons (MENA) – serving high-net-worth clients across continents. Over the years, Aldo’s teams have earned recognition including Top 3 Real Estate Brokerage in Dubai by the Dubai Government, Top 10 Brokerage by Forbes Middle East, and Top 50 Brokerage 2024 by Property Times, along with repeated Top Off-plan Brokerage rankings from Emaar.



MIRAESTATE.AE



FOUNDED IN 2020



150+ AGENTS

MIRA ESTATE

Founded in 2020, Mira Estate began with a simple idea – that buying property in the UAE should feel personal, transparent, and inspiring. What started as a small team of passionate professionals quickly grew into one of the country’s most active and trusted agencies, known for clear advice, steady execution, and genuine care for clients. For several consecutive years Mira Estate was named among top five agencies for Emaar, Nakheel, Meraas, Aldar and Damac.

AWARDS & RECOGNITIONS

- EMAAR - Q2 BROKER AWARDS - 2ND PLACE, 2021
- NAKHEEL - DIAMOND CLUB, 2022
- EMAAR - Q2 BROKER AWARDS, 1ST PLACE, 2022
- ALDAR – TOP PERFORMING AGENCY - 1ST PLACE, 2023

CORE VALUES

- KEEPING THE EXPERIENCE HUMAN
- COMPREHENSIVE SERVICES
- SCALING THOUGHTFULLY
- WORLD-CLASS TRAINING TO BROKERS

SERVICES

- PRIMARY & SECONDARY SALES
- COMMERCIAL REAL ESTATE
- PORTFOLIO MANAGEMENT
- PROPERTY MANAGEMENT IN HOLIDAY HOMES
- LONG TERM RENTALS
- LEGAL SUPPORT
- COMPANY SET UP

MOST TRUSTED BROKERAGE

RECOMMENDED BY PROPERTY TIME



CHIRAG GOYAL
FOUNDER & CEO

Chirag Goyal is the Founder and CEO of GPG Global Real Estate, a Dubai-based brokerage firm redefining luxury property investment through innovation, integrity, and global vision. With over 16 years of experience in structured finance, mortgages, and real estate, Chirag has successfully managed and transacted more than AED 5 billion worth of deals across Dubai and London.

Under his leadership, GPG Global Real Estate has evolved into one of Dubai’s fastest-growing luxury brokerages, specializing in high-end off-plan and investment properties. His deep understanding of market dynamics and investor psychology enables him to design client-centric strategies that consistently deliver measurable results and sustainable growth.



GLOBALPROPERTYGROUP.CO



 **FOUNDED IN 2021** |  **30+ AGENTS**

GPG GLOBAL REAL ESTATE

GPG Global Real Estate is a Dubai based luxury real estate brokerage firm founded in 2021, recognised for its excellence in selling luxury properies across Dubai and Ras al Khaimah. In a few years, GPG has emerged as one of Dubai’s fastest growing brokerage firms, combining strategic market insight with a global network of investors. Since its inception, the firm has achieved exceptional growth — successfully closing multi billion dirham transactions and partnering with leading developers including Emaar, Sobha, Al Barari, Nakheel, Binghatti, Omniyat, and Damac. With a strong presence in Dubai’s ultra-luxury segment, GPG continues to serve investors and end users seeking premium residences and high ROI opportunities in Dubai’s most prestigious communities.

AWARDS & RECOGNITIONS

- \$1 BILLION IN TOTAL TRANSACTIONS
- TOP BROKER AWARD (H1 2025) — BINGHAT DEVELOPERS
- BEST LUXURY REAL ESTATE BROKERAGE: THE ULTIMATE REALTY AWARD - INDIA TODAY GROUP AND NKN MEDIA
- TOP BROKER AWARD 2024 — BINGHATTI DEVELOPERS

CORE VALUES

- INTEGRITY AND TRANSPARENCY
- EXCELLENT PRE AND POST SALES CUSTOMER SERVICE
- LONG TERM VALUE CREATION

SERVICES

- OFF-PLAN LUXURY RESIDENTIAL PROPERTY SALES
- COMMERCIAL REAL ESTATE
- INTERNATIONAL PROPERTY INVESTMENTS
- MORTGAGE & FINANCIAL CONSULTANCY
- PORTFOLIO MANAGEMENT



MOST TRUSTED BROKERAGE

RECOMMENDED BY PROPERTY TIME



Dipendra Guliani is a Dubai real estate professional with over two decades of experience advising investors, homeowners, and end-users across both the primary and secondary market. He began his career in 2004, during the early stages of Dubai’s freehold property era, and has since developed a reputation for clear market insight, disciplined investment guidance, and a client-first approach. As Co-Founder of Propstock Realty, he focuses on strategic property selection, community expertise, and long-term value creation. Dipendra has worked across many of Dubai’s key master communities and is recognised for his negotiation skill, market awareness, and relationship-driven advisory style.



Anil Parmani is a trusted and accomplished real estate professional based in Dubai. Having entered the real estate industry in 2005, he specializes in residential sales, leasing, and investment advisory. With in-depth market insight and a strong understanding of the UAE property landscape, Anil is committed to providing exceptional service and customized solutions that meet each client’s unique objectives. Recognized for his integrity, professionalism, and client-first approach, he strives to help buyers, sellers, and investors make informed decisions with confidence and transparency. Driven by his passion for Dubai’s ever-evolving real estate market, Anil ensures every client interaction is seamless, rewarding, and built on lasting trust.



 **FOUNDED IN 2023**

 **10 AGENTS**

PROPSTOCK REALTY

Propstock Realty is a Dubai-based real estate brokerage built on a straightforward philosophy: informed guidance creates better property decisions and, ultimately, better returns. The company was founded by experienced professionals who have worked in the Dubai market since the early freehold years, witnessing its growth through multiple market cycles. That perspective shaped Propstock’s core focus — clarity, strategy, and genuine advisory.

CORE VALUES

- PROFESSIONALISM AND CLIENT-FIRST SERVICE
- MARKET EXPERTISE AND INVESTMENT-FOCUSED ADVICE
- TRANSPARENCY, INTEGRITY AND LONG-TERM RELATIONSHIP BUILDING

SERVICES

- SALES & RENTALS MANAGEMENT
- PORTFOLIO MANAGEMENT
- INVESTMENT ADVISORY & FEASIBILITY



PROPSTOCKREALTY.COM

MOST TRUSTED BROKERAGE

RECOMMENDED BY PROPERTY TIME



VISHAL WADHWANI
INVESTMENT CONSULTANT

Vishal Wadhwani is an esteemed veteran in the dynamic Dubai real estate market with 20 years of dedicated experience. His distinguished career is founded on three non-negotiable pillars: absolute honesty, complete transparency, and unmatched market knowledge. Vishal provides every client with a clear, authoritative, and ethical path through Dubai's complex property landscape. Whether you are seeking a luxury investment or a new home, trust a professional whose integrity is as solid as her expertise. His core value is fearless approach when it comes to guiding clients, he is very open on his thoughts, which builds a strong bond of trust.



VIBGYORREALESTATE.COM



FOUNDED IN 2010



55 AGENTS

VIBGYOR REAL ESTATE

Vibgyor Real Estate is a Dubai-based brokerage specialising in residential and commercial transactions, investment advisory for NRIs, and portfolio services that span sales, leasing and pre-leased asset strategies.

CORE VALUES

- PROFESSIONALISM AND CLIENT-FIRST SERVICE
- MARKET EXPERTISE AND INVESTMENT-FOCUSED ADVICE
- TRANSPARENCY, INTEGRITY AND LONG-TERM RELATIONSHIP BUILDING

AWARDS & RECOGNITIONS

Vishal Wadhwani is credited with 1,000+ successful transactions across residential, commercial and investment segments over 15+ years.

SERVICES

- BUYER AND SELLER REPRESENTATION; PROPERTY MARKETING AND SOURCING
- INVESTMENT CONSULTING AND NRI PROPERTY STRATEGY
- SALES AND LEASING FOR RESIDENTIAL AND COMMERCIAL ASSETS
- PRE-LEASED ASSET ACQUISITION AND PORTFOLIO ADVISORY
- INTERNATIONAL PROPERTY SERVICES AND OFF-PLAN OPPORTUNITIES



Podcast & image: JAK Productions

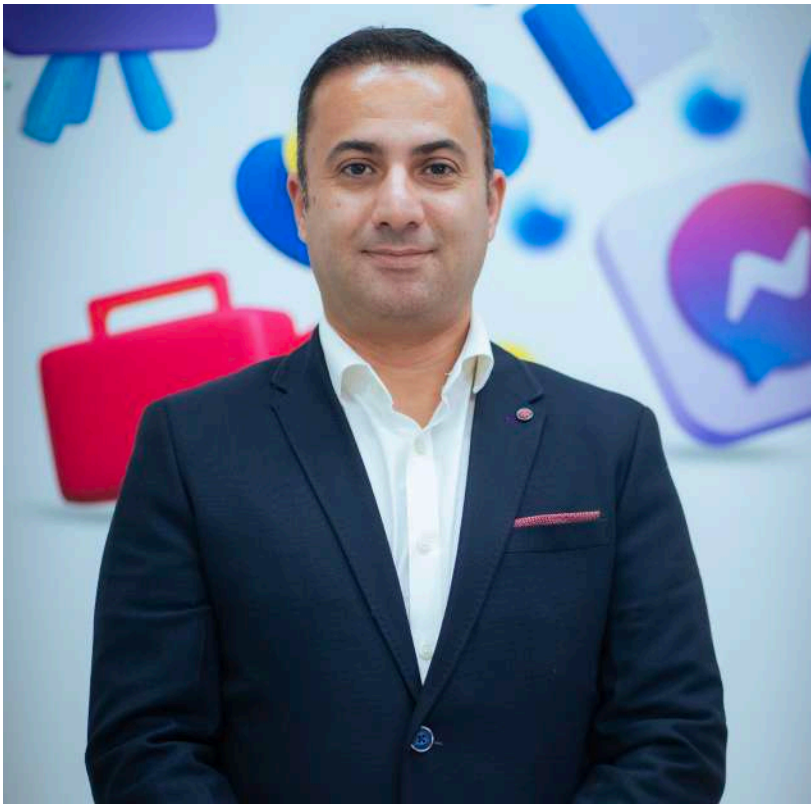
THE “KYC” OF REAL ESTATE

MEHDI DELAVIZ, FOUNDER OF KYC SOLUTION DISCUSSES HIS ENTRY INTO DUBAI REAL ESTATE, ITS SERVICES AND MUCH MORE WITH **BINESH BABU PANICKER**. THE CO-FOUNDER OF KYC SOLUTION IS AMIR FARAGI.

Do you think you missed the bus when it comes to entering Dubai real estate market?
Not at all. This is a growth moment, not a missed opportunity. Our team built a bespoke, turnkey KYC/AML platform designed to meet the speed and scale of today’s UAE property market—so arriving now means we can solve current pain points with fresh, purpose-built tech.

Is that a claim or a reality?
It’s reality. The platform is standalone (no integration required) and can be live for a real-estate firm in about five minutes. It runs automated AML, PEP and sanctions checks and produces a printable PDF and unique reference for each customer.

What is the catch?
Are you expensive?
No catch. We aim to be among the most cost-effective certified



SCAN THE QR CODE
TO WATCH THE PODCAST OF THE INTERVIEW



providers. There’s no setup fee, no monthly subscription and no minimum-volume contract—you pay only when you use the service. We’re ISO-certified and registered in Dubai, so low cost doesn’t mean low compliance.

Will you stick to your words?
Yes. We back our service with a 99.9% uptime commitment and local technical teams in the UAE able to resolve issues quickly. Our R&D and support run across shifts, and we provide training and onboarding so clients can use the system confidently from day one.

Do you really have no competition?
There are other KYC providers, but

few match our combination of price, speed, local support and a fully in-house, AI-driven stack. Competitors often require costly integrations, minimum contracts or third-party dependencies—our model removes those barriers.

How does it work? Is it subscription based?
It’s pay-as-you-go. Agents send a secure link via WhatsApp, SMS or email; customers upload ID and a selfie; the system verifies identity and runs AML checks in under 10 seconds. Results appear in the admin panel (encrypted), and a PDF report can be saved to your CRM. We also deliver training and optional on-site setup if needed. ♦

PT

OCTOBER 2025 | ISSUE 8 |
VOLUME 2

Text & Images: Sourced by Team PT

THE ART OF NEGOTIATION IN REAL ESTATE

BY **SHABANA FAROOQ**, MANAGING PARTNER & COO AT URBAN

In real estate, negotiation is more than a business skill, it's an art form. Every property deal, whether a luxury home or an investment transaction, is shaped by how well we understand people, markets, and timing. As a real estate company owner, I've learned that great negotiation isn't about who wins or loses, it's about creating outcomes where everyone feels valued.

Understanding People, Not Just Property

Real estate is emotional. Buyers aren't just purchasing a home; they're investing in dreams and stability. Sellers aren't only giving up a property; they're often parting with memories. Between these two worlds stands the negotiator, whose job is to connect logic with emotion.

I've always believed the best negotiators are great listeners. When you truly listen, you uncover what matters most; security, investment return or lifestyle. Once you understand those priorities, you can guide the discussion toward solutions that make sense for both sides. Negotiation is not about convincing; it's about aligning interests.



Preparation Builds Confidence

Behind every successful negotiation is thorough preparation. It's never enough to walk into a meeting with enthusiasm alone; you need information, market insights, and strategy.

Before any major discussion, my team and I research comparable listings, analyze current trends, and anticipate potential objections. Being well-prepared makes you confident and credible and credibility is power in negotiation. When clients sense that you know your numbers, your market, and your facts, they trust your recommendations more.

Patience and Timing Matter

In real estate, timing can make or break a deal. Negotiation is rarely about rushing; it's about rhythm. Sometimes, giving a client space to think is more effective than constant persuasion. Silence can be a powerful tool, it allows people to reflect and often leads to clearer decisions.

At the same time, knowing when to move forward is equally important. Patience shouldn't turn into hesitation. The best negotiators sense when the moment is right to act, balancing persistence with respect.

Creating Value Instead of Pressure

Gone are the days when sales pressure could close deals. Today's clients are informed, analytical, and value-driven. They don't want to be sold to, they want to be guided.

Instead of focusing on lowering prices, I focus on increasing perceived value. I emphasize the long-term benefits of a property, its location potential, lifestyle appeal, investment security, and growth prospects. When clients

clearly see why something is worth it, the negotiation becomes smoother and more meaningful.

Real negotiation is not about discounts; it's about demonstrating value.

Trust: The Foundation of Every Deal

Trust is the strongest currency in real estate. No amount of persuasion can replace credibility. Over the years, I've learned that honesty, even when uncomfortable, always strengthens a deal in the long run.

I encourage my team to be transparent with clients, even about risks or limitations. When people sense sincerity, they stop negotiating against you and start negotiating with you. That's when the true collaboration begins.

The Bigger Picture

For me, negotiation isn't just about property; it's also about leadership. As a managing partner & COO I negotiate daily, with developers, agents, and clients. Every discussion, whether internal or external, requires clarity, empathy, and fairness.

Good negotiators close deals. Great negotiators build relationships that last.

Conclusion

The art of negotiation in real estate lies in balance, between confidence and humility, logic and emotion, patience and persistence. When handled with skill and sincerity, negotiation transforms from a business transaction into a lasting connection.

Because in real estate, every successful deal ends, but every strong relationship continues to open new doors. ♦

Images: **JAK Productions**
Text: **Sourced by Team PT**

HUMAN CAPITAL IN COMMUNITY MANAGEMENT

PROF. JEEVAN D'MELLO ON 'BUILDING THE PROFESSIONAL
BACKBONE OF MODERN COMMUNITIES'

Who powers a thriving community? Not buildings, landscapes, or systems, but the people who run them. As real estate evolves into lifestyle infrastructure, human capital has become the decisive variable in community success. Investor expectations, resident sophistication, and global competition demand a new calibre of community professionals. The question is no longer whether talent matters, but what talent is needed and how we build it.

What capabilities define excellence? Technical knowledge is essential, yet insufficient. The modern real estate community manager is part diplomat, part strategist, part conductor. Competence spans three domains:

1.Functional skills

Operations, FM oversight, budgeting, reserve planning, governance, compliance, technology adoption.

2.Behavioral mastery

Communication, conflict resolution, stakeholder

alignment, cultural fluency.

3.Cognitive and emotional depth

Analytical thinking for planning and risk, emotional intelligence for understanding human needs, resilience under pressure.

This blend creates a leader who can maintain assets, build trust, and uphold brand promise at the same time. One-dimensional operators are no longer enough.

Why emotional intelligence matters

Communities are emotional ecosystems. Residents are not “users” of a building; they are families with hopes, anxieties, cultural nuances, and personal stakes. A manager who can read the room, navigate stress respectfully, and respond with empathy defuses tension before it escalates. EQ is the differentiator between someone who manages tasks and someone who shapes community culture. Ignoring this is a strategic risk.

Yet a counterpoint deserves attention: EQ alone cannot substitute for competence. Warmth without

discipline breeds inconsistency. The market rewards balanced professionals who combine structure with empathy.

How do we build leadership pathways?

The industry must shift from accidental careers to intentional development. A pipeline approach works best:

- **Entry foundation:** onboarding, real estate basics, customer service, regulations, safety
- **Competency development:** conflict management, FM oversight, financial literacy, engagement skills
- **Strategic pathways:** leadership coaching, governance mastery, commercial understanding, digital tools

Credentialing plays a critical role. Designations like the CMCA from the Community Association Managers International Certification Board (CAMICB), AMS, LSM, PCAM from the global Community Associations Institute (CAI) and structured CPD programs from other reputed bodies turn



experience into recognized capability. They also create professional identity and raise industry standards.

The risk if we do not formalize this journey? Fragmented standards, uneven resident experiences, and leadership gaps that slow industry maturity.

Professionalization as competitive advantage

Developers and operators who invest in talent see lower churn, better resident satisfaction, and stronger asset performance.

Training is not a cost; it is an ROI engine. Progressive organizations also rethink recruitment: attitude, ethics, and EQ often outweigh prior roles when paired with structured development.

A future-ready model blends certification, mentorship, immersive learning, and performance-based progression. It treats community management as a profession on par with hospitality, banking, or aviation in rigor and accountability.

The road ahead

Modern communities are becoming micro-cities, and micro-cities need leaders. This is the moment to elevate the profession. Build the pipelines. Reward learning. Demand competency. Teach emotional intelligence. And above all, view community management not as property care, but as human leadership in the built environment.

Communities flourish when their people do. The future belongs to those who invest in talent today. ✦

Images: JAK Productions

1VALET BRINGS CANADA'S LEADING SMART BUILDING SOLUTIONS PLATFORM TO THE UAE

1VALET WAS LAUNCHED AT AN EVENT ORGANIZED BY PROPERTY TIME AND ATTENDED BY LEADING MEMBERS OF THE INDUSTRY.



SCAN THE QR CODE
TO WATCH HIGHLIGHTS OF THE EVENT



1VALET, Canada's leading smart building operating system, has officially launched in the UAE, introducing an integrated platform that transforms buildings into connected, intelligent communities. 1VALET integrates proprietary hardware and a unified software platform that connects access control, communication, resident

engagement and building operations into one ecosystem that will maximise convenience, minimise waste and create new revenue streams for developers and asset managers. It will change the way people live in nearly a million homes across the seven emirates.

1VALET's expansion into the Middle

East market through the UAE comes at a time when the global smart home market is projected to be valued at approximately **US\$162.27** billion in 2025, according to multiple sources. Projections show significant growth to additional hundreds of billions by 2030 and beyond, driven by Millennial homebuyers' increasing demand for convenience, security and energy efficiency.

The arrival of 1VALET comes to the UAE when the country is sharpening its focus on technology and innovation in all spheres of business, life and society.

For developers and asset managers 1VALET'S value proposition is that its platform enables multi-residential units to be sold and rented faster, at higher multiples, providing differentiation and significantly increasing the value of their portfolios. "By turning buildings into smart profit centers, we deliver developers new revenue opportunities, give managers powerful tools for efficiency, and offer residents unmatched user experience with remote control capability, convenience and sustainability," **Jean-Pierre Poulin, Founder and President of 1VALET**, says.

"We believe that we have the most complete solution in the world, from the sidewalk to the suite ... starting from our best-in-class



family of entry consoles, powerful and engaging resident app, key integrations with third party providing hardware and IoT devices to deliver the best experience and the most robust back-end management portal "

"We don't just digitise buildings — we create ecosystems. Our platform unifies access control, resident engagement, and building operations into one seamless experience that drives both convenience and profitability. 1VALET is redefining smart living in Dubai — transforming building's DNA into intelligent communities

"1VALET is a living testimony that shows how technology and efficiency reduce waste, optimise resources real time, and contribute to Dubai's sustainability agenda.

Latif Habib, Partner, 1VALET, says, "From secure deliveries and smart access to real-time communication with building management, residents enjoy the convenience of having the luxury to book amenities, services on the spot, and achieve peace of mind every day.

"1VALET addresses data security and compliance. Our system is built with end-to-end encryption, local data residency compliance, and strict adherence to Dubai's privacy regulations. Security is non-negotiable for us." ♦



PT

OCTOBER 2025 | ISSUE 8 |
VOLUME 2

Interviewed by **Binesh Babu Panicker**
Podcast/images: **JAK Productions**
Text: **Anand Raj OK**



SCAN THE QR CODE

TO WATCH THE PODCAST OF THE INTERVIEW



KUNAL PURI: REDEFINING REAL ESTATE LEADERSHIP IN DUBAI

THE JOURNEY OF **KUNAL PURI**, FOUNDER & CEO OF LA CAPITALE REAL ESTATE SO FAR...



“BUSINESS ISN’T ONLY ABOUT MONEY,” HE SAYS EARLY IN OUR CONVERSATION. “MONEY IS A BY-PRODUCT. IT’S ABOUT RESPONSIBILITY TO YOUR PEOPLE, YOUR CLIENTS, AND YOUR PURPOSE. WHEN YOU HONOUR THAT RESPONSIBILITY, SUCCESS FOLLOWS NATURALLY.”
KUNAL PURI



There’s a calm assurance about Kunal Puri, the kind that comes from discipline, focus, and a quiet but unmistakable drive. Meet him once, and you sense a man who has lived by structure but thinks in colour, someone who measures success not just by milestones but by meaning.

His posture is upright, his sentences deliberate, and his laughter easy, perhaps a reflection of both his upbringing and his outlook. It’s no coincidence that the boy who grew up near airfields now leads one of Dubai’s most trusted real estate firms. Kunal’s life, in many ways, has come full circle, from watching his father soar in the skies to charting his own flight path through business.

“Discipline was never forced upon me,” he recalls with a smile. “It was simply the air I breathed. Everything had intent, how we dressed, how we spoke, even how we planned a day.”

Raised in the precision-driven world of Air Force bases, Kunal’s early lessons were about structure, respect, and resilience. Yet even amid that order, he found his imagination, the desire to build, to create, and to lead.

That clarity of purpose would eventually define him, from the hospitality floors of five-star hotels to the boardrooms of Dubai’s property scene.

The Making of a Visionary
Kunal’s journey began in the world of hospitality, an industry defined by precision, grace, and an eye for detail that mirrored his own nature. Over nearly a decade with renowned brands such as Four Seasons, Habtoor Hospitality, Madinat Jumeirah, and Le Meridien, he mastered the art of building systems, service

excellence, and brand integrity across markets.

His next chapter at Majid Al Futtaim sharpened his corporate insight, exposing him to scale, structure, and strategy on a multinational level. **“MAF was my finishing school in leadership,” he says. “It taught me scale, structure, and the courage to innovate responsibly.”**

When the time came to venture out, real estate felt like the perfect fusion of all he’d learned, numbers, people, and the thrill of transformation. “It’s my ultimate passion,” he says. “You’re shaping dreams while balancing risks and return.”

Building La Capitale

What began as a modest operation has evolved into one of Dubai’s most recognized firms. La Capitale Real Estate is now synonymous with intelligence and integrity, a multi-award-winning enterprise honoured by Emaar, Sobha, Meraas, Wasl, Nshama, and Dubai Properties, among others. With over AED 20 billion in transactions, it’s a business built on foresight rather than flash.

Central to its success is Kunal’s analytical approach, what he calls the **“Product Exit Cycle Strategy”**, helping investors identify precise entry and exit points for maximum return. **“It’s not about buying property,” he explains. “It’s about buying Right Future, that’s where real wealth is created.”**

But behind every number lies something more human. **“Real estate isn’t about selling property; it’s about selling trust,” he says. “Every transaction must be transparent, strategic, and valuable for everyone involved.”** »



The Deal That Changed Everything

Every entrepreneur has a story that shifts the course of their career. For Kunal, it was a villa on Palm Jumeirah in 2011, his first major deal. “I wasn’t even a Palm agent back then,” he laughs. “But that one transaction changed everything.”

The story is pure Dubai, a charismatic client, a handshake of trust, and an unexpected ride in client’s Bugatti as a “Victory Ride”; that symbolized much more than luxury. “That moment wasn’t about the car,” Kunal says. “It was about what it represented, the

confidence, connection, and the feeling that I’d finally found where I belonged.”

Building Millionaires, Not Just a Business

Ask Kunal what defines success, and he’ll point to his team. “I have around 18 millionaires working at La Capitale,” he says with quiet pride. “That’s the real achievement.”

To him, leadership means creating opportunities for others to thrive. His now-famous Rolex Club, rewarding agents who earn AED 1 million in a single month, isn’t about watches, it’s about mindset.

“It was never about luxury,” he says. “It was about showing people what they’re capable of when they push beyond their limits.”

He grins when asked if it bothers him when an agent out-earns him. **“Not at all. Money doesn’t define a person, integrity does. Dubai teaches you that. There’s always someone ahead of you. It keeps you humble.”**

Lessons from the Journey

Kunal’s path, from hospitality corridors to real estate skyscrapers, is one defined by courage and curiosity. If he could speak to his younger self, he’d say: “Learn faster. Listen more. Absorb everything you can from everyone you meet. The quicker you grasp, the more stable your foundation becomes.”

He remembers a day in the early 2000s, standing at Jumeirah Lakes

Towers when it was just steel and sand. “I saw opportunity, but I didn’t act on it,” he reflects. “If I had, I’d have been years ahead. That’s what I tell young people now, take action early. Don’t wait for the perfect moment. It never comes.”

For Kunal, mentorship isn’t about one guiding figure; it’s about the many who shape you along the way. **“There’s no godfather in real estate,”** he says. **“Everyone influences you in small ways, a tone, a deal, a mindset. You learn to negotiate like one, to handle pressure like another. The key is to stay open.”**

Then, after a pause, he adds, **“You can’t copy people. You can only evolve through what you learn from them. Everyone has their own strength. The day you stop learning is the day you stop growing.”** »





Calm in the Chaos
Ask him about uncertainty, and his answer is disarmingly simple: “Unpredictability is part of the game. Plans fail, that’s how refinement happens. **You redefine, rearrange, and rise again.**”

Perhaps that’s the Air Force discipline resurfacing, calm under turbulence, composure under pressure. For someone who once dreamed of flying, Kunal Puri now commands a panoramic view of markets, people, and possibility. His story mirrors Dubai’s own, bold, relentless, and full of promise. ✨

Kunal Puri — The Man Behind the Mission

Beneath the tailored suits and the boardroom composure is a man driven by balance, discipline on one side, curiosity on the other. Born into an Air Force family, Kunal Puri grew up amidst order and precision but never lost his flair for adventure.

A fitness enthusiast and marathon runner, he swears by the link between physical energy and mental clarity. “Movement keeps me focused,” he says. “It’s how I reset.”

Away from work, he’s a devoted husband and doting father who fiercely guards his weekends for family time. His punctuality is legendary, his persistence even more so, traits that earned him a Golden Visa nomination from the Dubai Government in 2021, recognizing both his impact and integrity.

And when the music comes on? He grins. “I don’t sing, but I dance pretty well. That’s my stress-buster.”

Grounded yet dynamic, ambitious yet mindful, Kunal Puri embodies the kind of leadership that commands respect without ever demanding it.

La Capitale — The Vision in Motion

From its beginnings as a boutique agency to becoming one of Dubai’s most dynamic property firms, La Capitale Real Estate is a story of consistency, credibility, and courage.

Operating across brokerage, holiday homes, property management, and construction, it has redefined what professionalism in real estate looks like.

With billions in closed transactions, the firm has earned the Platinum Agency Award from Nshama and Dubai Properties, along with special recognition from Emaar for excellence in service and delivery.

Accredited by the National Association of Realtors (USA) through RERA in 2018, La Capitale stands as a bridge between Dubai’s dynamism and global standards, a brand built not just on property but on trust, precision, and progress.



PT

OCTOBER 2025 | ISSUE 8 |
VOLUME 2

Text & image: Sourced by Team PT

'DEAR BROKERS, DO NOT MISS THIS ONE.'

BY IAN HOLLINGDALE, CEO, PROPERTYSEARCH.COM

WHY LISTINGS NEED TO BE UPGRADED FOR MORE CLARITY and TIPS FOR BROKERS

In my 40 + years in Real Estate both in Central London and Dubai it never ceases to amaze me why brokers are content to publish substandard, lazy descriptions and meaningless photographs of the property they are either hoping to sell or lease. Surely if you spend time coveting listings and you are given the opportunity to offer to the market then try to be excited by the listing and fully describe the property to its fullest extent.

Do you know that some brokers don't even visit the property and get their Admin team to write the description – really!

When it comes to selling find a broker who takes care of his listings, describes the upgrades professionally. Takes time to understand from the owner the effort that has been put in to complete the refurbishment, what materials have been used, name the white goods and sanitary fittings and then takes care over

the photos, how many times do you check the portals and see poor quality photos and sometimes not even of the same property. The broker should paint a picture for the new buyer of a property that excites them and ultimately turns into a viewing.

Brokers who communicate with their client / owners will inevitably be the successful brokers, those that don't care and simply strive to get a listing up on a portal and sit back with fingers crossed and wait for lead will not be successful.

Listings are the life blood for all Secondary Brokers in this market and hence they should take care of those listings. Poorly written descriptions, inaccurate information and poor photography will not convince a discerning buyer to view. You must excite them with your acumen and understanding of what you are selling. Similarly, if a listing has been around for a while, then a rewriting of the text is worthwhile for a broker. The obvious reason for not selling is the price so communicate with the seller and try to reduce to sell or lease.



When on viewings always present your buyer with a hard copy of the details with all information a buyer may require, put your picture on the details, be proactive and sell the unit to the buyer.

Be an expert in your community. Nothing impresses a buyer more than a broker who understands and knows the community inside out. You will find that if the first property doesn't quite meet their requirements, then they will be happy to continue looking through you.

Know the prices in your community.

Understand the rates per square foot and be knowledgeable on recent sales. If an investor is looking to purchase for rental return be confident on your return on investment (ROI) Understand Gross and Net.

When on viewings try to be inconspicuous and purely be there for guidance, let the buyers navigate their way around and please don't say "this is the kitchen" I think they already know.

A buyer who talks the property up, says it is amazing and that they want to buy are never your buyers! The ones who say nothing and keep quiet – they are your buyers.

When you have an interested buyer

willing to negotiate never put them in the same room as the seller, the deal will never happen. You are the negotiator keep the parties apart and negotiate between them.

Always get a cheque no deal is done without a deposit cheque (even a copy helps)

The Dubai Freehold market is some 23 years old, and we are seeing signs of the properties at the original communities Emirates Living, Palm, Arabian Ranches etc deteriorating and in need of refurbishment. Many properties are available in the original condition (save for a coat of paint) and require upgrading and refurbishment. It can be a very lucrative business

to be in as the onward selling price of an original unit compared to a fully refurbished property will after refurbishment costs leave the owner with a tidy profit.

Landlords who have let their properties out for many years should also take a long look at the condition of their unit and refurbish accordingly it will reap benefits of higher rentals and less maintenance issues.

Brokers should have a trustworthy refurbishment contractor available to assist buyers or landlords on the cost and procedure for starting a project. Go the distance with the project and you will ultimately be in prime position to sell or lease before anybody else. ♦



PT

OCTOBER 2025 | ISSUE 8 |
VOLUME 2

Text & Images: Sourced by Team PT

THE DUBAI PLAYBOOK: HOW WOMEN ARE REDEFINING LUXURY REAL ESTATE

PARISA SEIF, MANAGING PARTNER AT KLEINDIENST GROUP

The numbers are in, and they're bigger than we've ever seen before: Dubai has just recorded nearly AED 500 billion in property sales in the third quarter of 2025 – an extraordinary half a trillion dirhams. It's yet another benchmark for the city's unstoppable momentum. And while the world may look on with astonished admiration, for me, it's a moment of quiet pride. Pride because, in more ways than one, we've been part of this story.

And by "we," I include myself among many: the professionals who've called Dubai home since 2000 and the leaders, innovators, and visionaries shaping the industry that reflects the ambition of this city we call home.

In nearly two decades here, I've witnessed the rise of a remarkable city that consistently embraces the extraordinary. While global markets pause and recalibrate, Dubai surges forward, keeping the rest of the world on its toes. This city has never been content with the ordinary. But here's what those record-breaking headlines don't tell you: there is a



quiet force that's been driving them — one led by a new wave of talent, with women playing an increasingly pivotal role.

Paving a Path

When I started my journey in Dubai

real estate, I was one of few women in the industry. My experience taught me to listen differently, observe carefully, and lead with conviction.

What I've learned while building Kleindienst Group and our flagship

island project, The Heart of Europe – now a \$6 billion six-island destination on the World Islands in Dubai – is that the real estate industry isn't just changing because of market forces. It's changing because of who's shaping those forces.

The Numbers Behind the Movement

In 2024, women accounted for 34% of all property investors in Dubai, investing more than AED 118 billion through over 50,979 transactions. This represents a leap of over 50% in both value and volume from just two years prior. In the first half of 2025 alone, 30,487 women engaged in nearly 34,792 real estate transactions, investing over AED 73.2 billion.

These aren't just statistics – they signal a fundamental shift in investor behaviour and market dynamics. Across diverse backgrounds and life stages, a new generation of female investors and industry leaders are emerging – more strategic, globally minded, and deeply engaged in shaping the future of Dubai's luxury real estate landscape.

Beyond Transactions: Understanding the Why

In my perspective, today's female investors and industry leaders are approaching real estate with a more strategic and long-term mindset – and this is redefining what luxury means in Dubai.

Off-plan properties, for instance, are increasingly attractive due to lower initial entry costs and strong ROI potential. This reflects a shift away from short-term speculation toward value-driven, sustainable investment behaviour. Leading this momentum are female investors from across the Emirati, South Asian, and East Asian communities, reflecting Dubai's truly global and inclusive property market.

Demanding For More

What I've observed is that today's female investors and industry

leaders look beyond square footage and skyline views. They're driving demand for branded residences, waterfront properties, and eco-friendly developments – homes that align with smart, sustainable, and community-oriented living environments.

Our projects at The Heart of Europe occupy this precise intersection between experiential living and the growing push for eco-friendly, waterfront properties. We are the only developer with a marine ecosystem and reef rehabilitation program under our Coral Institute.

A second home is more than four walls and an amazing view. In today's attention economy, it often means asking how we help refocus and heal our connections. That's why Hygge Hotel, one of our recent developments that was launched for sales, is designed around the Danish principle of finding joy in slow living. And its success shows that the market is ready for a new approach to wellness and living well.

The Leadership Difference

Luxury real estate is being reshaped not only by female investors but also by female leaders driving change from within. Research shows that transformational leadership – a style that focuses on developing team members' full potential – is increasingly prevalent. Unlike more traditional approaches that primarily manage tasks, transformational leaders lead by example, build strong connections with their teams, and create lasting positive impact within both their people and their organizations.

When we began developing The Heart of Europe on Dubai's World Islands, I brought a different perspective to the table: from our hiring practices to the design of our hospitality experiences. Our approach prioritizes attitude and invests in developing skill. I believe that

every person has an entrepreneurial spirit that can be nurtured, and this belief shapes the way I lead. To lead is to become a conduit for your team's highest potential, not just manage their current capabilities. When you combine diverse perspectives with bold ideas, you don't just build properties – you build a culture of challenging conventions. Today, our team is made up of talented professionals from varied backgrounds, with many holding leadership positions.

Building Beyond Barriers

My career hasn't been defined by a single moment, but by a continuous process of reflection and growth, especially in industries where leadership structures are still evolving.

The challenges remain real – from cultural biases to limited mentorship opportunities – yet I've learned that authenticity, staying true to your north star while balancing personal and professional ambitions, is your greatest asset.

The most effective way to overcome industry challenges isn't by working against existing structures, but by collaborating within them. Open communication, mutual respect, and shared purpose create more balanced, inclusive, and high-performing workplaces for everyone.

The Path Forward

The real estate industry in Dubai is at an inflection point. By addressing biases and fostering inclusivity, we're not just supporting a broader range of participants – we're strengthening the growth and success of the industry as a whole. The emergence of new voices and perspectives among decision-makers and developers isn't just a trend to observe; it's a force to harness.

The future of luxury real estate in Dubai won't be shaped by tenure in the room, but by who brings the freshest ideas and insights to the table. ♦

PT

OCTOBER 2025 | ISSUE 8 |
VOLUME 2

Text & Images: Sourced by Team PT

HOW TO SELL HIGH WITHOUT LISTING HIGH

BY **MATTHEW BATE**, FOUNDER AND CEO, BLACKBRICK PROPERTY

Everyone wants a record-breaking sale. But the sellers who get them don't start higher — they start smarter. Here's why strategic pricing, not inflated pricing, drives stronger demand and better outcomes in healthy markets like Dubai's villa segment.

Price Smart: Why Precision Creates Profit
When it comes to pricing property, the line between ambition and distortion is thin. The temptation to list 15–30% above market value is understandable, especially when the market feels hot. But in reality, it's one of the quickest ways to cool genuine buyer demand.

Overpricing limits visibility, stalls momentum and sends the wrong signal to the market. True pricing power comes from alignment - between value, demand, and presentation. In every major mature market, from London to Lisbon, Berlin to Brisbane, the story is the same, properties priced correctly from day one attract more leads, generate

stronger competition and achieve higher final sale prices.

Momentum is the Multiplier
Your best window to capture serious buyers is the first 10 days after launch. That's when the algorithms are generous, the agents are motivated and the buyers are most alert. Miss that window by overpricing and your listing quietly drifts, attracting browsers, not bidders. Correct pricing doesn't just improve visibility, it multiplies engagement. Listings priced within the real market band receive 10–15% more qualified views in their first week, dramatically increasing the odds of multiple offers.

Healthy Markets Reward Smart Sellers
Dubai's villa market remains strong...robust demand, limited quality supply and steady capital inflows. But strength isn't permission to be unrealistic. To maximise your sale price in a healthy market doesn't mean listing 20–30% above it. That approach kills competition and

KEY QUOTE FROM MATT:
"TO MAXIMISE YOUR SALE PRICE DOESN'T MEAN LISTING HIGHER - IT MEANS LAUNCHING SMARTER."

“

extends time on market...don't forget time is the enemy of price strength. The sellers who achieve record results in top-performing communities are those who price within reality and let competition lift the number. That's how you make a good market work harder for you.

Pricing Discipline Builds Brand Value
When sellers across a community start chasing fantasy prices, it's not just individual listings that suffer, its the entire neighbourhood's perception that shifts. Frequent price reductions

signal instability, while realistic, data-driven pricing sustains the brand value of the area. At BlackBrick, we see pricing as a reflection of brand. Discipline doesn't suppress value - it protects it.

The BlackBrick Approach
We don't chase inflated numbers. We engineer demand. That means positioning your property in the correct value bracket, creating exceptional presentation and launching strategically to capture the full market at once. When pricing, timing and marketing align - that's when record-breaking prices happen. ♦



Podcast & image: JAK Productions



SCAN THE QR CODE
TO WATCH THE PODCAST OF THE INTERVIEW

DUBAI'S REAL ESTATE 'LEARNING HUB'

A PROPERTY TIME EXCLUSIVE WITH **MOHAMMAD MOUSA**, CEO OF INNOVATION EXPERTS REAL ESTATE INSTITUTE (IEREI) BY BINESH BABU PANICKER.

In this special interview with Property Time, Mohammad Mousa explains why professional education matters in Dubai's booming property market, how IEREI was formed after the Dubai Real Estate Institute changes, what the institute offers, and why he advocates stronger licensing, ethics and continuous learning for agents.

Please take us through your journey so far
I moved to Dubai in 2004 after studying banking and finance, worked in accounting, and joined the Dubai Land Department's training arm (Dubai Real Estate Institute) in 2009, handling finance. After the government restructured DREI at the end of 2020, I and colleagues launched IEREI in January 2021 to continue accredited real estate training.

What is IEREI's legal and regulatory status?
IEREI is a private training institute authorised to deliver real estate education in Dubai. Its programs align with the regulatory framework

for real estate licensing and the institute operates under the required education and training approvals for private providers.

Who should take your courses?
Courses are designed for newcomers, licensed agents seeking professional development, developer sales teams, corporate real estate staff and specialists such as property managers and valuers. Programs range from licensing preparation to advanced specialist tracks.

Is the licensing exam still mandatory and what role do your courses play?
The licensing exam for brokerage remains mandatory. IEREI's licensing course prepares candidates thoroughly so they can pass the exam and work ethically and confidently in the market. Many other courses are attendance-based and do not require an exam.

What core subjects do you teach?

Core topics include Dubai real estate law and regulations, transaction procedures, contract forms (agent and buyer forms), ethics, sales techniques, property management, valuation, community management and practical use of AI in real estate.

Should training and refresher courses be mandatory again?
I strongly advocate mandatory, ongoing education and periodic refresher requirements to professionalise the sector, reduce misinformation and protect consumers. Standards were tighter when training was compulsory, and the market benefited.

Has the number of licensed agents changed since training was decentralised?
Yes. Around 6–8,000 licensed agents were active before 2020. By 2025, the number has surged past 30,000, reflecting easier access to licensing and a need for stronger continuous education and oversight.



How does IEREI ensure quality of instructors and content?
We select experienced market professionals and subject-matter experts as instructors, prioritising practical experience, reputation and the ability to share real-world case studies rather than theoretical-only teaching.

Are your courses affordable and accessible?
Affordability is key. We offer payment options including instalments to widen access for newcomers and those changing careers, while covering operational costs and maintaining quality.

Do you partner with brokerages?
Yes. IEREI has partnerships with many brokerage firms for staff training. Some companies require training for new hires while others recommend it. We continue to expand corporate agreements to raise industry standards.

How do you address unethical marketing and social media claims?
We teach ethical marketing, compliance with advertising rules and the importance of licensing verification. I support measures that require permits or QR verification for public advertising to curb misleading claims.

What specialisations do you offer beyond brokerage?
Specialisations include property management, valuation, community management and advanced technical courses that help professionals become recognised experts in niche fields.

What's next for IEREI and the market?
We'll continue expanding accredited programs, deepening industry partnerships, promoting continuous professional development and advocating for clearer, enforceable standards so certification becomes a market differentiator and a mark of trust. ♦

Text & Images: Sourced by Team Property Time

SHARJAH'S PROPERTY MARKET IS HAVING ITS FREEHOLD MOMENT

BY MALAK SALEH



Foreign money is flowing into Sharjah and it shows no sign of slowing down. In the first half of 2025, overseas buyers invested AED 8.1 billion in Sharjah's property scene, representing a 39% increase from the same period last year. In tandem, the larger real estate sector of the emirate logged AED

27 billion worth of transactions, according to the Government of Sharjah's semi-annual real estate transaction report, representing a nearly 50% year-over-year increase— signaling its strongest half-years on record.

Mortgage activity shows where demand is clustering. Tilal, a

master-planned community past Al Aweer and often called the “new Sharjah,” led with 194 deals worth AED 339.2 million. Tilal City, which is part of an AED 2.4 billion master development, offers freehold plots to all nationalities with no visa requirement. Buyers don't even need to be in the emirate to close a deal, which has made it especially attractive to overseas investors. That flexibility, combined with its positioning as the “new Sharjah,” might explain why Tilal continues to dominate mortgage activity and stand out as one of the emirate's fastest-growing property hubs.

Muwailih Commercial, prized for its location being near Dubai for commuters as well as Sharjah International Airport, recorded fewer transactions but a higher overall value of AED 707.3 million. Um Fanain and Al-Saja'a Industrial also ranked high, underscoring demand that extends beyond residential suburbs into Sharjah's industrial corridors.

At the heart of this surge is a 2022



law that opened the floodgates of the market to all nationalities. While Dubai and Abu Dhabi have long offered freehold zones, Sharjah's late move is proving to be a draw. It offers lower entry prices, fresh inventory, and the sense of getting in early on a market that's only just opening up.

Breen said there is strong buyer demand from Indian nationals, as well as Syrians, Egyptians, Jordanians, and other Asian and Arab nationalities. “Many of these buyers are end-users drawn by affordability and family-friendly communities, particularly those commuting to Dubai,” he said. “But we are also seeing a growing share of investors treating Sharjah as an income or capital-growth play, alongside a smaller second-home segment seeking a foothold in the UAE.”

Savills tracks that most foreign and local buyers are currently showing the strongest interest in the villa and townhouse segment. Masaar 2 & 3, Hayyan, and Al Tay Hills have seen a particular surge in interest >>

SHANE BREEN, HEAD OF SHARJAH & NORTHERN EMIRATES AT SAVILLS MIDDLE EAST, OVERSEES THE FIRM'S BROKERAGE, PROPERTY MANAGEMENT, VALUATIONS, AND CONSULTANCY WORK ACROSS THE EMIRATE. HE'S BEEN WORKING IN SHARJAH'S REAL ESTATE MARKET FOR MORE THAN 18 YEARS AND CAN ATTEST TO THE CHANGES IN INVESTMENT BEHAVIORS IN SHARJAH OVER THE YEARS. “LAW NO. 2/2022 HAS BEEN ONE OF THE MOST SIGNIFICANT LEVERS SHARJAH HAS PULLED IN RECENT YEARS TO OPEN ITS REAL ESTATE MARKET,” BREEN SAID. “FOR SAVILLS, IT'S CHANGED FROM HOW WE ADVISE CLIENTS, THE TYPE OF PROJECTS WE EXPECT TO SUCCEED, AND HOW WE BENCHMARK SHARJAH VS NEIGHBOURING EMIRATES.” THAT SAID, BREEN EMPHASIZED THE FULL EFFECT IS STILL UNFOLDING. “WE'RE CURRENTLY IN A GROWTH PHASE AND HAVE YET TO REACH MATURITY.”



among buyers. Masaar, developed by Arada in Tilal City, pitches itself as a forest-living, wellness-oriented enclave. It features meticulously planted greenery, walking trails, and a layout designed to balance nature with connectivity to Emirates Road. Hayyan, though less publicly hyped, is riding that same suburban villa wave: lower density, larger footprints, and appeal to buyers who want breathing room without giving up accessibility.

Then there’s Al Tay Hills, a flagship, AED 3.5 billion, 6-million-square-foot project under development by Kuwait Real Estate and recently IFA Hotels. About 1,100+ villas and townhouses are being developed across 3 phases, with 3–6 bedroom options, private pools, generous outdoor space, and a “green river” spine running 2.5 km through the project. The first phase of the project is scheduled for delivery in the first quarter of 2028.

Breen said the “soon-to-launch” Khalid Bin Sultan City, which Savills is openly partnered on with developer BEEAH, is already seeing significant interest despite major details of the project not yet being released. The masterplan, run by Zaha Hadid Architects, is centered on sustainability and walkability. Khalid Bin Sultan City, which stretches across a 1.5-kilometre site, will bring 1,500 freehold residential units to market. A core part of the design is having residents cut back on car use, with a layout built around pedestrian routes, shaded walkways, recessed facades, and passive cooling through native landscaping.

These highly anticipated projects are just the start. “Sharjah has entered a new phase of its development, and we expect demand from foreign nationals for Sharjah real estate to continue strengthening as the market opens further and

new projects are brought to market,” Breen said. Developers, he added, are increasingly tailoring launches to foreign buyers, with features designed to appeal to international investors and end-users alike. While momentum may taper as the market matures, Savills expects further diversification before that happens. For now, Sharjah’s edge lies in its value. “Compared to Dubai, Sharjah stands out for its affordability and value proposition,” Breen said. “Prices are significantly lower, particularly for villas and townhouses, while rental yields remain attractive, making it appealing for both investors and end-users.

“Our clients also value Sharjah’s family-first communities, its proximity to Dubai, and its cultural focus and more traditional environment.” Together, those factors are positioning the emirate as a credible alternative to Dubai, not just a cheaper one.



PT

OCTOBER 2025 | ISSUE 8 |
VOLUME 2

Text & Images: **Sourced by Team PT**

HRE DEVELOPMENT LAUNCHES WADI HILLS IN DUBAILAND

LOCATED WITHIN THE WADI AL SAFA CLUSTER, THE PROJECT BENEFITS FROM AN AREA UNDERGOING RAPID TRANSFORMATION.

HRE Development today announced the launch of Wadi Hills, a new master-planned residential community in Dubailand. Positioned to become a landmark in one of Dubai’s fastest-growing districts, Wadi Hills combines enhanced infrastructure, attractive entry pricing, and strong rental potential.

Located within the Wadi Al Safa cluster, Wadi Hills benefits from an area undergoing rapid transformation, with more than 70 active projects and billions of dirhams in development. This momentum is establishing Dubailand as the city’s next major residential hub.

A newly approved Roads and Transport Authority (RTA) road network will directly connect Wadi Hills to Sheikh Mohammed Bin Zayed Road, reducing travel time from ten minutes to just two. Historically, such infrastructure upgrades have driven property value increases in similar Dubai communities, offering a potential advantage for early buyers. In addition, residences in Wadi Hills are priced 25–35% below comparable communities such

as Meydan, Nad Al Sheba, and Arabian Ranches. This competitive pricing creates an accessible entry point for homeowners and investors, with significant scope for future appreciation.

The community’s master plan includes landscaped parks, educational institutions, retail outlets, and F&B clusters, fostering a vibrant environment for families and social living. Rental yields are projected at 7–8%, making Wadi Hills a compelling choice for those seeking income-generating assets.

“With Wadi Hills, we are delivering a thoughtfully designed community that combines affordability with lifestyle and long-term growth potential,” said Wissam Breidy, CEO of HRE Development. “It reflects our commitment to building developments that are not only commercially strong but also socially purposeful.”

Backed by more than two decades of expertise through its parent construction arm, HRE Development ensures each project is executed with precision, creativity, and quality. The

company also integrates sustainability into its communities, using eco-friendly materials and smart technologies to enhance residents’ quality of life.

In line with its “building with purpose” philosophy, HRE Development is also committed to creating social value. The company has pledged AED 30 million through its partnership with Dubai Cares to support global education initiatives. ✦



Text & Images: Sourced by Team PT

ABU DHABI NATIONAL HOTELS LAUNCHES NASIM AL BAHR RESIDENCES ON AL MARJAN ISLAND

ONE BROKER GROUP IS THE EXCLUSIVE SALES PARTNER FOR THIS PROJECT VALUED AT AED3 BILLION.

Abu Dhabi National Hotels (ADNH), one of the UAE's most trusted hospitality investment and management companies, has announced the launch of **The Residences at Nasim Al Bahr, a Luxury Collection Resort & Spa, Al Marjan Island**, marking the group's debut in Ras Al Khaimah's thriving luxury real estate

sector. With a total development value of **AED 3 Billion**, Nasim Al Bahr Residences is a luxury waterfront project that brings an experience of living through a seamless blend of design, curated amenities, and exclusive ownership privileges.

The project represents a strategic expansion of ADNH's renowned

footprint beyond Abu Dhabi and Dubai, underscoring its vision to deliver exceptional living and hospitality experiences across the UAE. The project will be exclusively marketed and sold by **One Broker Group (OBG)**, one of the UAE's leading real estate consultancies.

Sheikh Ahmed Mohammed Sultan Suroor Aldhahiri, Vice Chairman & Managing Director, Abu Dhabi National Hotels, said: "The launch of The Residences at Nasim Al Bahr represents a significant milestone in ADNH's growth strategy and our commitment to delivering exceptional hospitality experiences beyond traditional hotel operations. Al Marjan Island is one of the UAE's most dynamic destinations, and we are proud to bring five decades of our reputation for excellence to this vibrant market landscape. Through our collaboration with Marriott International and The Luxury Collection brand, we are offering discerning buyers an exceptional lifestyle that combines desirable



waterfront living with enriching amenities and distinctive benefits. This project exemplifies our vision to create transformative value for residents."

Coupled with the **collaboration with Marriott International**, this project becomes one of Al Marjan Island's most dynamic lifestyle and leisure destinations. The project offers a collection of apartments, sky garden **apartments, penthouses, townhouses, and villas** - each meticulously designed to capture panoramic sea views and a sense of resort-style serenity.

Jaidev Menezes, Regional Vice President – Mixed-Use Development, EMEA at Marriott International comments, "The Luxury Collection Residences are found in the world's most exciting and desirable destinations. With a compelling narrative and impeccable service for owners, and a spectacular setting on Al Marjan Island, Nasim Al Bahr is an exceptionally designed addition to our portfolio."

Dhabi National Hotels on this landmark development. The Residences at Nasim Al Bahr presents a unique proposition in the Ras Al Khaimah real estate market. Not only does it combine premium waterfront positioning with the internationally recognized brand and hospitality of Marriott International, it also offers a compelling price point with an unmatched 40:60 payment plan, which makes this a unique opportunity in the booming landscape of Al Marjan Islands. The branded residence also differentiates itself with lifestyle benefits that come with Marriott's ONVIA owner recognition platform. With our deep market expertise and ADNH's reputation of excellence, we are confident these residences will become a destination of elegance and service on the northern emirate's coastline."

The demand for branded residences continues to grow among sophisticated investors who value quality, service, and long-term appreciation potential. Ras Al Khaimah's branded residences sector has witnessed a boom where average prices surged 39% year-on-year in Q1 2025 and these premium properties are expected to comprise 25% of upcoming supply by 2030. With nearly five decades of hospitality expertise, ADNH brings unparalleled service standards to The Residences at Nasim Al Bahr. The company's portfolio of luxury hotels, including partnerships with the likes of The Ritz-Carlton, JW Marriott, to name a few brands, reflects its commitment to exceptional experiences. This hospitality expertise will be seamlessly integrated into the residential offering, ensuring owners enjoy the same attention to detail and service quality that defines ADNH's acclaimed hotels.

Through this launch, ADNH strengthens its position as a key player in the UAE's hospitality and real estate landscape continuing a legacy that began in 1976 and has since expanded to include some of the nation's most iconic properties. ♦



Text & Images: Sourced by Team Property Time

SELORA RESIDENCES: THE SANCTUARY AT MEYDAN

THE PROJECT IS DEVELOPED BY SWANK DEVELOPMENT.

Selora Residences, founded by Moustafa Elsaid, is a gated enclave of private villas in Mohammed Bin Rashid City District 11 near Meydan, conceived for families who value low-density living and a community-first environment. Developed by Swank Development under founder Moustafa Elsaid, the scheme offers a range of home sizes from four-bedroom Luz models to six-bedroom Verve models, arranged to prioritise privacy, shared outdoor life, and practical family use.

Project Overview

Swank Development has positioned Selora as an exclusive villa community that blends European building methods with local construction practices. The development's enclave of villas are configured around shared green space and a central water feature to create a quiet, pedestrian-friendly enclave.



Located in District 11, Selora benefits from proximity to existing city infrastructure and transport links while maintaining a distinct, low-density character.



Design and Layout

The villas follow clear spatial planning that separates living and private zones, allowing for flexible family routines and room to grow. Interiors employ neutral palettes and natural materials to create a calm, durable backdrop suited to everyday family life. Most villas include outdoor terraces and direct views onto landscaped promenades, with built form and orientation designed to reinforce privacy between homes.

Community Facilities

Selora's communal infrastructure is focused on everyday wellbeing and social connection. The development centres on Laguna Maré, a community lagoon

intended for passive recreation, and Casa Selora, a clubhouse that provides multi-purpose spaces for gatherings and events. Active amenities include padel courts and cycling tracks, while planted corridors and promenades link the villas and encourage short walks, informal encounters, and regular exercise.

Practical Considerations

The project's low-density layout increases separation between homes, supporting privacy for family life and multigenerational households. Shared water and landscape features add visual and experiential value but will require ongoing maintenance and operational planning. The mix of

four- to six-bedroom homes accommodates varying family sizes and lifestyles, making Selora suitable for both young families and extended households seeking a community-oriented setting.

A family haven

Selora Residences is an exclusive, family-oriented villa community by Swank Development that balances private home life with shared outdoor amenities and a planned neighbourhood structure. Its emphasis on thoughtful layouts, natural materials, and communal facilities aims to create a quietly refined sanctuary at Meydan for families who prefer low-density, community-centred living. ✦

PT

OCTOBER 2025 | ISSUE 8 |
VOLUME 2

Text & Images: Sourced by Team PT

BUILDING WITH CALM CONFIDENCE

KABIR JOSHI, CEO & CHAIRMAN, VANTAGE CAPITAL AND VANTAGE DEVELOPMENTS ON THE ITALIAN PARTNERSHIP BEHIND LIVEL RESIDENZA.

When we first started planning **LIVEL Residenza**, we knew that choosing our development partner would be the most important decision we would make. The success and character of a project are defined by the philosophy of the people who build it. Our partnership with the Italian developer **Vittoria Group Costruzioni** has been instrumental in shaping everything we are creating.

Working with them has been a unique and rewarding experience. There is a certain calmness to their approach to development. You sense poise and confidence in every meeting and decision made on site. This feeling does not stem from arrogance or a desire to impress. It stems from their deep, **generational history of craftsmanship** and their unwavering focus on quality. Their confidence is quiet because it has been earned through decades of building things meant to last. They let the substance of their work speak for itself. For them, **quality speaks for itself**.

Their approach differs from what

many are accustomed to in a fast-paced market. There is never a reckless rush. Every decision is deliberate, with the long-term impact on residents of every detail considered. This philosophy is rooted in the **Italian tradition of creating with care and precision**, where a builder's reputation is embedded in their work. It reflects a fundamental commitment to doing things properly, rather than just doing them quickly.

You can see this in the materials we selected. For example, we chose Botticino marble and fluted elm wood for their timeless appeal and durability. This commitment is also evident in the thoughtful design of the apartments themselves. The **living spaces are 20% larger** than the local average because we believe in providing genuine liveability.

We have included practical features that make a real difference, such as walk-in wardrobes in even the studio apartments and balconies that extend the living space and are perfect for relaxation. These are the practical results of a process that prioritises excellence over



expediency. Floor-to-ceiling windows fill each home with natural light, creating an open and positive environment.

Our shared vision extends beyond the front door of each apartment and into the wider community. We wanted the entire property to reflect our commitment to improving the living experience. The design by the architectural firm **Gandolfi e Mura Architetti Associati** was

crucial in achieving this. They understood our goal completely. The result is a large Italian garden with an open-air cinema and a dedicated pet park, a space designed for community and relaxation. The swimming pool area, with its distinctive arches, draws inspiration from the stunning coastlines of Sicily and Capri, offering a tranquil retreat within the city. They are carefully planned environments designed to enhance the daily lives of our residents.

This philosophy of well-being is evident throughout the other facilities. The gym and yoga rooms feature warm wooden elements to create a serene atmosphere conducive to exercise and reflection. Drawing inspiration from the rustic charm of Italy's mountain regions, the sauna offers a unique experience. Every space is designed to feel like an integral part of a cohesive, quality-driven lifestyle.

This approach to construction strikes a chord with me on a personal level. My experiences in business and life have taught me



the importance of substance and resilience. I have learned that what you build must have integrity from its foundation up. Finding a partner who not only understands this, but also embodies it in their daily work, is essential.

This shared value forms the true

foundation of our collaboration on LIVEL Residenza. Our commitment to quality also entails a responsibility for the future. That is why we are building LIVEL Residenza to meet high environmental standards and target the Green Building Certification. Throughout construction, we are using energy-efficient systems and eco-friendly materials. Building something that will last for generations to come requires us to build it responsibly today. The location in JVC District 17, close to Circle Mall and several international schools, was also a deliberate choice to ensure convenience and a sense of community are integral to the project.

As construction continues, I see more than just a building being built. I see a testament to what can be achieved when a project is guided by an **unwavering commitment to quality**. This is a different kind of offering for Dubai, built on a foundation of calm confidence. I am incredibly proud to be bringing this vision to life. ♦



Majid Al Futtaim, the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Central Asia, today announced the unveiling of Maravelle at Ghaf Woods, an ultra-premium wellness-led destination anchored by a world-class lifestyle and wellness facility, set within Dubai's first forest community.

The master plan of Ghaf Woods serves as a foundation for Maravelle to create a new standard of sophisticated forest residential experience which combines natural elements with sustainable design and complete health benefits. Located in the inner circle of Ghaf Woods, Maravelle has been conceived as a lifestyle retreat first, and a residential enclave second. The design process includes deliberate choices that support wellbeing through the combination of architectural elements, natural environments, and the luxury of space.

The development extends across

25,000 square metres while providing only 96 residences across four boutique buildings, creating a private and peaceful environment. Each building features four homes per floor, with a single elevator serving two units per level to maintain exclusive access. The development includes two- and three-bedroom apartments, as well as four-bedroom duplexes, which offer perfect views and direct accessibility to the forest.

Wellness is embedded in the design philosophy of Maravelle. The homes use ventilation systems with advanced filters, low-emission building materials, and circadian lighting technology that replicates natural daylight to enhance visual comfort and mental health. Outdoor lighting has also been designed to reduce glare and maintain a calm, restorative environment. Two distinct interior design concepts, Lumora and Marwood, have been crafted to represent different forest atmospheres. The Lumora design creates a peaceful environment through green marble accents and light materials that

PT

OCTOBER 2025 | ISSUE 8 |
VOLUME 2

Text & Images: **Sourced by Team PT**

MAJID AL FUTTAIM UNVEILS DUBAI'S FIRST ULTRA-PREMIUM WELLNESS DESTINATION

MARAVELLE RESIDENCES WILL FEATURE 96 RESIDENCES DESIGNED TO ENSURE PRIVACY AND TRANQUILLITY.



evoke serenity and clarity. The Marwood design features timber elements with warm tones and red marble materials symbolizing the stabilizing power of nature.

The residences feature natural stone, marble worktops, timber flooring, and porcelain slabs, creating tangible connections to nature. The private pools and terraces of the duplexes provide residents with personal spaces to relax in the peaceful surroundings of nature.

Maravelle operates as a premium wellness facility, granting its members access to exclusive benefits. A hidden sanctuary within the Ghaf Woods forest, Maravelle serves as the heart of the community, a peaceful retreat for contemporary relaxation, contemplation, and personal transformation.

Ahmed El Shamy, Chief Executive Officer, Majid Al Futtaim Development, said: “Maravelle at Ghaf Woods represents a new approach to real estate value creation, as it goes beyond traditional measurements of space and interior design to emphasize health benefits, environmental stewardship, and people-focused design. Our developments attract more people because they seek equilibrium while building meaningful connections with their surroundings. With Maravelle, we are setting a new benchmark for wellness-centred living; One that demonstrates how design, nature, and community can work together to create long-term impact, both for residents and for the future of sustainable urban development in Dubai.”

Home to over 35,000 trees, Ghaf

Woods fosters a self-sustaining ecosystem that enhances air quality and cools the environment by up to 5°C compared to urban areas, which demonstrates Majid Al Futtaim's dedication to developing sustainable spaces for people.

The development of Ghaf Woods continues through construction stages which will lead to its full completion by 2032. The development will provide over 5,000 premium homes together with 8 kilometers of walking paths, 3.5 kilometers of cycling routes, family gardens and wellness pavilions.

The development reaches its highest point at Maravelle, which offers an exclusive wellness retreat combining contemporary luxury with the natural healing properties of the forest. ✦

Text: **Malak Saleh**
Images: **Sourced by Team PT**

STRATEGY, TRUST, AND INSTINCT

BINESH BABU PANICKER CATCHES UP WITH
WAIL ABUALHAMAIL, DIRECTOR OF REAL ESTATE AT ASICO.

Dubai's property market is fast, complex, and full of opportunities. Million-dirham deals, off-plan developments, and a mix of global and local investors make it a high-stakes game. At the center of this market is Wail Abualhamail, Director of Real Estate at ASICO, who works directly with brokers, developers, and investors to make deals happen. He is the link between developers and the agents who sell their projects, helping brokers understand which inventory they can access, which developers pay reliably, and how to manage payments and commissions. In this conversation with *Property Time*, Wail shares how he builds trust, creates systems for brokers, plans for cash flow, and why human judgment remains essential even as AI and technology play a bigger role in real estate.

Many new people enter real estate thinking they can start a company and succeed immediately, but some shut down within a few

months. Why does that happen? That happens because they don't understand the business. Some people think they can start a company tomorrow and it will work, but they don't know how brokerage works, how to manage payments, how to manage relationships. Just like currency only works if people trust the system, brokerage only works if there is a clear process everyone agrees on. You need a strategy. Know which inventory you can get, which developers pay on time, how long it takes to receive money. I always pay brokers only when money is in the company account. Being clear from day one avoids misunderstandings and helps the business last.

Some companies offer brokers immediate payouts after closing deals, sometimes within 24 hours, for a small fee. Would you do that?

I wouldn't. It adds unnecessary risk. What if 90 days pass and the payment doesn't come? Then the

company has to cover it. Planning ahead is better than reacting. If you have one deal every month, you will get paid regularly. Each deal may take a few months to close, but once it does, it continues. That is how you create continuity.

How do you manage brokers and commissions with different developers?

You need to know who pays fast, who pays late. Some big developers pay after six months, even one year. My rule is simple. I pay brokers only when the money is in the company account. Some developers, like Emaar, pay very well. You get half the commission when the company receives payment, and the rest soon after. Others pay within a week, some six months. Being clear from day one avoids misunderstandings.

How should brokers manage their personal budgets if payments are delayed?

Treat your work like a business.



Budget first for rent, mortgage, car, holidays. Anything left is for savings or investments. One deal every 30 days means you get paid every month. You have to be organized and plan.

Some brokers get upset even over one-day delays. How do you handle that?

Delays happen. I accept it, but I don't make exceptions for every case. Bending rules creates complications and more risk. I build the system for the majority. Brokers must be organized and manage their own payables and

receivables. I can guide them, but I cannot manage their personal lives.

Technology and AI are playing a bigger role in real estate. How do they fit into this system?

Technology is helpful. AI can look at data, see trends, and forecast. It can help with follow-ups and analysis. But it cannot replace human interaction. When I meet a client for a multi-million-dirham property, they first need to trust me. AI cannot negotiate, read the client, or build a relationship. Those things need a person.

Some companies are developing AI that mimics agents completely. Could that work?

No, not really. If the client thinks they are talking to a machine, you lose trust. AI can support and help in the background, but confidence and connection must come from a real person.

You mentioned AI cannot replicate human instincts. How important are emotions like fear and greed in shaping Dubai's property market?

Very important. Greed is seeing opportunity before others. Fear is panic selling. During COVID, I sold a townhouse for 860,000 dirhams, the cheapest I ever sold. The client bought with courage. Now that townhouse is premium. The client made four to five times their investment. Market psychology is as important as numbers. You have to understand the human side.

Many buyers prefer paying cash outright. How should investors think about leverage?

Freezing all your cash in one property is not smart. Use a mortgage, invest the rest elsewhere. Rental income or returns from other assets can cover the mortgage. A good broker helps clients think beyond commissions and focus on long-term value.

There is talk about bubbles in Dubai's market. Should buyers worry?

A bubble is when prices do not match value. Some compare Dubai to 2008, but that was a US mortgage crisis. Dubai's beachfront and Palm Jumeirah properties are still competitive globally. Demand behind new launches is real. Prices may go up and down, but fundamentals are strong. I don't see a crash coming. ♦

Text & Images: Sourced by Team PT

MEFMA UNVEILS NEW BRAND IDENTITY CELEBRATING 15 YEARS

THE TOTAL VALUE OF THE FACILITIES MANAGEMENT MARKET IN THE GCC COUNTRIES IS ESTIMATED AT AROUND USD 54.6 BILLION.

The Middle East Facility Management Association (MEFMA) successfully inaugurated the 12th edition of MEFMA CONFEX & Awards 2025, held under the patronage of Dubai Municipality at JW Marriott Hotel Marina, Dubai, and marking a major milestone as MEFMA celebrates 15 years of empowering the FM industry with the unveiling of its new brand identity.

The opening day brought together over 500 participants, including leaders from 12 countries, government representatives, and FM experts all joining to celebrate MEFMA's transformative journey and the evolution of the FM sector in the region.

This year's edition marks a milestone as MEFMA celebrates 15 years of advancing FM excellence across the region. As part of this celebration, a refreshed brand identity and special 15th-anniversary emblem were unveiled, a visual representation of the organization's journey of growth, innovation, and

collaboration over the past decade and a half. It mirrors MEFMA's evolution from a visionary idea in 2009 into a leading regional platform representing more than 3,000 FM professionals and 150 corporate members. The new logo reflects a commitment to sustainability, progress, and community, with a design inspired by the balance between the built environment and the natural world. It also embodies a legacy of progress while underscoring a forward-looking vision to continue shaping the future of the FM industry across the Middle East.

In a collaborative report developed with Frost & Sullivan, MEFMA highlights that the facilities management sector is experiencing rapid growth, with the GCC market valued at approximately USD 54.6 billion and projected to reach USD 72 billion by 2028 at a compound annual growth rate (CAGR) of 5.7%, underscoring its position as one of the region's most promising industries, Jamal Lootah mentioned in his keynote speech.

The opening ceremony also witnessed two significant Memoranda of Understanding (MoUs) signed by Jamal Lootah, President of MEFMA – one with Abdulla Yousef Al Ali, President of the UAE Society of Engineers, and another with Khalid Al Ammar, Assistant Deputy Minister for Technical Affairs at the Saudi Ministry of Human Resources and Social Development. The agreements aim to strengthen regional collaboration in training, accreditation, and knowledge exchange to further develop professional standards in facilities management across the GCC.

They will also support joint initiatives designed to enhance workforce capabilities, promote sustainability, and align FM practices with national development agendas.

Day One continued with dynamic discussions highlighting how global standards, digital transformation, and sustainability are redefining the future of



facilities management. Speakers emphasised that the industry is moving beyond maintenance toward a model that integrates technology, data intelligence, and human capital development as core enablers of value creation. The sessions also reinforced the need to align regional FM practices with international frameworks, ensuring greater efficiency, transparency, and resilience across the built environment, as well as preparing a workforce capable of managing the smart, sustainable cities of tomorrow.

Jamal Lootah, President of MEFMA, said: "Facilities management has evolved into a strategic force that supports every

aspect of urban life, from sustainability and innovation to safety and community wellbeing. The sector's role today extends far beyond maintenance; it is about shaping smarter environments, optimising resource efficiency, and ensuring the resilience of the built environment in an era of rapid urban growth. As we mark 15 years of MEFMA's journey, this platform continues to strengthen the dialogue between government, industry, and experts, ensuring that FM remains a cornerstone of sustainable urban development across the Middle East. Together, we are building the foundations for cities that are not only efficient, but truly livable for generations to come."

Jamal added: "We also extend our sincere gratitude to Dubai Municipality and His Excellency Eng. Marwan Bin Ghalita, Director General, for their continued support and leadership, as well as to our valued partners and sponsors whose collaboration has been instrumental in advancing the growth and excellence of the facilities management sector across the region."

The three-day event also offered focused networking and expert advisory sessions, and concluded with the prestigious MEFMA Awards Gala Dinner, celebrating excellence and innovation in facilities management across the Middle East. ♦

Text & Images: Sourced by Team PT

MAIN REALTY INFUSES MIAMI VIBE INTO DUBAI BLING

MIAMI’S PREMIER DEVELOPER BRINGS ITS NICHE, BOUTIQUE FOCUS TO A NEW 50-UNIT LUXURY PROJECT WITH PRICES FROM AED 2.2 MILLION

Main Realty, the premier Miami developer known for its iconic, boutique projects globally, broke ground and unveiled its flagship Dubai project, Flow Residences by Main, offering 50 exclusive coastal living apartments, starting from AED 2.2 million.

This second venture from Main Realty reinforces the developer's focus on serving a discerning niche in the market, bringing its signature Miami vibe to Dubai Islands. The project comprises a luxury mix of one-, two- and, three-bedroom apartments and townhouses.

In a statement, Main Realty confirmed the development's unique cruise ship-shaped architecture is a direct nod to its core concept: fusing Miami's vibrant, coastal-cool lifestyle with the opulent standards of Dubai. This boutique approach,

focusing on just 50 units, allows for an exclusive and aesthetically exceptional living experience.

Flow Residences is scheduled for completion in Q4 2027.

“Our strategy is not about volume; it's about creating niche, boutique developments. We aren't just building residences; we are importing a lifestyle for a select few,” said Mohammed Aamir Siddiq, CEO and Founder of Main Realty. “Flow Residences is the perfect synthesis of Miami’s energetic, 5-star resort feel and Dubai’s unmatched standard for luxury. Dubai Islands is the next hub for waterfront investment, but we are catering to a specific gap in the market. With investments here reportedly topping AED 6 billion in the first half of the year, its clear global investors want unique lifestyles. We are here to add that

distinct Miami vibe to the Dubai bling.”

Flow Residences is the second project for Main Realty, which expanded from its Miami base in 2023. Its first project, Primero Residences by Main at Al Furjan, is also on track for a 2027 completion. Flow Residences will offer 25 one-beds from 844-1,184 sq. ft, 21 two beds from 1,343 to 2,273 sq. ft with a private pool and four three-beds of 1,870-2,010 sq.

The new project, on a 25,000 sq. ft. plot, will offer 5-star, resort-style amenities that channel the South Beach experience, including a DJ Booth, a Pool Bar & Seating Zone, a Sunbathing Area, and a Sandy Outdoor Seating area. These are complemented by an Infinity Pool, Kids Play Area, Yoga Area, indoor/outdoor gyms, and Sauna & Steam rooms. ♦



PT

OCTOBER 2025 | ISSUE 8 |
VOLUME 2

Text & Images: Sourced by Team PT

“A HOME IS MORE OF A MIRROR”

BOUCHERA HARDOUCHE, CEO OF KUURE REAL ESTATE IS ONE OF THE YOUNGEST REAL ESTATE ADVISORY OWNERS IN DUBAI.

Bouchera HARDOUCHE, the 28-year-old founder and CEO of KUURE Real Estate, is quietly and progressively reshaping Dubai’s property landscape. Established as a boutique advisory firm, KUURE merges elegance and integrity and is led by young women driven to make a change and leave an imprint. Bouchera arrived in Dubai in 2023 with a passion for real estate and, just a year later, launched her own firm focused on guiding clients from start to finish.

Philosophy

“I’ve never seen a home as a possession, it is more of a mirror. It reflects what we value, what we protect, and what we dream of becoming.”

This poetic vision guides KUURE’s belief that a home should reflect values and future aspirations. The firm treats each client as a friend, prioritizing relationship-building and expert guidance to secure the best deal at the best price. That philosophy shapes every recommendation and interaction KUURE undertakes.

Approach

Within Dubai’s dynamic and fast-growing market, KUURE stands out for putting the customer at the center. Properties are selected not only for architectural value but for the lifestyles they enable, tailored to different customers. KUURE aims to paint a clear picture of where clients will belong, whether the option is off-plan or ready to move into.

Mission and Outlook

From premium developments to personalized investment guidance, KUURE’s mission is clear: To redefine Luxury in a city built on ambition. As Dubai continues to grow as a global hub for innovation and design, KUURE grows as a refreshing voice where professionalism meets purpose. The firm seeks to leave an imprint through elegance, integrity, and a client-first ethos. ♦



Text & Images: Sourced by Team PT

PANTHEON DEVELOPMENT: THE FIRST PRIVATE DEVELOPMENT TO ACT AND BELIEVE IN RAK CENTRAL

RAK CENTRAL'S PIONEERING DEVELOPER INVESTS IN SIX PLOTS,
IGNITING RAS AL KHAIMAH'S NEXT GREAT URBAN CHAPTER.



Pantheon Development has officially broken ground on One RAK Central, a landmark mixed-use development that signals the beginning of Ras Al Khaimah's new urban era. But this is more than a groundbreaking, it's a story of vision.

Pantheon Development was the first private developer to believe in the RAK Central masterplan, a bold vision laid out by Marjan Authorities to redefine the emirate's skyline and lifestyle fabric. Where others saw potential, Pantheon saw purpose.

With unwavering belief in the promise of Ras Al Khaimah's future, Pantheon invested in six strategic plots within RAK Central, cementing its role as a cornerstone in the district's evolution.

Kalpesh Kinariwala, Founder of Pantheon Development, said: "Pantheon was the first to buy into the RAK Central vision. We saw what Marjan envisioned, a vibrant, world-class district and we knew we could help make it real. One RAK Central is the beginning of that belief taking shape. Our investment across six plots is not just financial; it's a statement of faith in Ras Al Khaimah's potential and in the future we're helping to build."

The upcoming One RAK Central spans a built-up area of approximately 522,000 sq. ft., designed as a bold ecosystem that unites life, work, and leisure in perfect balance. With sleek architecture by Tony Ashai, the development captures the soul of contemporary living, sophisticated yet human, elegant yet connected to nature.

Strategically located in RAK Central, minutes away from landmarks such as Wynn Resort and Al Hamra Marina, One RAK Central is set to become a symbol of progress, embodying the

speed, spirit, and ambition that define the emirate's next chapter.

Abdulla Al Abdouli, CEO of Marjan, commented: "RAK Central is the future of Ras Al Khaimah's urban landscape, and One RAK Central is a cornerstone of that vision. Pantheon's early commitment and belief in this project underscore the confidence that leading developers have in Ras Al Khaimah's growth story."

Tony Ashai, Lead Architect of One RAK Central, added: "We wanted to create more than a building, we envisioned a living, breathing destination that reflects both elegance and emotion. One RAK Central harmonizes design, functionality, the best views and the natural beauty of RAK."

The atmosphere at the groundbreaking was charged with excitement, a moment of promise, of belief turned to action. The vision has been drawn. The land has been blessed. The future has begun.

The start of construction for this project comes amid Ras Al Khaimah's transformative growth, driven by record tourism, infrastructure expansion, and global investment. In just the first half of 2025, over 654,000 visitors arrived in the emirate. More than 20 new hotels are in development, while mega-projects like the \$3.9 billion Wynn Al Marjan Resort continue to capture global attention.

Pantheon Development's commitment aligns perfectly with this momentum, building ahead of the curve, creating developments that speak to ambition, emotion, and enduring value.

One RAK Central isn't just a project. It's a movement, a living testament to what happens when vision meets conviction. ♦

Text & Images: Sourced by Team PT

NEW CHECK TRUSTY PLATFORM CONNECTS RESIDENTS WITH VERIFIED HOME IMPROVEMENT PROFESSIONALS

THE UAE STARTUP EMPOWERS CONSUMERS AND SUPPORTS QUALITY SERVICE PROVIDERS.

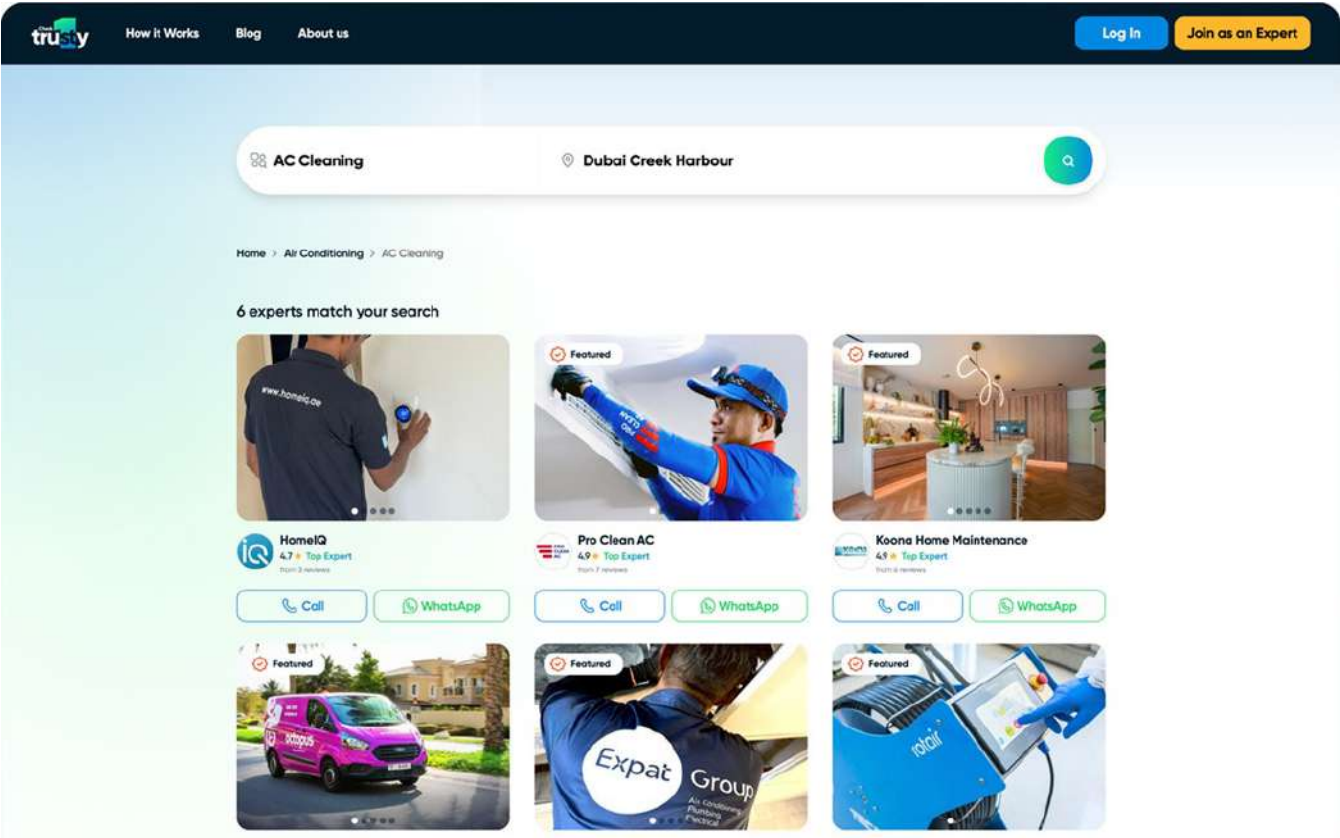
Check Trusty has launched in the UAE as the first community-led, verified review site, connecting residents with qualified home improvement experts. The independent platform takes away the hassle for homeowners and tenants, whether they need a minor repair or a full-scale renovation.

Designed for easy access, with no app download or log-ins required, users can browse the profiles of recommended professionals, view portfolios and project images, read community reviews, and compare credentials all in one place, before connecting directly with their chosen experts via phone call or WhatsApp. Categories cover a wide range of areas from AC cleaning, plumbing, and painting to swimming pool design, landscaping, and interior fit-out.

According to Deep Market Insights analysis, the UAE’s home improvement market was valued at \$37.2 billion in 2024, and is projected to reach \$56.53 billion by 2033.

However, while the sector is expanding fast, many residents struggle to find reliable companies that deliver high standards. Check Trusty has been designed to level the market up and enhance the home improvement experience

for all parties. Becoming a member allows companies to earn a ‘Verified by Check Trusty’ badge and gain exposure in an online environment where people are actively seeking quality services. The platform does



not charge a commission and providers retain control of the client relationship throughout the process.

Emad Maktari, Founder & CEO of Check Trusty, explained: “As UAE residents spend more than ever on home improvements, they need experts they can trust to make that investment worthwhile. And with so many people relocating, expectations are higher than ever. Most expats are used to being able to browse reviews, portfolios, and credentials before choosing a service. In a world where we automatically check reviews before booking a hotel or a restaurant, and taxi drivers can even rate their customers, it doesn’t make sense that we don’t do the same for companies entering our homes. These important decisions

shouldn’t feel like a gamble.

“Check Trusty makes it easy to find, compare, and connect with the right expert, and feel good about the work you are having done. As well as benefitting customers, we also want to support the firms who work hard to establish an excellent reputation. Working in senior recruitment for over 20 years taught me the power of trust. Rather than simply being another directory, I wanted to create a platform that puts credibility first for everyone’s benefit.”

Every expert on Check Trusty is carefully verified before being listed on the platform. Once a company registers its interest, the team reviews their details and conducts a follow-up call or an in-person visit. Each provider must upload all the

necessary documentation, along with any relevant professional qualifications and Dubai Municipality approvals. Three recent client references are also required. Central to the platform are the customer reviews, which are all double-checked to make sure that they are genuine. If a company receives a negative review, they are given the chance to resolve the issue. Persistent issues can result in the provider being removed from the platform.

Check Trusty’s full team is based in the UAE, supporting the country’s digital ecosystem and ensuring the platform continues to reflect local needs. The company is currently developing AI technology that will make home improvement planning even easier, helping users visualise their ideas before any work begins. ✨

Text & Images: Sourced by Team PT

TISSOLI AND PININFARINA LAUNCH PALAZZO TISSOLI ON AL MARJAN ISLAND

THE DEVELOPMENT MARKS PININFARINA'S ARCHITECTURAL DEBUT IN RAS AL KHAIMAH

Tissoli, a real estate and investment collective dedicated to crafting world-class spaces, has officially launched their much-awaited, flagship project - Palazzo Tissoli. A signature development designed and branded by the iconic Italian design house **Pininfarina**, the project valued at **AED 1.2 billion**, is set to rise on **Al Marjan Island**, marking

Pininfarina's first architectural venture in Ras Al Khaimah. This once again raises the bar in the evolution of branded luxury living in the UAE.

This residential landmark represents more than architecture and promises to be an amalgamation of Italian heritage and Arabian Gulf living. Positioned along Al Marjan Island's

most coveted stretch, Palazzo Tissoli will house meticulously furnished studios, one-bedroom, and two-bedroom apartments, including duplex corner units that enjoy sweeping views of the coastline. With studio residences **starting from AED 1.1 million**, the development promises to bring Pininfarina-crafted luxury to discerning homeowners.

Pininfarina's involvement brings 95 years of design philosophy to Ras Al Khaimah's shores; their first architectural project in the emirate draws direct inspiration from the natural mosaic of dunes, mangroves and sea waves framed by the angular drama of the Hajar Mountains. With over 1,950 projects spanning continents and categories, Pininfarina's reputation rests on a singular principle: design must perform as beautifully as it appears.

Arch. Abdulla Al Abdouli, CEO of Marjan, said: "Palazzo Tissoli marks a significant milestone in the evolution of Al Marjan Island. It reflects our commitment to curating destinations where visionary design and strategic

master planning converge to create lasting value. By introducing a development of this caliber, we are not only elevating the island's urban landscape but also reinforcing Ras Al Khaimah's position as a world-class destination for investment, tourism, and quality living. This project exemplifies the forward-thinking approach shaping the emirate's sustainable growth and global appeal."

For Tissoli, Palazzo Tissoli is the opening act of an ambitious vision. **Pooja Rathore, COO of Tissoli**, described the project's vision: "At Tissoli, we aim to develop masterpieces that celebrate life through curated experiences. Palazzo Tissoli is our answer to the question: what happens when you give Italian design masters a canvas on the Arabian Gulf? The result is a development where every amenity, every blueprint design, every material tells a story. With its range of experiential amenities, global design, and aesthetics, this project is sure to attract global attention as well as investor trust."

The iconic design is complemented with an amenity roster that echoes a resort manifesto. Residents will have access to a 24-hour Café for impromptu gatherings, a Skyline Lounge for sundowners with a view, and Casa del Sigaro for refined evenings. Wellness finds its home in the Serenity Spa, Vitality Studio, and Yoga Studio, while entertainment unfolds at Cinema Palazzo. Families benefit from the Kids' Splash Park and children's play area, ensuring every generation finds their rhythm within Palazzo Tissoli. Beyond this, residents can enjoy lagoon pools surrounded by lush greenery, a running track that embraces the building, elevated micro-gardens that bring nature indoors, co-working and retail spaces that foster connection, and a rooftop infinity pool overlooking the Arabian Gulf.

Fabio Calorio, Senior Vice President of Pininfarina, emphasized, "We are delighted to partner with Tissoli on this landmark project. For more than 95 years, Pininfarina has pursued the perfect balance between beauty and performance — a philosophy that has shaped icons across architecture, mobility, and works of art. Palazzo Tissoli represents the opportunity to bring this heritage to the vibrant emirate of Ras Al Khaimah for the very first time."

"Its prime location, meticulous attention to detail, and seamless integration with nature reflect our ongoing commitment to curating exceptional living experiences." **added Giovanni De Niederhäusern, Pininfarina's Senior Vice President of Architecture & Product Design**. "This project exemplifies our dedication to serving a refined community that

identifies with Pininfarina's values and vision, and chooses to live in spaces that embody our design philosophy."

The development's location places residents minutes from Al Marjan Island's emerging entertainment and leisure corridor, including future gaming destinations that promise to transform the island into a year-round destination. Palazzo Tissoli positions itself at the intersection of tranquility and vitality close enough to access the island's energy, secluded enough to offer escape.

As Ras Al Khaimah continues its trajectory from hidden gem to strategic hub for real estate, Palazzo Tissoli signals the caliber of development now taking root. This is branded living reimagined: not as a stamp of approval, but as a collaboration between place and purpose, designer and destination. ♦



Text & Images: Sourced by Team PT

UAE'S SMART BRICKS JOINS TECHCRUNCH'S ELITE STARTUP BATTLEFIELD 200

BREAKS NEW GROUND AS THE REGION'S FIRST-EVER PROPTech
TO BE RECOGNISED BY TECHCRUNCH

Smart Bricks, an AI-powered real estate investment startup based in the UAE, has become the first-ever PropTech company from the Middle East to be included in the Startup Battlefield 200 list.

Each year, TechCrunch's Startup Battlefield 200 handpicks the most promising early-stage startups from around the world, selected from thousands of applicants across sectors. These companies are given a coveted spot at the global TechCrunch Disrupt 2025 conference in San Francisco to exhibit, network, and gain exposure to investors, media, and tech leaders. Smart Bricks joins this prestigious cohort as one of only seven PropTech firms selected globally, and the first-ever Middle Eastern PropTech startup to be selected by TechCrunch.

This recognition reinforces Smart Bricks' position as a trailblazer in real estate technology, with its platform delivering institutional-grade investment intelligence through AI models that analyze more than 1 million property data points. The technology simplifies and shortens the traditional real estate investment

cycle, helping users go from property evaluation to investment in just a week, compared to months with legacy methods.

Mohamed Mohamed, Founder of Smart Bricks, said: "Smart Bricks empowers anyone to invest in real estate with the same confidence and intelligence as the top 1%. Being recognized by TechCrunch and selected to compete at Startup Battlefield 200 accelerates our mission to make institutional-grade investment tools accessible to anyone, not just in Dubai, but worldwide. This milestone brings us closer to a future where elite investment opportunities and AI-powered intelligence are available for everyone."

"We're incredibly thankful to the Mohammed Bin Rashid Innovation Fund (MBRIF) for their continuous support, guidance, and belief in our mission," added Mohamed.

This milestone comes at a time when the UAE is undergoing a \$16 billion PropTech transformation, with Dubai fast positioning itself

as a global real estate technology hub. Smart Bricks exemplifies the convergence of Middle Eastern real estate expertise with Silicon Valley-level innovation, backed by a founding team with experience across Blackstone, McKinsey, BCG, Amazon, and more. Supported by the Mohammed Bin Rashid Innovation Fund (MBRIF), Smart Bricks has benefitted from expert mentorship, visibility, and access to national innovation networks. The MBRIF Innovation Accelerator continues to empower local innovators with the credibility and connections needed to scale effectively and represent the UAE on global stages.

Smart Bricks will showcase its technology at TechCrunch Disrupt from October 27–29, 2025, joining a global roster of game-changing startups and engaging with top investors, corporates, and media. ♦



Text & Images: Sourced by Team PT

KORA PROPERTIES DEBUTS IN UAE

THE DEVELOPER JOINS A BURGEONING PROPERTY SECTOR
TARGETED TO REACH A MARKET VALUE OF AED1 TRILLION

APPCORP, the holding company of Apparel Group, the leading retail conglomerate in the fashion and lifestyle sector, has announced its foray into the real estate industry with the launch of KORA Properties. The new venture marks a key milestone in APPCORP's diversification and innovation strategy as well as affirms its commitment to enriching lives in the UAE.

KORA Properties, a fully integrated real estate development company, aims to meet the growing demand for high-quality properties as the UAE continues to rank among the world's most attractive destinations for real estate investment.

The company is led by Mr. Nilesh Ved, Chairman of APPCORP Holding and Owner of Apparel Group, who also takes on the role of Chairman of KORA Properties. Leveraging his deep market knowledge, entrepreneurial expertise, and a strong track record in building global businesses, Mr. Ved is set to steer KORA Properties toward sustained growth and value creation across the region's dynamic real estate landscape.

The announcement comes as Dubai's real estate sector is on track to reach a market value of

Dh1 trillion under the Dubai Real Estate Sector Strategy 2033, as a result of growing demand with global investors shifting their focus to Dubai. With a clear vision to add significant value to the economy, KORA Properties will develop a variety of real estate projects, from residential to retail and commercial, as well as niche developments for the healthcare and hospitality segments.

Mr. Nilesh Ved, said: "Apparel Group's motto is to always create experiences that elevate lifestyle for the community, whether through its offerings in fashion, lifestyle, or service. With KORA Properties, we are extending our brand's promise into real estate, promising living spaces that nurture dreams, foster growth, and elevate living. Today marks a new chapter, as we continue to innovate and diversify while staying true to our core values of commitment, quality, and customer-centricity."

"KORA Properties is founded on the belief that a home is one of life's most important milestones, and homes are forever. It is not just about bricks, steel, and mortar; it is about creating spaces that become canvases for life's most meaningful moments and offer 'Timeless Living'. We are committed to delivering premium residences, offices, and commercial



spaces built on transparency, long-term vision, and an unwavering dedication to customer trust."

By combining Apparel Group's trusted legacy with a forward-looking vision, KORA Properties aims to redefine modern living and contribute to the UAE's ever-growing real estate landscape. The launch also reinforces APPCORP Holding's position as a dynamic, future-ready conglomerate that continues to set benchmarks in innovation, customer service, and sustainable growth. As the Group expands its footprint into real estate, it remains committed to delivering on its promise of enriching lives. ♦

Text & Images: **Sourced by Team PT**

ATARA DEVELOPMENT UNVEILS KAIA VILLA

PART OF ATARA'S EVOLVING COLLECTION OF BESPOKE PRIVATE RESIDENCES, THE AED 60 MILLION VILLA MARKS ANOTHER MILESTONE.

ATARA Development, a Dubai-based property developer committed to building homes that combine quality, value and design integrity, has unveiled its latest project Kaia Villa, an AED 60 million, six-bedroom villa on Pearl Jumeirah Island and the first launch under the Terra Collection.

Designed for family living and elevated beachfront experiences, Kaia Villa combines expansive layouts, elegant interiors, and a seamless connection to the island's serene surroundings. With five villas already completed and handed over to residents, Kaia Villa marks the latest milestone in Atara's growing portfolio, with 10 additional residences currently under construction across Dubai's most sought-after communities. The completion of the residence underscores **ATARA's steady expansion in Dubai's luxury residential segment**, following

the developer's recent partnership with **Marriott International** to introduce the GCC's first **Sheraton-branded residences** on **Al Marjan Island**.

Set within the **gated enclave of Pearl Jumeirah Island**, one of Dubai's most exclusive beachfront communities, the residence embodies ATARA's hallmark philosophy — Design. Detail. Distinction. Spanning four levels **Basement, Ground, First, and Rooftop**, the villa blends spatial harmony with a contemporary aesthetic, offering residents a sanctuary of privacy, comfort, and sophistication.

Every space within the home has been carefully curated to enhance functionality and experience. The fully-furnished six-bedroom villa features expansive ensuite bathrooms and walk-in closets, complemented by a study, private cinema, spa, gym, yoga area, a rooftop terrace with a

BBQ zone, and a ground-floor pool with deck. Behind its timeless façade lies a seamless integration of **smart home technologies**, including automated lighting, climate control, motorized curtains, smart mirrors, motion sensors, home theatre automation, and integrated security systems.

The villa's wellness facilities include a fully equipped fitness studio, private steam and sauna rooms, and dedicated shower spaces. A three-car garage, private lift, and dual front-of-house and back-of-house kitchens further demonstrate ATARA's attention to both comfort and convenience.

With an expanding pipeline of upcoming developments, ATARA Development continues to establish its presence in Dubai's high-end real estate landscape, creating exclusive homes that balance thoughtful design, craftsmanship, and lifestyle distinction. ♦



"THE COMPLETION OF KAIA VILLA MARKS ANOTHER IMPORTANT STEP IN OUR JOURNEY AS A GROWING DEVELOPER IN THE EMIRATES REAL ESTATE MARKET.," SAID **UMID BAZAROV, CHIEF OPERATING OFFICER OF ATARA DEVELOPMENT**. "KAIA VILLA REPRESENTS OUR VISION TO CREATE HOMES THAT OFFER MORE THAN ARCHITECTURE, RESIDENCES THAT REFLECT INDIVIDUALITY, INNOVATION, AND A REFINED APPROACH TO MODERN LIVING."

“

Text & Images: Sourced by Team PT

SYMBOLIC DEVELOPMENTS LAUNCHES AED 150 MILLION SYMBOLIC ALTUS IN LIWAN

DEVELOPER INTRODUCES ITS FOURTH PROJECT, REDEFINING ELEVATED LIVING.

Symbolic Developments, the real estate arm of the Speedex Group, has announced the launch of its newest residential project, Symbolic Altus, in Dubai's Liwan community. Valued at AED 150 million, the project is built around the theme of "elevated living" — a concept that blends architectural refinement with functionality, wellness, and community living.

The launch of Symbolic Altus marks the fourth milestone in the developer's impressive growth journey, following the success of Symbolic Alpha, Aura, and Zen Residences. Priced from AED 999,000, Symbolic Altus will feature 108 fully furnished apartments, including 1 BHK Elite and 2.5 BHK Panorama units. Scheduled for handover in Q3 2027, the project reinforces the company's focus on quality craftsmanship and on-time delivery — hallmarks that have become synonymous with the Symbolic brand. Located in one of Dubai's most promising emerging neighbourhoods, Liwan, Symbolic Altus is the developer's second project in the area after the success of Symbolic Alpha, which has reportedly recorded over 30% appreciation

in value and higher rental yields compared to nearby developments. Strategically positioned between Sheikh Mohammed Bin Zayed Road and Al Ain Road, the project offers excellent connectivity across the city, with the upcoming Dubai Metro Blue Line, just 500 metres away, set to enhance accessibility even further.

"Symbolic Altus is truly Designed to Rise, not just in its architecture but in the lifestyle it offers," said Murtaza Moiz, Vice Chairman of

Symbolic Developments. "This project reimagines boutique, family-focused living with wellness and leisure spaces elevated to the rooftop, forming a crowned horizon that defines its character. Every element — from the greenery integrated into balconies to the refined interiors and functional layouts — has been purposefully designed to reflect our commitment to excellence and integrity, and to carry forward the 35-year legacy of quality that the Speedex Group stands for."



Symbolic Altus aims to create a sense of elevation not just in height but in experience. Each residence comes fully furnished, with closed kitchens, private balconies with greenery, and premium finishes throughout. The tower's architectural design ensures privacy and natural light, while the rooftop level — the project's defining feature — offers residents a complete wellness and leisure experience.

Amenities include an infinity pool, separate pools for adults and children, a fully equipped gym, steam and sauna rooms, jacuzzi, and rooftop lounges that open out to panoramic views of the Dubai skyline. "The idea is to create spaces where people across generations can connect, relax, and rejuvenate," said a senior member of the development team.

Just minutes away from Liwan Park, Symbolic Altus residents will have easy access to outdoor recreational amenities such as kids' play zones, a senior citizens' corner, and sports courts. Within the tower, Symbolic has integrated

complementary communal spaces to foster interaction and a sense of belonging among residents. Each apartment features balcony green zones designed to bring nature into urban living. "We've tried to make each home not just luxurious but wholesome," said a project representative. "From young families to senior residents, the spaces are designed to suit all age groups."



Situated amid landscaped parks, jogging and cycling tracks, and open green spaces, the development ensures residents enjoy the perfect blend of urban connectivity and tranquil community life. The project is also within close proximity to Academic City and Downtown Dubai, while a bus stop just 200 metres away and the upcoming metro line ensure smooth daily commutes.

Moiz believes the strength of Symbolic's success lies in its understanding of the mid-market luxury segment, a category often described as Dubai's most in-demand yet underserved. "Most of our customers are end users — people moving from the older parts of Dubai into newer communities," he said. "They seek a touch of luxury, but at a reasonable price. With our construction expertise, we can offer that balance — delivering quality homes on time or even ahead of schedule, as we did with Symbolic Alpha."

With Symbolic Altus, Symbolic Developments continues to cement its reputation as one of Dubai's most promising boutique developers, focusing on design-led, low-density communities that combine aesthetic excellence with family living and sustainable comfort. ♦

Text & Images: Sourced by Team PT

JACOB & CO RESIDENCES BY MANTRA PROPERTIES MARKS A HISTORIC MILESTONE

THE PROJECT, AT AL MARJAN ISLAND, RECORDS AED300 MILLION IN SALES WITHIN 12 HOURS OF LAUNCH.

Mantra Properties' latest ultra-luxury development, Jacob & Co Residences, in collaboration with the iconic watch and jewelry brand Jacob & Co, has achieved a record-breaking milestone, registering over **AED 300 million in sales within just 12 hours** of its launch. The remarkable response marks a historic moment for Al Marjan Island, setting a new benchmark as the fastest-selling project on the island to date.

The exclusive AED 400 million branded development **witnessed an overwhelming demand from investors and high-net-worth individuals**, underscoring the UAE's continued dominance as a hub for **branded luxury living**. **Over 80% of investors' interest came from expatriate residents and international buyers**, highlighting the region's global appeal for high-end real estate investments.

Commenting on the milestone, **Ankit Gupta, Managing Director of Mantra Properties**, added, "This milestone represents the culmination of Mantra's two-decade legacy of design excellence and innovation.



SPEAKING AT THE LAUNCH, **ARCH. ABDULLA AL ABDOULI, GROUP CEO OF MARJAN**, COMMENTED, "I WOULD LIKE TO CONGRATULATE THE TEAMS AT MANTRA PROPERTIES AND JACOB & CO FOR SUCH A SUCCESSFUL LAUNCH OF THE JACOB&CO RESIDENCES ON AL MARJAN ISLAND. A PROJECT OF THIS STATURE TRULY REFLECTS OUR VISION TO BRING THE BEST OF GLOBAL LUXURY BRANDS INTO RAS AL KHAIMAH'S THRIVING LIFESTYLE LANDSCAPE. THIS PROJECT WILL NOT ONLY ELEVATE THE ISLAND'S APPEAL BUT ALSO REDEFINE WHAT MODERN LUXURY LIVING MEANS IN THIS REGION AND WE WISH ALL STAKEHOLDERS CONTINUED SUCCESS IN AL MARJAN ISLAND AND BEYOND."



Jacob & Co Residences is not merely a development, it's a statement of craftsmanship, ambition, and vision. The unprecedented response we've received reinforces the demand for curated luxury experiences that combine artistry, architecture, and aspiration. We're proud to deliver a project that redefines luxury living in Ras Al Khaimah."

Designed as a symbol of elegance and artistry, **Jacob & Co Residences** will comprise **223 limited-edition residences featuring** a curated selection of **studio, one-bedroom, and two-bedroom apartments**, with prices starting from **AED 1.01 million**. The project is slated for **handover in Q4 2027**, and promises an exclusive lifestyle that merges high design, wellness, and experiential luxury.

Set against the scenic waterfront of **Al Marjan Island**, Jacob & Co Residences embodies the spirit of "**an address for life's finest hours**" through its meticulously designed spaces and exceptional J&Co

branded amenities that include:

- **The Wellness Club @ J&Co** – featuring a **rooftop fitness club, yoga deck, sauna, and zen garden** for holistic well-being.
- **The Pool Club @ J&Co** – an elegant sanctuary with an **infinity pool, pool bar, and in-pool cabanas** overlooking the Arabian Gulf.
- **The Observatory @ J&Co** – a sophisticated rooftop retreat offering a **viewing deck, residents' lounge, golf simulator, and outdoor cucina**.
- **Family Zone** – featuring a **kids' pool, lazy pool, and glass boom pool** designed for leisure and connection.
- **24/7 concierge, security, and Wi-Fi-enabled common areas**, ensuring comfort, convenience, and privacy for every resident.

Building on that sentiment,

Mr. Jacob Arabo, Founder & Chairman of Jacob & Co, said, "Just as each Jacob & Co timepiece tells a unique story of artistry and innovation, Jacob & Co Residences on Al Marjan Island will narrate a new chapter in luxury living. We have infused this project with the same dedication to perfection that defines our watches and jewelry. Each of these 223 residences are a masterpiece in its own right, where every resident will experience the Jacob & Co philosophy of turning beauty and craftsmanship into reality."

This launch represents a continuation of both brands' regional vision. For **Mantra Properties**, it reinforces its strategic expansion across the UAE, with **five upcoming projects** planned over the **next three years** expected to bring a **portfolio of AED 1.3 billion** to market. For **Jacob & Co**, it marks another milestone in the brand's growing portfolio of residential developments, following successful ventures in Dubai and Abu Dhabi. ✦



Walking distance from Dubai Hills Estate and just a stroll from Dubai Hills Mall, Dubai Mansions is set to rise within Emaar Hills, the city’s newest and most prestigious master-planned community. Developed with a total value of AED 100 billion and comprising 40,000 ultra-luxury residences, Emaar Hills redefines urban sophistication and contemporary living in Dubai.

Every element of Dubai Mansions has been crafted to embody elegance, indulgence, and convenience, offering residents a lifestyle where daily living feels effortless, enriching, and inspiring. The project features a limited collection of ultra-luxury mansions ranging from 10,000 to 20,000 square feet, each reflecting timeless architectural sophistication and world-class interior design. Expansive plots, grand façades, and immersive landscapes are complemented by bespoke amenities to create an address that fuses legacy with innovation.

Emaar Hills, located adjacent to

Dubai Hills Estate, has been envisioned as a vibrant new district that integrates nature, wellness, and connectivity. Residents will enjoy direct access to a championship golf course, wellness and leisure facilities, premium retail destinations, and a network of landscaped parks that promote balance and community.

Beyond its architectural distinction, Emaar Hills is designed as both a lifestyle and investment destination. Its strategic location, world-class amenities, and master-planned connectivity position it as one of Dubai’s most desirable addresses for discerning homeowners and global investors seeking long-term value in the city’s luxury real estate market.

From architecturally distinguished homes to immersive landscapes and world-class recreation, Dubai Mansions stands as the crown jewel of Emaar Hills, representing the pinnacle of luxury living within a landmark community designed to inspire generations. ✦

MOHAMED ALABBAR, FOUNDER OF EMAAR, SAID: "DUBAI MANSIONS IN EMAAR HILLS REPRESENTS THE ULTIMATE EXPRESSION OF REFINED LIVING. EVERY RESIDENCE, EVERY GARDEN, AND EVERY PATHWAY REFLECTS AN UNCOMPROMISING ATTENTION TO DETAIL, CREATING A SETTING THAT EMBODIES HARMONY, PRESTIGE, AND A LIFESTYLE THAT IS UNMATCHED ANYWHERE IN THE WORLD."

PT

OCTOBER 2025 | ISSUE 8 |
VOLUME 2

Text & Images: Sourced by Team PT

EMAAR UNVEILS DUBAI MANSIONS AT EMAAR HILLS

THE PROJECT IS AN AED100 BILLION COMMUNITY OF 40,000 ULTRA-LUXURY HOMES.



Text & Images: Sourced by Team PT

DUBAI'S COMMERCIAL MARKET CONTINUES TO GROW

A REPORT BY CRC PROPERTY HIGHLIGHTS THE RISING DEMAND

Dubai’s commercial property sector continued its strong momentum in Q3 2025, with total sales reaching an impressive AED 30.38 billion, a 31% increase compared to the same period last year, according to CRC Property’s recently published Q3 2025 Market Report.

Office Market Leads the Growth
The city’s office market, in particular, emerged as a key growth driver, demonstrating both robust transaction volumes and rising values across multiple districts.

Total office sales in Q3 hit AED 3.1 billion across 1,153 units, reflecting an 18% increase from

the previous quarter and a remarkable 93% year-on-year growth. Volume growth was equally notable, with the number of transactions rising 19% quarter-on-quarter and 45% year-on-year, highlighting strong investor confidence and sustained demand from businesses seeking prime locations.

Yogesh Yerikireddi, JLT Area Manager at CRC Property, commented on the performance: “The Dubai office market remained exceptionally strong through Q3 2025, led by record demand for Grade A and ESG-compliant towers. With vacancy at historic lows, fitted and vacant commercial offices for sale are seeing unprecedented investor interest. Limited premium supply, coupled with strong corporate relocations and expansion demand, continues to push rents and capital values upward across key free zones.”

Key Districts Drive Activity
Business Bay led with 328 office transactions, followed by Jumeirah Lakes Towers (JLT) with 277 deals. Majan and Jumeirah Village Circle (JVC) recorded 112 and 110 transactions respectively, while Barsha Heights (Tecom) completed the top five with 71 deals.

Dubai’s Off-Plan Commercial Market is on the Surge
The off-plan market also saw sustained activity, with total transactions valued at AED 2.4 billion (USD 650 million) across 1,101 deals in Q3. Of this, office and retail developments accounted for AED 1.86 billion through 640 transactions, illustrating healthy absorption and investor confidence in Dubai’s ongoing commercial expansion.

Looking ahead, Dubai’s office market is set for further growth, with approximately 680,000 square meters of new supply expected by 2027. Key areas such as Business Bay and Motor City are set to benefit from this pipeline, which promises to meet rising demand in high-transaction districts.

Retail Segment Rebounds Sharply in Q3 2025
Dubai’s retail real estate market experienced a strong resurgence in

Q3 2025, with total transaction value reaching AED 1.15 billion across 437 deals. This represents a remarkable 95% increase quarter-on-quarter (QoQ) and a 55% year-on-year (YoY) rise.

Transaction volumes mirrored this growth, climbing 88% QoQ and 37% YoY, marking the strongest quarterly performance since 2022. The rebound comes after a softer Q2 and reflects renewed confidence from both investors and end-users, driven by improved market sentiment in the second half of the year.

Buyer Activity Signals Continued Confidence
At CRC, average selling prices for secondary offices climbed to AED 1,685 per sq. ft in Q3 2025, marking a 19% increase year-on-year and reaching the highest levels seen

in over a decade. Buyer activity across the commercial sector painted a nuanced picture, with overall leads up 47% year-on-year, signalling enduring interest in Dubai’s commercial real estate, even as quarter-on-quarter leads softened by 18%, a natural adjustment after a particularly busy first half.

The office segment continues to lead the market, driven by SMEs, business relocations, and end-users seeking ownership over leasing. While quarterly leads showed a slight moderation, the year-on-year growth underscores the resilience of Dubai’s commercial property market and the city’s continued appeal as a global business destination. ✦



Office Sales
Volume, DLD

1,153

⬆ YoY 45%

⬆ QoQ 19%

Office Sales
Value, DLD

AED 3.1 billion

⬆ YoY 93%

⬆ QoQ 18%



Text & Images: Sourced by Team PT

BINGHATTI ANNOUNCES RECORD FINANCIAL RESULTS

REVENUE NEARLY TRIPLED YEAR-ON-YEAR TO AED 8.96 BILLION.

Binghatti Holding Ltd, a leading UAE real estate developer announced record financial results for the nine months ended 30 September 2025, underlining the company’s strong sales and execution across a diversified project base.

Revenue nearly tripled year-on-year to AED 8.96 billion, compared with AED 3.77 billion in the same period last year, driven by strong sales momentum, accelerated project handovers, and the continued success of its optimally diversified portfolio. Balanced exposure across market segments, particularly the strong performance of premium mainstream and mainstream offerings, underscore the resilience and depth of its business model. The company’s vertically integrated business model enabled record top-line performance and improved operational efficiency across the Group.

Gross profit rose 143% to AED 3.95 billion, supported by an optimal project mix, higher average selling prices, and consistent cost discipline. EBITDA climbed 139% to AED 3.28 billion, demonstrating the scalability and margin resilience of Binghatti’s model.

Net profit increased 145% year-on-year to AED 2.66 billion, reflecting robust operating leverage, efficient execution, and effective cost control.

The nine-month’s strong showing was fueled by ahead of schedule handovers, strong sales from 11 newly launched projects, and high



absorption rates across Binghatti’s core developments. During the three months ended 30 September 2025, revenue reached AED 2.64 billion, up 67% year-on-year, while net profit rose 101% to AED 839 million, compared with AED 417 million in 3Q 2024.

These results firmly establish Binghatti as one of the most profitable and fastest growing private real estate developers in the region, demonstrating its ability to achieve one of the fastest cash conversion cycles in the industry. This efficiency, supported by its agile product mix and speed of delivery, continues to drive sustained financial and operational excellence.

Operational Leadership and Record Sales

As of the first nine months of 2025, Binghatti recorded approximately 12,000-unit sales, cementing its position as Dubai’s top-selling real estate developer by units sold. The company launched 11 new projects in the nine months ending 30 September 2025 with a combined



Gross Development Value (GDV) of approximately AED 11 billion, comprising more than 7,000 residential units and close to 6.0 million sq. ft. of sellable area.

The company’s revenue backlog stood at ca. AED 14 billion as of 30 September 2025, supported by sustained sales and continued demand from both domestic and international buyers.

Non-resident investors accounted for ca. 60% of total sales, highlighting Dubai’s growing appeal as a global investment hub and lifestyle destination.

Expanding Development Footprint and Strategic Pipeline Growth

Binghatti’s operational expansion continues at record pace. As of 30 September 2025, the company had 27 projects under development, up from 21 at the end of 2024, a 29% increase year-to-date. This encompasses over 20,000 residential units and a total sellable area of over 17.0 million sq. ft., with an

aggregate GDV of ca. AED 44 billion. The company’s project pipeline remains robust, with 11 projects in advanced planning, totaling more than 18,000 units, over 12.0 million sq. ft., and a GDV of ca. AED 30 billion. These upcoming projects span Palm Jumeirah, Nad Al Sheba, Al Jaddaf, Arjan, and Wadi Al Safa, reflecting Binghatti’s balanced mix of mainstream, premium mainstream, luxury, and uber luxury developments strategically distributed across Dubai.

In addition, 11 projects were launched during the first nine months of 2025, collectively comprising more than 7,000 units, over 6.0 million sq. ft. of sellable area, and a GDV of approximately more than AED 11 billion highlighting Binghatti’s ability to respond to market demand with speed and precision.

This scale of execution underscores the Company’s exceptional capacity to deliver across a diverse range of residential segments while maintaining design excellence, construction speed, and consistent quality across its entire portfolio.

Financial Strength and Credit Profile

Binghatti’s financial position remains robust. Total assets grew 73% year-to-date to AED 22.0 billion, driven by project expansion and strong cash generation, while total equity rose 84% to AED 5.8

billion. Cash and cash equivalents more than doubled to AED 7.7 billion, reflecting prudent liquidity management, and total debt increased to AED 7.0 billion, maintaining a healthy debt-to-equity ratio of 1.2x.

The Group continues to operate with strong margins; gross margin of 44%, EBITDA margin of 37%, and net margin of 30%, positioning Binghatti amongst the most efficient and profitable developers in the region.

Binghatti has further strengthened its funding base through two successful sukuk issuances this year, which were over five times oversubscribed, underscoring its growing profile in regional and international capital market. More recently, Binghatti continued to burnish its green credentials by launching a dual-listed USD 500 million Green Sukuk, with proceeds dedicated to financing sustainable developments under its Green Financing Framework. Together, these issuances have diversified Binghatti’s investor base, enhanced liquidity, and reinforced its reputation as a credible corporate issuer.

Both Moody’s and Fitch Ratings have reaffirmed the company’s stable outlook, citing its disciplined financial management, strong liquidity, and ability to self-finance growth through internally generated cash flows.

Positive Market Outlook

Dubai’s real estate market continues to outperform global peers, supported by sustained population growth, rising homeownership, and steady inflows of international capital. Long-term initiatives such as the Dubai Economic Agenda D33; under which the Real Estate Strategy 2033, serves as a key sectoral pillar and the Dubai 2040 Urban Master Plan continue to strengthen the city’s economic base and reinforce housing demand.

The surge in first-time homebuyers and end-user purchases reflects a market that is transitioning rather than overheating, with genuine demand increasingly driven by residents choosing to make Dubai their long-term home. Despite elevated levels of development activity, supply remains measured relative to population growth, suggesting continued stability and healthy absorption across key districts. As one of UAE’s fastest-growing developers, Binghatti’s integrated structure and disciplined project management allow it to deliver efficiently and respond swiftly to evolving market demand. By combining financial prudence, design quality, and operational efficiency, Binghatti continues to differentiate itself within a competitive landscape and is well positioned to sustain its growth trajectory into 2026 and beyond. ✦



PT

OCTOBER 2025 | ISSUE 8 |
VOLUME 2

Text & Images: **Sourced by Team Property Time**

SHARJAH REAL ESTATE TRANSACTIONS HIT AED44.3 BILLION IN NINE MONTHS

THE SURGE HAS ALREADY EXCEEDED THE TOTAL ANNUAL
TRANSACTION VALUE RECORDED IN 2024.

Property transactions in Sharjah reached AED 44.3 billion during the first nine months of 2025, a record-breaking 58.3 percent increase compared to the same period in 2024, according to the latest report from the Sharjah Real Estate Registration Department.

The surge has already exceeded the total annual transaction value recorded in 2024, which stood at AED40 billion. This exceptional performance highlights the strength and dynamism of Sharjah’s real estate sector and reaffirms the emirate’s reputation as a stable, investor-friendly destination driven by a comprehensive development strategy.

The number of property transactions rose 16.3 percent to 80,320, up from 69,078 during the same period last year. Mortgages also saw substantial growth, reaching AED10.7 billion, reflecting the

expansion of financing activities and the diversification of investment instruments.

A total of 24,238 sales transactions, including sales, usufruct sales, and initial sales contracts, were completed across 239 areas, covering more than 150 million square feet. The report noted strong activity across residential, commercial, and industrial zones.

Sharjah attracted investors from 121 nationalities, solidifying its position as a globally recognised investment hub. Emirati citizens led the investor rankings, recording AED21.1 billion in trading volume across 28,561 properties. They were followed by foreign investors, who accounted for AED13.1 billion across 6,116 properties.

Arab nationals contributed AED 7.5 billion across 5,855 properties, while GCC investors registered

AED2.6 billion across 1,457 properties. Altogether, a total of 41,989 properties were traded during the period, with a cumulative value of AED44.3 billion.

The period also saw the registration of 14 new projects across 11 strategic areas, including residential, commercial, and industrial complexes and towers, underscoring Sharjah’s ongoing urban expansion and diversified investment opportunities.

Abdul Aziz Ahmed Al-Shamsi,
Director-General of the Sharjah
Real Estate Registration

Department, said the strong performance “reflects the strength of the local economy and the solidity of the emirate’s investment infrastructure.”

He explained that this growth is supported by an integrated development vision led by His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah, and the directives of H.H. Sheikh Sultan bin Muhammad bin Sultan Al Qasimi, Crown Prince, Deputy Ruler of Sharjah and Chairman of the Executive Council. ✦



Text & Images: Sourced by Team PT

THE VILLA SQUARE BY KEYMAVENS GROUP IN DUBAI

THE PROJECT COMBINES BOUTIQUE RETAIL, WELLNESS, AND FAMILY SPACES TO ENRICH COMMUNITY LIVING.

KeyMavens Group has announced the launch of The Villa Square, a boutique retail and wellness destination located in Wadi Al Safa 5. Designed as a central hub for the community, the development brings together shopping, dining, and wellness in a space that reflects KeyMavens Group’s commitment to purposeful and lifestyle-driven real estate.

The Villa Square will feature more than 124,000 square feet of built-up area and has been carefully planned to strike a

balance between convenience and boutique experiences. It will house a curated mix of retail stores, family-friendly dining options, wellness and leisure zones, and landscaped gathering spaces. The project has been envisioned not just as a retail centre but as a destination that strengthens community ties and enhances daily living for residents in and around the area.

Strategically positioned within Wadi Al Safa 5, The Villa Square Mall will serve as an accessible hub for nearby residential clusters at

The Villa community while also attracting visitors from across Dubai. Its design focuses on natural light, open spaces, and seamless indoor-outdoor flow, creating an environment that is welcoming, contemporary, and aligned with the needs of modern families.

As part of KeyMavens Retail, a subsidiary of KeyMavens Group dedicated to developing lifestyle and commercial destinations, The Villa Square underscores the Group’s expansion into creating vibrant community hubs. KeyMavens Retail plays a vital role in shaping spaces that combine commerce with social connection, ensuring every project goes beyond functionality to deliver lasting value for tenants, residents, and visitors alike.

The Villa Square is currently under development and is scheduled for completion in the third quarter of 2026. Once delivered, it will stand as one of Dubai’s most distinctive boutique retail and community destinations, offering a mix of elegance, functionality, and value for both residents and investors.



COMMENTING ON THE LAUNCH, **ENG. MUNTHIR AL ALI, CHAIRMAN OF KEYMAVENS GROUP**, SAID: "AT KEYMAVENS GROUP, WE FOCUS ON CREATING SPACES THAT ENRICH LIVES AND SUPPORT WELL-BEING. THE VILLA SQUARE IS AN EXTENSION OF THIS VISION, BRINGING TOGETHER WELLNESS, RETAIL, AND LIFESTYLE IN ONE DESTINATION. WE AIM TO DELIVER A PLACE WHERE PEOPLE CAN CONNECT, RECHARGE, AND ENJOY MEANINGFUL EXPERIENCES WITHIN THEIR OWN COMMUNITY."



With over 15 years of experience in Dubai’s real estate sector, KeyMavens Group has established a reputation for delivering high-quality developments that seamlessly blend artistry, purpose, and long-term value. Its portfolio includes luxury residences, commercial spaces, retail hubs, and educational

institutions, with a guiding philosophy of "luxury that transcends the visible." The Villa Square reinforces this mission, highlighting the Group’s ability to deliver lifestyle-driven spaces that enhance communities while maintaining strong investment potential. ♦



Text & Images: Sourced by Team PT

FROM PHUKET TO DUBAI

THE 'LAGUNA PHUKET PROPERTY SHOWCASE' BY BANYAN GROUP RESIDENCES
HELD AT THE GROUP'S BANYAN TREE DUBAI, BLUEWATERS



Banyan Group, Thailand's pioneering luxury hospitality and residential real estate developer known for its exclusive Banyan Tree Resorts hosted its first ever Laguna Phuket Property Showcase in Dubai on November 7-8 at Banyan Tree Dubai, Bluewaters. The exclusive event marked the debut of Banyan Group's Phuket property portfolio in the Middle East - and presented a wide variety of investment opportunities from its US\$1 billion pipeline of luxury residential properties which are set to be rolled out over the next three years.

"We are delighted to bring the beauty and investment appeal of Phuket directly to our GCC clients," says Stuart Reading, Managing Director, Banyan Group Residences. "Dubai is the perfect gateway for introducing our new branded residences to a discerning audience seeking both luxury and long

-term value."

With seamless connectivity from the Middle East, visa-friendly policies and a welcoming environment for Muslim travellers, the island of Phuket is increasingly becoming a tropical investment haven for GCC investors, attracting growing interest from the region.

Banyan Group – Asia's Leader in Branded Residences

The Laguna Phuket Property Showcase featured Banyan Group's newest developments within **Laguna Phuket** - Asia's most iconic 1,000-acre integrated resort, located along 3.5 kilometres of pristine beachfront on Phuket's prestigious central west coast.

Among the highlights were the exclusive **Banyan Tree Beach Residences**, some of the most luxurious condominiums and penthouses ever built in Phuket, with idyllic settings right on the

beach, many with their own expansive private rooftop pools. There were also new projects under the **Angsana**, **Garrya**, and **Laguna Lakelands** brands. Banyan Group Residences is ranked No. 1 in Asia and No. 5 globally for branded residential developments and continues to redefine luxury resort living in the region by bringing its five-star hospitality expertise to the management of privately owned residences, which can also generate high rental returns.

Why GCC Nationals Are Choosing Phuket

Phuket offers a lifestyle that resonates deeply with GCC nationals. The island's tropical climate, with year-round sunshine and temperatures ranging from 30 to 33°C, provides a perfect escape from the intense heat of the Gulf. The warm sea waters and pristine beaches enhance the appeal, offering a tranquil yet vibrant environment for relaxation and leisure.

Direct flights from the Middle East to Phuket and Bangkok provide seamless access, with major carriers from the UAE and Saudi Arabia offering frequent services. GCC nationals benefit from visa-free entry to Thailand, while long-stay options such as the Thailand Privilege Visa make relocation or frequent entry simple and convenient.

Phuket's strong Muslim community and the abundance



of halal-certified dining options, mosques, and prayer facilities make the island especially welcoming for Muslim travellers and homeowners.

Banyan Group reports that sales to buyers in the GCC countries has increased 500% post-COVID, and that this now places the region in one of the top 10 markets for its luxury real estate in Phuket.

Phuket's Thriving Real Estate Market

Phuket's property market continues to thrive, with foreign buyers now accounting for more than 60% of condominium sales. From beachfront villas and high-end branded residences to eco-friendly

homes surrounded by lush tropical landscapes, the options are as varied as they are appealing.

Historically, property values in Phuket have appreciated by 5-10% annually, supported by limited supply and robust tourism demand.

The island also offers exceptional value compared to other luxury destinations. For example, USD 1 million can purchase a 213 sqm luxury home in a prime location - approximately double the size of a similarly priced property in Dubai.

For investors seeking flexibility, Banyan Group's rental management programmes allow owners to

enjoy their homes part of the year while generating income through professional five-star hospitality operations.

Laguna Phuket: Asia's Leading Integrated Resort

Developed by Banyan Group over the past three decades, **Laguna Phuket** is an expertly master-planned community comprising seven international hotels, over 3,000 residences, an 18-hole championship golf course, spas, restaurants, retail precincts, and a wide range of leisure amenities.

The community is home to residents from more than 70 nationalities. Over the next several years, the Group plans to add more than 5,000 new residential units, including the landmark Laguna Lakelands, an eco-friendly lakeside neighbourhood surrounded by forest and walking trails.

"Laguna Phuket has grown into a vibrant international community where families, retirees, and professionals from all over the world can thrive," said Stuart Reading, Managing Director, Banyan Group Residences. "It offers an unmatched lifestyle and everything today's global buyers are looking for in a secure and sustainable environment."

Phuket's Newest Lifestyle Attraction: RAVA Beach Club

A highlight for homeowners within Laguna Phuket is the newly opened **RAVA Beach Club**, Thailand's largest and longest beachfront club. The word RAVA means sound and reverberation - which personifies this expansive beachfront space operated by Banyan Tree Phuket.

Located along 150 metres of Bang Tao Beach, RAVA features three infinity pools, private cabanas, and panoramic ocean views. Residents enjoy exclusive access and a 25% discount on food and beverage offerings - further enhancing the resort lifestyle experience. ✦

DPrice, the world's first AI-powered dynamic pricing platform built exclusively for real estate developers, brings dynamic pricing to the UAE's developer community to maximise revenue from each home they sell.

In project-financed real estate development, every pricing decision directly impacts the developer's ultimate profit. DPrice exists to maximise this critical bottom line. If deployed properly across the real estate market, **DPrice's dynamic pricing** could significantly boost **the Dh893 billion worth of real estate transactions** through **331,300 transactions** recorded last year.

In 2024, the UAE real estate market saw significant growth, with total transactions reaching approximately **Dh893 billion across Abu Dhabi, Dubai, Sharjah, and Ajman, and over 331,300 transactions**. Dubai, in particular, registered a **record-breaking Dh761 billion** real estate transactions, driven by

strong investor confidence and a dynamic economy.

During market downturns, the developer's share shrinks while bank obligations remain constant. With market estimates suggesting a large number of developers may face operational losses in 2025 worldwide, maximising revenue through intelligent pricing is no longer optional — it's essential for project viability.

A technology start-up, DPrice has taken dynamic pricing in real estate to the next level, using data analytics and artificial intelligence. A data-driven approach, leveraging the latest market insights, ensures property is positioned competitively to attract the right buyers or tenants quickly.

Dynamic pricing is a strategy and mechanism where businesses set flexible prices for goods or services based on real-time market demand. Also known as surge or time-based pricing, it aims to maximise

revenue by adjusting prices according to factors like demand, time, and competition. Common examples include airline tickets and rideshare services, which charge more during peak hours.

The exact market value for dynamic pricing in 2024 is unknown, but the market is growing significantly and is estimated to be around **US\$648.53 billion in 2025** with a projected Compound Annual Growth Rate (CAGR) of 10.1 per cent through 2034.

More than **1.4 million companies** globally use cloud-based pricing engines, showing a 43 percent rise in adoption since 2021. This growth is driven by the demand for AI-driven price automation and real-time updates across multi-channel e-commerce, logistics, and retail sectors.

Most developers employ pricing strategies that systematically underperform. After selling one unit, developers automatically

raise prices on similar units by a predetermined percentage or fixed amount. This mechanical approach ignores actual demand fluctuations. The consequences are severe — such as unsold inventory at escrow account forces developers to inject personal capital for bank settlements.

Underpricing is another problem that fast-tracks sale, but the company loses substantial potential revenue. Target Sales Velocity Pricing through which Developers set target sales rates (e.g., 15 units per month) and periodically adjust prices to hit these goals. The finance department establishes targets quarterly, semi-annually, or annually. The pricing department reviews rates weekly or monthly. By the time adjustments reach the market, developers are responding to conditions from months ago—not current realities.

The fundamental problem is that both approaches lock developers into reactive, backward-looking pricing strategies that miss optimal revenue opportunities.

“Behind our platform is a world-class team of AI innovators, data scientists, and applied mathematicians — recognised experts from leading European universities with extensive research portfolios. We’ve paired this scientific excellence with deep real estate and development know-how, ensuring our technology delivers measurable business results,” Nick Katsan says.

“Our algorithms are grounded in cutting-edge research, including breakthrough work from Columbia University. What was once academic theory is now a powerful, market-ready solution—refined, converted into a scalable product, and already proving its impact.”

DPrice abandons fixed pricing increments and predetermined sales targets entirely. Instead, the



platform continuously calculates **optimal sales velocity** based on current market conditions and predictive analytics; **precise pricing** that is required to achieve that velocity and **maximum profitability** within project financing constraints.

This approach adapts in real-time to demand fluctuations and market factors, ensuring developers always operate at peak revenue efficiency. The result: developers maximise the critical third component — their residual profit after all bank obligations are satisfied. ♦

“WE ARE THE FIRST **AI-POWERED DYNAMIC PRICING** PLATFORM BUILT EXCLUSIVELY FOR REAL ESTATE DEVELOPERS. OUR MISSION IS SIMPLE: TO HELP YOU UNLOCK MAXIMUM PROFITABILITY FROM EVERY RESIDENTIAL PROJECT. WE ARE EXPANDING INTO THE GULF REGION TO PARTNER WITH FORWARD-THINKING DEVELOPERS READY TO TRANSFORM THEIR PRICING STRATEGIES,” **NICK KATSAN, GENERAL MANAGER OF DPRICE**, SAYS.

“DYNAMIC PRICING HAS ALREADY REVOLUTIONISED INDUSTRIES LIKE AVIATION, TAXI, AND E-COMMERCE — DRIVING BILLIONS IN ADDITIONAL REVENUE. NOW, FOR THE FIRST TIME, THESE PROVEN STRATEGIES ARE TAILORED TO THE REAL ESTATE MARKET. WITH US, DEVELOPERS CAN STAY AHEAD OF THE MARKET, ADAPT INSTANTLY TO DEMAND SHIFTS, AND CAPTURE MORE VALUE FROM EVERY SALE.”

OCTOBER 2025 | ISSUE 8 |
VOLUME 2

Text & Images: **Sourced by Team PT**

DPRICE BRINGS THE WORLD'S FIRST ARTIFICIAL INTELLIGENCE-POWERED DYNAMIC PRICING

DURING MARKET DOWNTURNS, THE DEVELOPER'S SHARE SHRINKS WHILE BANK OBLIGATIONS REMAIN CONSTANT.

Text & Images: **Sourced by Team PT**

HILTON SURPASSES 100 HOTELS IN SAUDI ARABIA

IT HAS A GROWING PIPELINE REPRESENTING A COMBINED OWNER INVESTMENT OF \$8 BILLION.

Hilton (NYSE: HLT) announced it has surpassed the milestone of 100 hotels trading and in the pipeline in Saudi Arabia – representing a combined investment of USD \$8 billion from hotel owners and investors into Hilton’s growing portfolio, and underscoring the company’s long-term commitment to supporting Vision 2030 by expanding its footprint and delivering world-class hospitality throughout the Kingdom. The announcement was made ahead of the Future Investment Initiative (FII) in Saudi Arabia, a global forum that convenes world leaders, policymakers, and investors to discuss the future of global investment and economic trends.

With a multi-brand rollout across 14 of its award-winning brands, Hilton plans to add more than 22,000 rooms to Saudi Arabia’s rapidly evolving hospitality landscape. The pipeline of hotels is expected to create more than 15,000 jobs – at least half of which will be filled by Saudi nationals – further contributing to the Kingdom’s economic development.

Carlos Khneisser, chief development officer, Middle East & Africa, Hilton, said: “Saudi Arabia is witnessing incredible momentum, with travel at the heart of this transformation. The Kingdom welcomed a record 32 million tourists this summer and we’re proud to be supporting this vision as the country works toward its goal of attracting 150 million visitors annually by 2030. As we exceed 100 hotels trading and in the pipeline, and with nearly two-thirds of that pipeline already under

construction, we remain committed to introducing new brands and expanding into more regional cities in line with the growing number of travellers visiting the Kingdom every year.”

Hilton Bolsters Luxury Presence

Hilton continues to expand its luxury footprint across Saudi Arabia, with a series of standout developments that reflect the Kingdom’s growing demand for high-end hospitality.

Among the most anticipated openings is Conrad Riyadh Laysen Valley, slated to open in 2026, and bringing the brand’s signature elegance to one of the capital’s most prestigious developments. This momentum has been further driven by strategic signings, including a Waldorf Astoria and a Conrad at The Avenues – Riyadh, a Waldorf Astoria in Diriyah Gate, and Madinah’s first Waldorf Astoria. Hilton is also partnering with Rua

Al Madinah Holding to launch three properties in the holy city, including a Conrad Hotels & Resorts property, as well as collaborating with Dan Co, a PIF subsidiary, to introduce an LXR agritourism resort in Al Ahsa.

Launch of Tempo by Hilton in Middle East & Africa

Marking the regional debut of Hilton’s contemporary lifestyle brand, Tempo by Hilton Riyadh Al Narjis is expected to open in 2029. Developed in partnership with Al Theeb Hospitality, the hotel will feature 135 thoughtfully designed guest rooms and a range of amenities including a lobby café and restaurant, a fitness room, and two meeting rooms. Located along King Salman Road, the hotel will offer convenient access to residential communities, commercial zones, and major business districts. Tempo by Hilton is designed for ambitious, modern travellers,

offering purposefully designed spaces, wellness-focused amenities, and a contemporary experience that empowers guests to maintain their routines while on the move.

Hilton Accelerates Saudi Arabia Growth

Hilton continues to strengthen its presence across both established and emerging regional cities in the Kingdom, with new signings in Abha, Buraidah, Dammam, Riyadh and Jeddah. The developments span Hilton’s lifestyle, full-service, and premium economy brands, further re-affirming its commitment to deliver a diverse range of reliable hotels across Saudi Arabia.

Hijla Hotel Abha, Curio Collection by Hilton

Signed in partnership with Kayan Al Musanada, Hijla Hotel Abha, Curio Collection by Hilton is expected to open in 2027 with 151 stylish guest rooms and suites. The hotel will feature an all-day restaurant with terrace, a lobby café, indoor and kids’ pools, a fitness centre, and versatile event spaces including a hall and six meeting rooms. Reflected throughout the hotel, the design will draw inspiration from Aseer’s rich heritage and natural landscapes to create a locally inspired guest experience.

Located just minutes from Abha International Airport, the hotel will form part of a mixed-use development featuring commercial offices, medical clinics, retail stores, entertainment venues and a variety of dining options. The property joins Hilton’s ongoing development in Abha’s The Point project which includes Hilton The Point Residences and Canopy by Hilton The Point.

DoubleTree by Hilton Riyadh Al Narjis

In collaboration with First Projects Co., a subsidiary of First Projects Holding, DoubleTree by Hilton Riyadh Al Narjis is set to open its doors in 2029. This premier hotel

will offer 197 elegantly designed guest rooms and suites, strategically located on Anas Bin Malik Road. Its prime location places guests at the heart of Riyadh’s dynamic development, ensuring unparalleled connectivity and exceptional neighbourhood value. The hotel offers a complete “co-live” experience, seamlessly connecting guests to an adjacent, professional co-working and meeting facility. This ensures that business delegates and extended-stay professionals enjoy an unmatched blend of premium hospitality and dedicated workspace convenience in North Riyadh.

DoubleTree by Hilton Buraidah

Hilton will bring the signature DoubleTree by Hilton hospitality to Qassim’s capital with DoubleTree by Hilton Buraidah, opening in 2028 in partnership with Abdulrahman Bin Saleh Alshetaiwi LLC. The hotel will offer 125 contemporary guest rooms and suites, an all-day dining restaurant with outdoor terrace, a lobby café, a fitness centre, and an outdoor pool. Flexible event spaces will include a multi-function hall, boardrooms, and meeting rooms. The location provides easy access to government institutions and cultural landmarks such as King Khaled Cultural Centre and Buraidah Museum.

Spark by Hilton Dammam

Hilton has signed an agreement with Medokhil Group to develop Spark by Hilton Dammam. Located on King Fahd Road, the hotel will include 160 comfortable guest rooms with easy access to the city’s commercial and retail hubs, including Ibn Khaldoun Plaza. Designed to deliver reliable essentials and friendly service, the property will offer a simple, inspired design with bright lobby spaces, comfortable guest rooms and a complimentary breakfast.

Additional Recent Signings and Upcoming Openings

Hilton continues to expand its hospitality offerings across the Kingdom, including the debut of

its premium economy brand in the Middle East with Spark by Hilton Makkah Aziziyah, slated to open next year, as well as its first Tapestry Collection – one of Hilton’s lifestyle collection brands – in the Kingdom with Diyar Ajwa, Tapestry Collection by Hilton in Madinah, which is set to open later this year. Both hotels are being developed with longstanding partners Al Musbah Group.

Further signings include a Curio Collection by Hilton branded residences in Riyadh, part of the OSUS Eye development, and two Curio Collection by Hilton resorts in Al Ahsa as part of Hilton’s partnership with Dan Co. Hilton also continues to grow its full service and focused service portfolio with new developments across Jeddah, Madinah, and Jizan. These latest signings mark another step in Hilton’s growth journey to support Saudi Vision 2030 and deliver world-class hospitality across the Kingdom, where the company currently operates 21 hotels with another 83 in the pipeline. ✦



Text & Images: Sourced by Team PT

ASTON MARTIN'S NEW RESIDENCES WITH VALOR

IT'S A MULTI-PROJECT PARTNERSHIP WITH VALOR REAL ESTATE DEVELOPMENT COMMENCING WITH A NEW RESIDENCES IN FLORIDA'S DAYTONA BEACH

Aston Martin announces a new landmark real estate partnership with Valor Real Estate Development that will construct an ultra-luxury residential project in Daytona Beach,

Florida - **Aston Martin Residences Daytona Beach Shores** - a new 86-unit development on the Atlantic coast. Located just minutes from the iconic Daytona International Speedway

and overlooking one of the world's most famous beaches, Daytona Beach Shores marks the latest addition to Aston Martin's established world class real estate portfolio, starting with the Aston Martin Residences in Miami to the recently completed four-bedroom town house in Tokyo's Omotesandō neighbourhood.

As with the previous Aston Martin residential projects, the new development is a close collaboration between Aston Martin's design team and the project real estate partner. This ensures that all properties reflect the highly crafted, beautifully proportioned and cutting-edge technology of Aston Martin's award winning automotive models, creating unique living spaces that reflect the ultra-luxury, high performance British marque.

Aston Martin Director of Brand Diversification, Stefano Saporetti said; "For Aston Martin, real estate is a seamless brand extension with our strategic vision centered on growing Aston Martin beyond the automotive world. This crucial new multi project partnership with Valor Real Estate Development in Daytona is engineered to meet client demand for exclusive, ultra-luxury living opportunities.

'Our growing real estate portfolio creates ultra luxury living that provides discerning clientele with a truly elevated ownership proposition, permanently reinforcing the Aston Martin brand globally.'

CEO of Valor Real Estate Development, Moises Agami said; 'For four decades, Valor Real Estate Development has stayed true to one vision: creating iconic developments that are, in a word, transformative. Daytona Beach Shores is a rising star in Florida's luxury market; an exceptional community and city leadership with the vision and vitality we seek in world-class destinations.

'Every drive deserves a destination, and partnered with Aston Martin's unmatched craftsmanship, precision, and ultra luxury approach, Aston Martin Residences Daytona Beach Shores will redefine the market and set a new benchmark for oceanfront living in a location synonymous with speed.'

Aston Martin Residences Daytona Beach Shores is located at 3411 South Atlantic Avenue, providing residents with spectacular ocean views. The development lies just a short drive from the Daytona International Speedway. Founded in 1959, the circuit is the historic home of the Daytona 500 NASCAR race, as well as the 24 Hours of Daytona, one of the three races that form the Triple Crown of endurance racing, along with the 24 Hours of Le Mans and the 12 Hours of Sebring.

The historic tri-oval track, which can also be configured as a 24-hour road course, has many important associations with Aston Martin's racing history. In 2023, the Aston Martin Vantages of The Heart of Racing scored a one-two class victory at the 61st Rolex 24 at Daytona. In January 2026, the Aston Martin THOR Team's Valkyrie will make its Daytona debut at the 64th Rolex 24 Hours of Daytona.

Aston Martin Residences Daytona Beach Shores will consist of 86 residential units arranged across an 18-floor structure covering approximately 215,000 square feet

(20,000m2). The new building, which includes two parking floors, will be topped with two penthouse floors containing a total of eight ultra-luxury double-height units.

All apartments will have access to a world-class package of residential amenities, while the mixed-use development will include fine dining and an artisan bakery. In addition, the beachside development will provide direct access to one of the world's most famous beaches.

Aston Martin Chief Creative Officer, Marek Reichman said 'Aston Martin's residential projects give our design team a unique opportunity to go above and beyond. Our world-class experience with crafted materials and surfaces, high quality detail design, and dynamic, expressive forms finds a natural expression in architectural design. Every Aston Martin car is an expression of beauty, a quality that requires mastery of balance and proportion. All Aston Martin properties share this obsessive approach, providing the perfect canvas for us to express our skills.

'Aston Martin Residences Daytona Beach Shores will allow us to take our holistic design approach to another level, with scope for the unprecedented integration of

bespoke design elements, highly customisable spaces, cutting edge amenities, and a strong symbiosis with Aston Martin's world renowned design language. Architecture and interiors are where Aston Martin's experience and expertise in craft, performance and beauty can be expressed to the full.' Valor Real Estate Development brings more than four decades of experience to the partnership. To date, the team has collectively developed over a billion dollars of real estate, with a renewed focus on high-end and luxury residential design in Florida. As part of this groundbreaking multi-project partnership additional landmark sites are already under review in Mexico City and Tampa Bay, Florida.

VP Valor Real Estate Development and Grupo Bosque Real, Loen Salame said; 'For over four decades, our commitment has been to redefine living in urban locations. North American expansion remains a critical focus of our multi-project partnership, and we are excited to be exploring opportunities with Aston Martin for further landmark developments in Mexico City and Tampa Bay'. Aston Martin Residences Daytona Beach Shores is scheduled to be completed by 2029. ♦



Text & Images: Sourced by Team PT

MERED AND HERZOG & DE MEURON LAUNCH ARCHITECTURAL MASTERPIECE ON ABU DHABI'S WATERFRONT

HERZOG & DE MEURON PORTFOLIO INCLUDES SOME OF THE MOST INFLUENTIAL ARCHITECTURAL PROJECTS OF THE 21ST CENTURY.

MERED, the award-winning international developer, has partnered with **Herzog & de Meuron** to design its landmark waterfront development on Al Reem Island. The Swiss architectural practice, recipient of the Pritzker Prize and the RIBA Royal Gold Medal, is renowned for projects that balance cultural heritage with bold contemporary design. With this project, the firm will bring its signature vision to one of Abu Dhabi's most exclusive waterfront locations, offering sweeping views of the Azure Lagoon and the sea, Al Reem skyline and Saadiyat Island.

Herzog & de Meuron portfolio includes some of the most influential architectural projects of the 21st century, such as the Tate Modern in London, 56 Leonard Street (the Jenga Tower) in New York, Elbphilharmonie in Hamburg, the Beijing National Stadium (Bird's Nest), the M+ Museum in Hong Kong, 1111 Lincoln Road in Miami, Mandarin Oriental on Como lake, and Fondazione Giangiacomo Feltrinelli in Milan. With over 600 projects across more than 40 countries, Herzog & de Meuron are celebrated for their precision, approach to

sustainability, and a deep respect for urban and cultural context.

Mered's upcoming project, Riviera Residences will feature over 400 elegantly designed apartments and 12 exclusive villas, including sky villas, ocean villas, and a penthouse. For this landmark development, Herzog & de Meuron drew inspiration from Abu Dhabi's pearl-diving heritage, expressed through shimmering mother-of-pearl façades that capture natural light. The design resonates both locally and internationally and creates a strong sense of place. The amenities interiors and lobby, designed by Herzog & de Meuron, are elegant, functional, and thoughtfully detailed, with a unique appeal.

Nature is at the heart of the development, with landscaped gardens, towering trees, and serene green spaces creating a lush oasis. Residents will enjoy a collection of world-class amenities, including four stunning swimming pools, a state-of-the-art fitness center, dedicated indoor and outdoor yoga areas, wellness spaces, a padel court, table tennis, and an ice bath. Indoor and outdoor

lounges with fireplaces and family areas provide spaces for relaxation, leisure, and socializing. Riviera Residences will also feature one of the region's most luxurious promenades, lined with greenery and home to cafés, fine dining, and boutique retail, all overlooking the sea and Al Reem skyline, with easy access to the island's pristine beaches.

Al Reem Island is part of the Abu Dhabi Global Market and home to high-quality infrastructure, international schools, Grade-A offices, advanced healthcare facilities, and vibrant leisure options. Off-plan property weighted average prices rose by 38% year-on-year during Q2 2025, underscoring investor confidence in its long-term value.

The highly anticipated project will launch in November 2025. With MERED bringing Herzog & de Meuron to Abu Dhabi, Riviera Residences will combine innovative architecture with the city's coastal heritage, offering residents a distinctive waterfront living experience within a thoughtfully planned community. ✦



OLGA BOLSHANINA, PARTNER OF HERZOG DE MEURON, COMMENTED: "RIVIERA RESIDENCES IS AN AMBITIOUS PROJECT OF A HUMAN SCALE THAT EMBODIES THE ASPIRATIONS OF ITS CONTEXT — AN EXTENSION OF A DYNAMIC GLOBAL COMMUNITY AND THE BEGINNING OF A VIBRANT NEIGHBORHOOD. DEVELOPED FROM THE INSIDE OUT, IT IS COMPOSED OF FLOATING SLABS AND STACKED ROOMS — SOME FULLY GLAZED, OTHERS WITH DISTINCTIVE BAY WINDOWS — OFFERING A VARIETY OF SPATIAL EXPERIENCES AND DEGREES OF PRIVACY. AGGREGATED TOGETHER, THESE 'HOUSES IN THE SKY' DEFINE A VERTICAL NEIGHBORHOOD THAT BALANCES INDIVIDUALITY AND COLLECTIVE LIFE. TO ANCHOR THE PROJECT ON ITS SITE, WE CREATED A NEW TYPOLOGY — AN ANTITHESIS TO CONVENTIONAL PODIUM PARKING — A TERRACED LANDSCAPE THAT INTEGRATES PARKING, COURTYARD VILLAS, GARDENS, RETAIL, AND MULTIPLE AMENITIES INTO A COHESIVE WHOLE. STEPPING SLABS MEDIATE BETWEEN STREET AND BAY, CREATING A HUMAN SCALE, WHILE DENSE INDIGENOUS VEGETATION AND WATER ELEMENTS ESTABLISH A UNIQUE MICROCLIMATE FOR THE COMMUNITY OF RESIDENTS."

MICHAEL BELTON, CEO OF MERED, COMMENTED: "EVERY ELEMENT OF RIVIERA RESIDENCES CAREFULLY BALANCES THE CITY'S HERITAGE WITH BOLD, UNIQUE ARCHITECTURAL DESIGN. THE DYNAMIC SYMMETRY OF THE LAYOUTS OFFERS A VARIETY OF OPTIONS, SO EVERY RESIDENT CAN FIND A HOME THAT SUITS THEIR LIFESTYLE. WORKING WITH HERZOG & DE MEURON, WHOSE ARCHITECTURAL VISION IS RECOGNIZED GLOBALLY, ALLOWS US TO CREATE SOMETHING TRULY UNIQUE. WE'RE CONFIDENT THIS PROJECT WILL RAISE THE BAR FOR WATERFRONT LIVING IN THE CAPITAL."



Text & Images: Sourced by Team PT

WHERE IT ALL FLOWS: CREEKSID E ICONS REDEFINE THE DUBAI STAY EXPERIENCE

TWO SIDES OF DUBAI CREEK'S EVOLVING STORY STANDING
SIDE BY SIDE AS EXPRESSIONS OF DUBAI'S SPIRIT

There are destinations you visit, and there are destinations you inhabit. Dubai Creek Harbour is one of the few places in the city where time slows, and a deeper rhythm of living begins. This is not simply a location — it is a fully formed lifestyle, a place where city meets water, and where everything one needs is within reach.

Set within this iconic district are two distinct yet complementary retreats by Emaar Hospitality Group: **Palace Dubai Creek Harbour** and **Address Creek Harbour**. Though neighbours, they each bring their own spirit to the waterfront — one rooted in local heritage and graceful tradition, the other expressing contemporary elegance and urban energy.

Together, they offer more than luxury accommodation. They offer an all-encompassing experience of dining, wellbeing, connection, and culture — all in one singular address.

Palace Dubai Creek Harbour – A Regal Retreat Inspired by Heritage
Set against the shimmering waters of the Creek with uninterrupted views of the skyline, **Palace Dubai Creek Harbour** is a serene

expression of Arabian hospitality. With its arches, warm tones, and classical design elements, the hotel reflects the cultural richness and heritage of the Emirates, paired seamlessly with refined, modern luxury.



Flavours with a Sense of Place
Guests are invited to savour the culinary traditions at **Orme Osteria**, the refined dining destination that celebrates Italian authenticity and elegant hospitality against the backdrop of Creek

Harbour's view. **Al Bayt** offers familiar comfort with a local twist, the perfect place for relaxed daytime moments. In the evening, **Fai Lounge** offers rooftop refreshments with a view that stirs quiet awe.

Wellbeing Rooted in Calm and Ritual
The **rooftop infinity pool** invites reflection as much as relaxation, while **The Spa at Palace** offers a curated menu of rituals that draw on »



local traditions and global techniques. Each of the 122 rooms and suites features a private balcony, providing guests a personal connection to the surrounding views.

**Designed for Every Guest,
Led by Warmth**

With the charm of a boutique resort and the intimacy of a private residence, Palace Dubai Creek Harbour welcomes guests of all kinds. Families are cared for with the **Qix Club**, while couples and solo guests enjoy a peaceful, elegant setting that feels distinctly like home.



Address Creek Harbour – Where Contemporary Energy Meets Creekside Ease
Just moments away, **Address Creek Harbour** offers a more modern interpretation of Dubai living. Sleek and architectural in form, the hotel is a haven of **urban sophistication**, where clean lines, curated interiors, and intuitive service meet the energy of the waterfront.

Stylish Dining, Relaxed Atmosphere
The Restaurant serves internationally inspired cuisine in a setting that blends residential comfort with refined taste. **The Patisserie** offers a café experience elevated by artisanal pastries and aromatic brews, while **Luma Pool Lounge** creates an airy, contemporary space for poolside leisure.

Modern Wellness and Lifestyle Amenities
The hotel features a panoramic pool deck, a light-filled fitness centre, and **The Spa at Address**, where treatments offer a contemporary take on wellness. For younger guests, **Qix Teens** and a dedicated splash area make the stay feel like their own adventure.

A Destination for the Stylish and Connected
Address Creek Harbour speaks to those who appreciate detail, design, and seamless experience. With clean, contemporary lines and uninterrupted views of the skyline and creek, it offers a quiet sophistication that resonates with the modern traveller. »

Though different in tone and character, **Palace Dubai Creek Harbour** and **Address Creek Harbour** share a singular purpose — to offer everything a guest might need, all in one place. Together, they form a complete expression of Creekside living: traditional and modern, serene and dynamic, deeply rooted yet forward-thinking.

Whether it is a quiet weekend escape, a celebration with loved ones, or a longer stay to reconnect with self and surroundings, these hotels deliver a curated lifestyle of comfort, culture, flavour, and wellbeing — without ever needing to step outside the district.

Where the Creek and Emaar Flow as One

Dubai Creek has long been the cradle of the city’s history — a place where generations traded, gathered, and grew. Its waters have carried not only goods, but stories. In many ways, **the Creek is the soul of the city.**

So it is fitting that **Emaar**, one of the UAE’s most visionary developers, continues to shape its banks with purpose and care. Through **Emaar Hospitality Group**, the company brings that same philosophy of balance — between elegance and innovation, local spirit and global standards — into the world of luxury hospitality.

At Dubai Creek Harbour, Emaar and the Creek are not simply neighbours — they are mirrors of one another; Symbols of heritage and ambition, tradition and transformation, hospitality and home.

Palace and Address, side by side, embody these values — two distinct expressions of what it means to stay in Dubai, not just as a visitor, but as part of its living legacy. Together they reflect the Dubai story and offer guests from abroad, the opportunity to see Dubai as they have never experienced before — welcoming, immersive and unforgettable. ✦



Text & Images: Sourced by Team PT

ACCOR STRENGTHENS DUBAI PORTFOLIO WITH CREEKSID HOTEL SIGNING

PROPERTY TO OPERATE UNDER A WHITE-LABEL FRANCHISE AGREEMENT WITH ACCOR AND TO JOIN MGALLERY COLLECTION AFTER RENOVATION

Accor, a global hospitality leader with a portfolio of more than 5,700 properties across 110+ countries, announced the signing of the **Creekside Hotel** in Dubai, one of the city's most iconic hospitality and sporting landmarks. Owned by **Dubai Duty Free** and operated by **United Hospitality Management**, the hotel will join the Accor network under a white-label franchise agreement before being fully repositioned and added to the MGallery Collection following a detailed renovation plan.

Situated in Al Garhoud, and incorporating the Aviation Club, home of the Dubai Duty Free Tennis Championships, and just minutes from **Dubai International Airport**, **Festival City Mall**, the **Gold Souk**, and heritage sites such as **Al Fahidi (Bastakiya)**, the Creekside Hotel enjoys a prime location overlooking the historic **Dubai Creek Golf & Yacht Cub**. The hotel has long been recognized as a hidden gem within the city, seamlessly blending modern architecture, sweeping views, and connectivity to both business and leisure districts.

The property features **292 rooms and suites**, each designed for modern comfort and offering views over the creek and cityscape. It is also home to an impressive, curated collection of approximately **482 commissioned artworks by 52 artists**, displayed throughout public areas, guestrooms, and bespoke furniture, reflecting MGallery's emphasis on storytelling and cultural richness. Leisure and wellness offerings include two outdoor pools with a rooftop deck overlooking the atrium, the **Akaru Spa** with 14 treatment rooms, sauna and steam rooms, as well as access to the **Aviation Club Fitness Centre**, including gym, indoor squash courts, outdoor tennis courts and paddle courts.

The property holds a unique place in the city's cultural and sporting fabric as the home of the Dubai Duty Free Tennis Stadium, an arena synonymous with the annual Dubai Duty Free Tennis Championships that attracts some of the biggest names in global sport. The white-label management agreement reflects a shared vision among all partners to align iconic

destinations with brands that prioritize individuality, story-driven experiences, and cultural depth.

Jean-Baptiste Recher, Chief Development Officer Luxury Brands Middle East, Africa and Türkiye at **Accor** said: "We are proud to expand our partnership with United Hospitality Management and Dubai Duty Free through the repositioning of this iconic property. This hotel holds deep cultural and sporting significance in Dubai, and we believe this leading Accor hospitality brand with its emphasis on storytelling, character and local charm, is the perfect fit to elevate its legacy."

Xavier Grange, Global Chief Development Officer **Sofitel, Emblems, MGallery** added: "The signing of this new MGallery in Dubai marks an exciting milestone in our global journey. We are committed to expanding MGallery through franchise and management partnerships across all continents including in the Middle East, working hand in hand with trusted local partners and experienced third-party operators to bring our unique collection of hotels to new horizons."

Klaus Assmann, COO of **United Hospitality Management Middle East, India & SE Asia**, of who Accor are proudly partnering with on this project, have said: "The Creekside Hotel holds a special place in Dubai's history, and we are privileged to be working with Dubai Duty Free and Accor to curate its next chapter. Reintroducing the property under Accor elevates its unique character and allows us to craft bespoke guest journeys that blend modern luxury with the hotel's deep connection to sport and culture. This partnership represents exactly the type of collaboration that defines UHM's global growth strategy".

Ramesh Cidambi, Managing Director of **Dubai Duty Free**, added: "This property and the Tennis Stadium,

which incorporates the original Irish Village bar and restaurant, have long been popular with Dubai residents as well as business and leisure visitors. By partnering with UHM and Accor, we are ensuring that the Creekside Hotel is not only managed with operational excellence but also refreshed with a bold new vision. Guests can look forward to an elevated experience that continues to reflect Dubai Duty Free's commitment to excellence in hospitality, and world-class sporting events."

The announcement is also a major milestone in UHM's expansion, as

the group builds on its strong track record of partnerships with global brands across Europe, the Middle East, India and Southeast Asia. For Dubai Duty Free, the collaboration ensures that the hotel continues to thrive at the intersection of hospitality, sport and entertainment, reinforcing its role as a key pillar of the city's lifestyle offering. Accor currently operates more than 85 hotels in the UAE across a diverse array of brands including Raffles, Fairmont, Sofitel, MGallery Collection, Rixos, Swissôtel, Pullman, Mövenpick, Grand Mercure, Novotel, Mercure, ibis Styles, and ibis. ♦



Text & Images: Sourced by Team PT

AWARD-WINNING RISING DEVELOPER AUM UNVEILS MULTI-PROJECT GROWTH PORTFOLIO IN DUBAI

THE COMBINED GDV ACROSS THE CURRENT PORTFOLIO STANDS AT APPROXIMATELY AED400 MILLION.



AUM Developments, recipient of the Rising Star Developer of the Year award at the Smart Built Environment Awards (SBEA), has recently announced significant plans to expansion across Dubai's residential landscape with three projects now under construction and a fourth development set to launch in Warsaw.

The developer has officially broken ground on two residential projects - **Veda in Jumeirah Village Circle and Ryze in Warsaw, as well as a commercial project, Vertex Pointe, in Arjan.** A fourth project is also coming up in Arjan, offering commercial spaces in the heart of the thriving community, further solidifying AUM's presence across Dubai's most sought-after emerging communities.

The combined GDV across the current portfolio stands at approximately AED 400 million, demonstrating AUM's commitment to delivering quality residential developments that reshape urban living standards in Dubai.

"This year reflects the momentum we've built around our development strategy by advancing three projects in the first three quarters of the year, while planning our fourth," said **Deepak Batra, Managing Director of AUM Development.** "We pay keen attention to selecting locations that genuinely support how people want to live in Dubai, prioritising connectivity, vibrant communities, and access to emerging neighbourhoods. Being recognised as a Rising Star Developer is an encouraging endorsement of our commitment, and we are honoured to continue delivering thoughtfully designed, well-crafted homes on time," he added.

AUM's recent recognition at the Smart Built Environment Awards acknowledges the company's outstanding contribution to Dubai's urban landscape, particularly its ability to achieve completion times 30% faster than industry standards while maintaining rigorous quality benchmarks. The developer has also been nominated for World Realty Congress for Best Affordable Project of the Year – Off Plan and Best Upcoming Developer of the Year, further cementing its reputation as an innovator in Dubai's competitive real estate sector.

Under the leadership of Deepak Batra, a Dubai Land Department promotional trustee with over 21 years of UAE real estate experience, AUM operates on a 100% equity-funded model with vertical integration ensuring complete overview across all development phases. This structure has enabled the company to build a strong reputation for early project handovers and exceptional customer satisfaction.

Batra added: "Our growth is built on trust and consistency. We've demonstrated that quality and speed need not be mutually exclusive. As we expand our footprint across Dubai, our focus remains on creating communities where design, wellness, and value converge to enhance how people experience everyday life."

To give buyers a closer look at these offerings, AUM has now opened its sales gallery on Sheikh Zayed Road, welcoming visitors to explore the projects firsthand. ✦



PT

OCTOBER 2025 | ISSUE 8 |
VOLUME 2

Text & Images: Sourced by Team PT

EMAAR'S PROPERTY SALES REACHED AED61 BILLION IN THE FIRST 9 MONTHS OF 2025

REVENUE INCREASED BY 39% TO AED 33.1 BILLION (US\$ 9 BILLION)

Emaar Properties PJSC (DFM: EMAAR) has continued to deliver strong operational and financial results during 2025, building upon the solid performance achieved in the first half of the year. Emaar's diversified portfolio and strategic focus on quality, customer experience, and sustainability have driven consistent growth across its property development, retail, hospitality, and international businesses.

Emaar's performance reflects steady demand for its developments, robust revenue backlog, strong recurring revenue operations and disciplined financial management, underscoring the resilience of its business model and the trust of its customers and investors.

Key Highlights of 9M 2025 Results:

- **Sales Growth:** Emaar recorded property sales of AED 61 billion (US\$ 16.6 billion) in 9M 2025, an increase of 22% compared to 9M 2024, reflecting Emaar's strong brand and solid demand across our projects and master communities.

- **Backlog Growth:** As of 30 September 2025, Emaar's revenue backlog from property sales stood at AED 150.3 billion (US\$ 41 billion), a year-on-year growth of 49%. This strong backlog provides clear visibility of future revenue at healthy margins.

- **Strategically Positioned Land Bank:** Emaar benefits from a substantial and diversified master-planned land bank, encompassing ~660 million sq. ft. of mixed-use development opportunities of which ~370 million sq. ft. of land bank is in the UAE. This extensive and growing land reserve is strategically positioned to support the Group's ongoing expansion, provide flexibility in responding to evolving market demands and secures a strong foundation for future developments and long-term value creation.

- **Revenue Growth:** Emaar's revenue for the first nine months of 2025 reached AED 33.1 billion (US\$ 9 billion), an increase of 39% compared to the same period last

year, driven by strong performance of our UAE operations.

- **Profitability:** Emaar reported an EBITDA of AED 16.6 billion (US\$ 4.5 billion), up 32% year-on-year, maintaining healthy margins across all business lines. Net profit before tax reached AED 16.7 billion (US\$ 4.5 billion), reflecting a growth of 35% compared to the same period last year. These results underscore Emaar's operational excellence and its commitment to disciplined cost management.

- **Customer Satisfaction:** Emaar continues to prioritise customer satisfaction through its commitment to design excellence, innovative concepts, and world-class community experiences.

- **Credit Rating:** Emaar's continued performance reaffirms its strong credit standing and market leadership. This is reflected in upgraded credit ratings from S&P Global (BBB+) and Moody's (Baa1) during 9M 2025, with a stable outlook. »

MOHAMED ALABBAR, FOUNDER OF EMAAR, COMMENTED: "OUR STRONG RESULTS FOR THE FIRST NINE MONTHS OF 2025 ARE A REFLECTION OF THE UAE GOVERNMENT'S WISE LEADERSHIP AND SOUND POLICIES, ALONGSIDE EMAAR'S OWN LONG-TERM STRATEGIC PLANNING. THIS FOUNDATION HAS ENABLED US TO ANTICIPATE CHANGE AND ADAPT WITH PRECISION. EVERY ACHIEVEMENT DURING THIS PERIOD IS A RESULT OF UNDERSTANDING MARKET DYNAMICS, RESPONDING QUICKLY, AND STAYING AHEAD OF EXPECTATIONS, ENSURING THAT EMAAR CONTINUES TO DELIVER VALUE NO MATTER THE ENVIRONMENT. "

“

- **Focus on Talent Development:** Reinforcing its commitment to national talent development, Emaar continues to empower Emirati professionals through initiatives such as the Emaar Youth Council, mentorship programmes, and sponsorship of internationally recognised certifications, fostering a generation of future leaders.
- **Sustainability Initiatives:** Emaar continues to advance its ESG agenda, focusing on environmental impact, circularity, and ethical practices, highlighted by achieving the CIPS Corporate Ethics Mark across its global supply chain and a recent upgrade by MSCI of Emaar's ESG rating to 'A'.

UAE Build-To-Sell Property Development
Emaar Development PJSC (DFM: EMAARDEV) maintained its strong growth trajectory in 9M 2025, driven by robust property sales, timely project execution, and successful new launches across flagship master communities, including Dubai Hills Estate, The Oasis, Rashid Yachts and Marina, Dubai Creek Harbour, The Valley, and the newly unveiled Grand Polo Club and Resort master community.

In the first nine months of 2025, property sales reached AED 52.9 billion (US\$ 14.4 billion), reflecting an increase of 10% compared to the same period in 2024, reaffirming the sustained demand for Dubai real estate. Emaar Development reported revenue of AED 17.6 billion (US\$ 4.8 billion), a year-on-year growth of 41%, and a net profit before tax of AED 9.8 billion (US\$ 2.7 billion), up 49% compared to the same

period last year. Together with other UAE based property development operations, such as Dubai Creek Harbour, the Group's revenue from property development in the UAE reached AED 24 billion (US\$ 6.5 billion).

Revenue backlog from UAE developments stood at approximately AED 130 billion (US\$ 35.4 billion) as of 30 September 2025, reflecting sustained demand for Emaar's integrated communities and premium lifestyle offerings.

Emaar also announced an ultra-luxury residential community, Emaar Hills, adjacent to Dubai Hills Estate. Within Emaar Hills, Dubai Mansions is currently in development which is positioned to offer an exclusive collection of mansions designed for an elite global clientele when launched.

International Development
Emaar's international business recorded property sales of AED 8.1 billion (US\$ 2.2 billion) in 9M 2025, representing growth of 331% over the same period in 2024, with particularly strong performance in Egypt and India. Revenue from international operations reached AED 1.4 billion (US\$ 0.4 billion), contributing approximately 4.3% of Emaar's total revenue for the period.

Shopping Malls, Retail, and Commercial Leasing
Emaar's shopping malls, retail, and leasing operations continued to perform strongly, supported by healthy tenant sales, high occupancy rates, and strong footfall across key destinations.

The segment generated revenue of AED 4.7 billion (US\$ 1.3 billion) in the first nine months of 2025,

an increase of 12% compared to the same period last year. EBITDA reached AED 4.1 billion (US\$ 1.1 billion), up 18% year-on-year. Emaar's mall portfolio maintained an average occupancy rate over 98% as of 30 September 2025, reflecting our differentiated offering, and the continued strength of the UAE's retail and tourism sectors.

Hospitality, Leisure, and Entertainment
Emaar's hospitality, leisure, and entertainment businesses continued to deliver robust results, supported by strong tourism inflows, increased domestic spending, and the expansion of the company's hotel portfolio. Revenue for the first nine months of 2025 reached AED 3 billion (US\$ 0.8 billion), an increase of 15% compared to the same period in 2024. Emaar's UAE hotels (excluding. Rove) achieved an average occupancy rate of 72% during the period. In Q3 2025, we added one Hotel to our portfolio featuring approximately 87 keys.

Recurring Revenue
Emaar's recurring revenue portfolio, including malls, hospitality, leisure, entertainment, and commercial leasing, continued to deliver stable and growing cash flows, underlining the strength of the company's diversified business model. The portfolio generated AED 7.7 billion (US\$ 2.1 billion) in revenue in the first nine months of 2025, an increase of 13% year-on-year, and an EBITDA of AED 5.9 billion (US\$ 1.6 billion), up 12% from 9M 2024. This segment contributed approximately 35% of Emaar's total EBITDA for 9M 2025. ♦

Text & Images: **Sourced by Team PT**

SOBHA FURNITURE UNVEILS A NEW STANDARD FOR UAE FURNITURE MANUFACTURING

"WE ARE NOT ENTERING A MARKET. WE ARE REDEFINING IT," SAID **ANUJ JAIN**, CEO OF SOBHA FURNITURE.

Sobha Furniture, the newest addition to the prestigious Sobha Group, has officially launched at Downtown Design, unveiling a new standard of large-scale, design-led furniture manufacturing, made in the UAE for the world.

Sobha Furniture is reimagining local furniture manufacturing. With over 73,000 sqm of fully integrated, Industry 4.0-enabled facilities across Dubai and Abu Dhabi, including a 53,000 sqm flagship plant in Dubai Industrial City (the largest of its kind in the region), Sobha Furniture is combining production precision, material control, and delivery capability at a scale the UAE has not previously seen.

This manufacturing power is guided by a global design perspective. The brand's Milan-based design studio leads design development, material direction, and product refinement, ensuring international design standards inform every detail produced in the UAE.

"We are not entering a market. We are redefining it," said Anuj Jain, CEO of Sobha Furniture. "There has long been a gap between design ambition and furniture manufacturing capability in this region. We built Sobha Furniture to close that gap. This is a world-class furniture manufacturing ecosystem rooted in the UAE. It is designed to serve developers, interior designers, architects, and projects at a standard previously only accessible abroad.

From Bespoke Vision to Industrial Precision

The launch was inaugurated by Mr. PNC Menon, Founder of Sobha Group, whose entrepreneur journey as an interior decorator began nearly five decades ago.

"My journey began with bringing complete interior visions to life, where bespoke furniture played a central role in the process," said Mr. Menon. "Sobha Furniture elevates that specific passion and commitment to the finest furniture detail, placing it once again at the forefront. We are applying the essence of that original, one-of-a-kind craftsmanship to a new, modern scale. This is our legacy of meticulous detail, now crafted for the world."

The Booth: Built with Intention, Defined by Detail

The Sobha Furniture booth at Downtown Design was designed as a calm, structured environment, reflecting the brand's approach to

precision, balance, and design clarity. The space directed attention to the relationship between material, proportion, and use, allowing the products to be experienced with focus.

Sobha Furniture showcased one Kitchen and one Walk-In Closet, both illustrating material discipline and functional refinement. The Walk-In Closet integrates gunmetal aluminium framing with walnut accents and softly illuminated interiors. The Kitchen is anchored by a striking Taj Mahal Quartzite island, paired with walnut cabinetry and gunmetal detailing. At the centre of the booth, an installation titled 'The Elements' brought together wood, metal, texture, and tone in deliberate balance, expressing the brand's core belief that every detail is intentional. The booth offered a focused first experience of the Sobha Furniture world, where design, material, and purpose work together to shape elevated living. ♦



Text & Images: Sourced by Team PT

A NEW ECONOMIC BLUEPRINT: MALDIVES INTRODUCES SUSTAINABLE TOWNSHIPS

MALDIVES UNVEILS SUSTAINABLE TOWNSHIPS AS THE FOUNDATION OF A DIVERSIFIED ECONOMIC FUTURE
BY **MOHAMED SAEED**, MINISTER OF ECONOMIC DEVELOPMENT AND TRADE,
REPUBLIC OF MALDIVES

The Maldives is moving to expand its tourism model with proposed amendments to the Special Economic Zones (SEZ) Act. The changes create a new category of Sustainable Townships, designed for large-scale, integrated developments that combine hospitality, residential real estate, health, education, and renewable energy Infrastructure.

The government’s aim is to diversify the tourism sector and attract next-generation projects that complement the traditional resort model. Sustainable Townships are expected to generate long-term opportunities in premium real estate tourism, wellness and medical services, and education-focused travel. By integrating residential, commercial, and public service components, these projects broaden revenue streams, create employment across multiple sectors, and establish the Maldives as a destination for long-stay visitors and high-value investors.

Only projects exceeding USD 500 million will qualify, ensuring the framework targets high-impact investments capable of delivering national benefits. Developers will receive limited, time-bound incentives, including a 5 percent

income tax rate for the first 10 years and 10 percent for the following decade. A real estate transfer tax is also introduced, starting at 1 percent for the first transaction and rising to 4 percent by the third. All other taxes,



Ministry of Economic Development and Trade
Male’, Republic of Maldives



ދިވެހިސަރުކާރުގެ ގެޒެޓް
ދިވެހިރާއްޖޭގެ ޖުމްހޫރިއްޔާ

including Green Tax, GST, and land lease rent, remain fully applicable.

To qualify for incentives, developments must include educational facilities, healthcare infrastructure, food security initiatives, and renewable energy projects. Linking incentives to these strategic outcomes ensures that large-scale investments contribute directly to national priorities, from energy transition and skills development to Sustainable economic growth.

The SEZ amendment also introduces a transparent, rules-based framework, clearly defining eligibility criteria, investment thresholds, and project requirements. This approach provides predictability for investors while encouraging innovation, sustainability, and measurable socio-economic impact.

Global tourism trends are shifting toward integrated, mixed-use developments that combine short-stay leisure, long-term residency, wellness, and education. Destinations across Asia, the Middle East, and the Caribbean are already capturing this segment. Sustainable Townships are intended to complement the Maldives’ traditional resorts rather than replace them, adding new revenue streams and strengthening the country’s market resilience.

The reforms are part of the Maldives’ Vision 2040 strategy, which emphasizes economic diversification, social development, and environmental sustainability. Large-scale integrated developments that meet sustainability, health, and



education objectives are central to this vision. They provide a platform for strategic global investment While enhancing domestic infrastructure and capacity.

For more than 50 years, the Maldives has been a global benchmark for luxury island tourism. These SEZ reforms reflect a deliberate shift toward a next-generation tourism economy – one that leverages sustainable, integrated developments to secure long-term growth, generate employment, and maintain the

country’s global Competitiveness. The policy signals to investors and the international tourism market that the Maldives is not only preserving its premium resort legacy but also adapting to evolving global demand for lifestyle, wellness, and integrated tourism experiences. The proposed amendments to the SEZ Law provide a forward-looking framework for innovation, high-value investment, and strategic development, positioning the Maldives as a leader in global tourism for decades to come. ♦

Text & Images: Sourced by Team PT

ADHARA STAR: ACUBE'S FIRST PROJECT OFFICIALLY HANDED OVER

THE ARJAN DEVELOPMENT REFLECTS DUBAI'S GROWING APPETITE FOR SUSTAINABLE, LIFESTYLE-FOCUSED COMMUNITIES

Acube Developments has marked a major milestone in its journey as one of Dubai's fastest-emerging real estate developers with the official handover of Adhara Star, its debut project in Arjan. Completed in under two years since the company's inception, the development reflects Acube's rapid rise in Dubai's competitive property landscape and its ability to deliver on promises of quality, lifestyle, and innovation. With the project fully sold out 3 months after launch, Adhara Star signals

strong investor confidence and sets the tone for Acube's ambitious pipeline of future launches.

The freehold mixed-use project brings together 113 residential units across 13 floors alongside ground-level retail and podium parking. Designed for modern urban living, Adhara Star offers a curated mix of one, 1, 1.5-, 2.5- and 3.5-bedroom apartments, complete with laundry rooms, branded European appliances, and luxury finishes. The project combines affordable luxury with a community-focused lifestyle,

appealing to Dubai's growing base of families and young professionals seeking both connectivity and comfort.

Residents of Adhara Star will benefit from a host of premium amenities, including a rooftop pool, Japanese Zen Garden, male and female health clubs with jacuzzi, sauna and steam rooms, Indoor Gym, a basketball court, padel court, outdoor yoga, and an open-air fitness zone. The development is also a certified Green Building, highlighting Acube's commitment to sustainable construction and resource-efficient design.

As Acube's debut project, Adhara Star represents more than just a building, it embodies the company's philosophy of creating developments that serve as guiding stars for the communities they shape. With its brand promise, "Live on a Star," Acube is poised to continue delivering projects that combine aspirational living with enduring value. ♦



COMMENTING ON THE HANDOVER, **RAMJEE IYER, CHAIRMAN & CEO OF ACUBE GROUP**, SAID: "THE HANDOVER OF ADHARA STAR IS NOT ONLY A LANDMARK ACHIEVEMENT FOR ACUBE DEVELOPMENTS BUT ALSO A REFLECTION OF DUBAI'S DYNAMIC PROPERTY MARKET, WHERE SPEED, PRECISION, AND QUALITY MAKE ALL THE DIFFERENCE. BY COMPLETING OUR FIRST PROJECT IN LESS THAN TWO YEARS, WE HAVE DEMONSTRATED THE STRENGTH OF OUR FULLY INTEGRATED APPROACH, WHICH ALLOWS US TO MAINTAIN WORLD-CLASS STANDARDS. WE ARE PROUD TO DELIVER ADHARA STAR AS A SYMBOL OF LUXURY, LIFESTYLE, AND SUSTAINABILITY, AND LOOK FORWARD TO CONTINUING THIS JOURNEY WITH OUR UPCOMING PROJECTS."





Text & Images: Sourced by Team PT

ARADA AWARDS AED145 MILLION CONTRACT AT SHARJAH MEGA PROJECT ALJADA

COMPLEX TO INCLUDE WIDE VARIETY OF SPORTS AND LEISURE FACILITIES SPREAD OVER 400,000 SQFT LANDSCAPED PARK

Arada has awarded a contract valued at AED145 million to build a landscaped sports complex at its AED35 billion Sharjah mega project Aljada.

Spread over a 400,000 square foot landscaped park, the sports complex contains a full-size football pitch, smaller 5-a-side football pitches, basketball, padel tennis, volleyball, squash and badminton courts, as well as

cycling and jogging tracks and adventure play areas for children.

Other facilities include a water play area, two F&B outlets, including the Reformatory Lab – the exciting Australian coffee brand recently introduced to the UAE – as well as changing rooms and public amenities. Two full floors of parking beneath the complex will allow easy access for sports and fitness enthusiasts while also providing more capacity

for visitors to spend time in the fast-growing Aljada community.

The contract was awarded to Dubai-based contractor Civic Builders Trading & Contracting LLC, which has already begun work on site with handover scheduled by the end of 2026.

Aljada’s main sports complex adds to a growing list of exceptional facilities on offer at the megaproject,

AHMED ALKHOSHAIBI, GROUP CEO OF ARADA, SAID: “THE DELIVERY OF THIS WORLD-CLASS SPORTS COMPLEX IS IN LINE WITH OUR GOAL TO ENABLE AN ACTIVE, HEALTHY LIFESTYLE FOR RESIDENTS AND VISITORS TO ALJADA. IT’S ALSO ANOTHER ADDITION TO THE WORLD-CLASS AMENITIES WE CONTINUE TO BUILD ACROSS THE COMMUNITY, WHICH CONSISTENTLY ENHANCE QUALITY OF LIFE AND INCREASE LONG-TERM VALUE FOR OUR HOMEOWNERS.”



which include a futuristic business park, the Madar Mall retail and entertainment complex, and a showpiece cultural and performing arts centre, designed by Japanese architect Tadao Ando.

educational, healthcare components, all set within a green urban master plan.

Aljada’s current population has already reached 20,000, thanks to the handover of 7,500 homes, with a further 2,000 currently under construction. Also completed are two phases of the Madar family entertainment district, the Nest student housing complex and the SABIS International School-Aljada, along with a host of shopping, dining, sports and leisure facilities. ♦



Spread over a 24 million square foot area and featuring 25,000 homes in total, Aljada is a transformational destination for Sharjah. Aljada contains numerous residential districts, as well as extensive retail, hospitality, entertainment, sporting,



PT

OCTOBER 2025 | ISSUE 8 |
VOLUME 2

Text & Images: Sourced by Team PT

SANKARI BREAKS GROUND ON REGENT RESIDENCES DUBAI

THIS LANDMARK DEVELOPMENT REPRESENTS A DEFINING MOMENT FOR SANKARI AND FOR THE REGENT BRAND UNDER IHG HOTELS & RESORTS.

S ankari announced the groundbreaking of its flagship project, Regent Residences Dubai – Sankari Place, located in the prestigious Marasi Marina district. This landmark development represents a defining moment for Sankari and for the

Regent brand under IHG Hotels & Resorts, as it marks the first standalone Regent-branded residential project in the world. The enabling works, successfully completed by Dutch Foundations, have paved the way for the

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



“The groundbreaking of Regent Residences Dubai – Sankari Place marks a defining milestone for Sankari and for luxury living in Dubai. This project exemplifies our commitment to excellence and timeless design. Together with world-class partners like Al Basti & Muktha and Foster + Partners, we are creating an iconic residential destination that embodies the Regent ethos of serene luxury and modern refinement”. - **Mark Phoenix, CEO of Sankari**

Rooted in a deep legacy of craftsmanship and visionary development, Sankari’s ethos is built on creating enduring landmarks that embody heritage, quality, and purpose. Regent Residences Dubai – Sankari Place stands as a

testament to this philosophy, merging contemporary excellence with a profound respect for the values that define the brand.

“We are honoured to partner with Sankari on this exceptional project. Regent Residences Dubai – Sankari Place will showcase our decades of experience delivering some of the UAE’s most prestigious landmarks. Our team is committed to realizing Sankari’s vision for this flagship development with the highest standards of quality, craftsmanship, and attention to detail.” **Tushar Pathak, Chairman of Al Basti & Muktha LLC**

Project Information
Situated on the Marasi Marina waterfront, Sankari Place is envisioned as an exclusive enclave

of sophistication and tranquility. Designed by the world-renowned architectural firm Foster + Partners, the development will feature 63 full-floor ultra-luxury residences, each with its own private swimming pool and expansive outdoor living spaces, along with ten floating homes that redefine waterfront living in Dubai. Residents will enjoy an extensive selection of world-class amenities, including a state-of-the-art fitness center, private cinema, golf simulator, business lounge, spa, residents’ lounge, and dedicated dining and entertainment spaces such as a private dining room, cigar lounge, and wine cellar. Outdoor leisure offerings include tennis and padel courts, ensuring an active yet refined lifestyle. ✦

Text & Images: Sourced by Team PT

HILTON RESIDENCES JLT UNVEILED

WITH THE LAUNCH OF ITS INAUGURAL REAL ESTATE VENTURE, HILTON RESIDENCES JLT, EMIRATES DEVELOPMENTS IS SETTING A NEW BENCHMARK FOR PREMIUM LIVING.

Emirates Developments, in partnership with Hilton, proudly announces the official launch of Hilton Residences, Jumeirah Lakes Towers (JLT) - a landmark 38-floor residential tower redefining branded luxury living in Dubai.

- The project was officially launched at an exclusive gala in Dubai, attended by distinguished investors, visionary industry leaders, prominent media figures, and an elite host of influencers and celebrities, including renowned media personality Kris Fade and Arab superstar Tamer Hosny.
- Nestled between the vibrant pace of Sheikh Zayed Road and the serene waters of Jumeirah Lake, Hilton Residences JLT seamlessly fuses world-class hospitality with the spirit of one of Dubai's most dynamic communities.
- Designed as a vertical sculpture of glass and light, the tower offers a bold new expression of cosmopolitan sophistication for cultured urban professionals and

- visionary investors.
- **Emirates Developments – Redefining Luxury Urban Living**
- With the launch of its inaugural real estate venture, Hilton Residences JLT, Emirates Developments is setting a new benchmark for premium living. The project seamlessly combines world-class hospitality, innovative design, and a thriving community environment, offering residents more than just a home, it delivers a lifestyle of distinction. In partnership with Hilton, the development exemplifies Dubai's reputation for luxury and modernity, reflecting Emirates Developments' dedication to creating iconic destinations
- that define the future of urban living in the UAE.” said **Abduljbar Elnatour, Commercial Director at Emirates Developments.**
- **At the Heart of Dubai**
- Strategically located in JLT's Cluster F, Hilton Residences JLT anchors residents at the crossroads of Dubai's premier lifestyle, culture, and financial



- hubs. Downtown Dubai, Dubai Marina, Palm Jumeirah, and Dubai
- International Airport are all within a short drive, while DMCC Metro Station is only steps away.
- **Johnathan Wingo, Global Head of Real Estate & Residential Programs, Senior Vice President at Hilton said:** “Hilton has been at the forefront of global hospitality for over a century, and we are proud to bring that legacy into the heart of Dubai's

- thriving residential market. It combines our hallmark service with a vibrant community spirit, offering residents not only a home but a lifestyle experience on par with the world's finest destinations.”
- **Architecture Inspired by Dubai**
- Crafted by leading architects in collaboration with Hilton's global design team, Hilton Residences
- JLT embodies the rhythm and light of the city. Its façade, with slender vertical lines and panoramic glazing, reflects the surrounding lakes and skyline while creating a timeless sense of elegance.
- Interiors draw inspiration from Dubai's desert light and evening calm, blending natural materials, soft textures, and warm tones to create a sanctuary of balance between luxury and comfort.
- “Great design is not just about beauty, it is about meaning, movement, and connection.” said the **Project's Architect, Lizza Muscat** during the unveiling. He added: “Hilton Residences JLT



- was envisioned as more than a building; it is a destination where architecture, emotion, and
- experience unite to define the next chapter of urban living in Dubai.”
- **Vibrant Lifestyle and Signature Amenities**
- With 396 units across studios, one-, two-, three-bedroom apartments, and exclusive four-bedroom sky villas, the tower is tailored to diverse lifestyles while maintaining Hilton's hallmark of hospitality excellence. Residents will enjoy Hilton's legendary service and a curated lifestyle offering, includ-



Text & Images: Sourced by Team PT

BEYOND DEVELOPMENTS LAUNCHES '31 ABOVE' AT DUBAI MARITIME CITY

THIS IS IN SUPPORT OF DUBAI'S GLOBAL LEADERSHIP AS A CAPITAL FOR BUSINESS, INNOVATION AND HIGH-GROWTH ENTREPRENEURSHIP.

BEYOND Developments, the bold and design-led real estate developer transforming Dubai Maritime City, has announced the launch of “31 Above”, its **first commercial tower, and the first commercial tower to be developed within Dubai Maritime City offering unrivalled views of the Dubai skyline and the Arabian Gulf.** The project marks a pivotal step in the company's strategic expansion into the commercial sector, delivering a next-generation business destination for entrepreneurs, companies and global enterprises seeking a dynamic presence in Dubai.

Dubai's forward-looking economic ecosystem continues to attract ambitious industries from around the world, reshaping expectations of the modern workplace. Today, organisations prioritize business environments that strengthen connectivity, enable growth and enhance the wellbeing of their people. **31 Above** responds to this evolution by offering a commercial setting that blends accessibility, productivity and an elevated working lifestyle aligned with the needs of a globally competitive market. Designed as a composition of interlocking volumes and fluid geometries, the tower introduces terraces, light-filled spaces, and rhythmic lines that merge functionality with artistry, redefining the language of commercial architecture within Dubai Maritime City.

Commenting on the launch, **Adil Taqi, CEO of BEYOND Developments**, said: “Dubai stands today as a global capital for business growth and innovation, supported by a clear economic vision under the Dubai Economic Agenda D33. ‘31 Above’ translates this momentum into a commercial address that strengthens business connectivity, productivity and access to opportunity. Located at Dubai Maritime City, the tower places companies at the centre of a highly strategic waterfront district, connected to global trade routes, major financial hubs and a vibrant growing community.”

Taqi added: “As BEYOND's first commercial tower, this launch represents a significant milestone in our expansion and our contribution to Dubai's dynamic business landscape.”

Strategically positioned within **Dubai Maritime City, 31 Above** offers close proximity to key commercial and financial centres including DIFC, Downtown Dubai and Mina Rashid, with rapid convenience to Dubai International Airport. The location places businesses at the crossroads of global commerce and urban innovation, enabling both regional and international reach.



Architecturally, **31 Above** is a sculptural statement that redefines balance and proportion. The tower's dynamic stacked form rises as a series of interlocking volumes, each offset to introduce light, greenery and perspective at every level. This rhythmic geometry creates landscaped terraces and bold vertical lines that frame panoramic sea and city views. The result is a composition where precision engineering meets expressive form a landmark that captures the essence of ambition and movement within Dubai Maritime City's evolving skyline.

The tower's design takes inspiration from timeless **Art Deco** principles, reinterpreted through a contemporary lens. Fluid corners, bold geometric contours and sophisticated detailing create a distinctive architectural identity that stands confidently against the waterfront. Inside, natural materials, warm textures and generous ceiling heights evoke calmness and clarity, while the interplay of light and proportion fosters focus and wellbeing.

31 Above is also engineered for performance and experience. Featuring dual cores for operational efficiency, destination-controlled high-speed lifts to ensure seamless movement, and a hospitality-inspired lobby and drop-off zone, the tower offers an arrival experience defined by sophistication and ease. Extending this sense of balance outward, the development integrates over 4,500 square metres of landscaped spaces and amenities, including wellness zones and collaborative areas, reflecting BEYOND's vision of embedding biophilic design and healthy lifestyle principles in every aspect of living and working.

With completion scheduled for **Q1 2029, 31 Above** pioneers a modern business lifestyle shaped around human-centric design, where workspaces transition seamlessly into wellbeing-driven environments,

encouraging productivity, creativity and meaningful connection. Designed for regional headquarters, creative firms, innovation-led businesses and international entrepreneurs, the tower offers a base where ambition and opportunity naturally align.

Through this landmark project, **BEYOND** reinforces its vision of shaping destinations that integrate architecture, wellbeing and purpose, supporting Dubai's economic trajectory and empowering forward-thinking companies to grow, connect and succeed. ✦





PT

OCTOBER 2025 | ISSUE 8 |
VOLUME 2

Text & Images: Sourced by Team PT

AMAN GROUP ANNOUNCES JANU AL MARJAN ISLAND

JANU EXPANDS PORTFOLIO IN RAS AL KHAIMAH, ONE OF THE
REGION'S MOST COMPELLING COASTAL DESTINATIONS.

Building on the success of its acclaimed debut, Janu Tokyo, Aman Group is set to unveil a new property in Ras Al Khaimah as part of a robust pipeline from its sibling brand Janu: Janu Al Marjan Island. The hospitality brand dedicated to soulful connection and purposeful travel, will open its newest hotel and exclusive Janu branded residences on Al Marjan Island, further expanding its global offering and joining forthcoming Janu Dubai in the region.

Positioned on a collection of pristine islands stretching into the Arabian Gulf, Janu Al Marjan Island will offer a fresh perspective on coastal living. As Ras Al Khaimah emerges as one of the United Arab Emirates fastest growing and most picturesque emirates, the destination provides an ideal setting for Janu's commitment to collective joy, design-led spaces and meaningful connection. Designed by Singapore-based SCDA Architects, the resort has been envisioned as a vibrant waterfront destination where lifestyle and community converge, blending contemporary interiors with social spaces by the water to cultivate collective energy and a spirit of discovery.

At its heart, Janu Al Marjan Island will feature a 132-key hotel, where expansive sea views will be complemented by a range of amenities, typical of the Janu experience. Included in the resorts offering is a Janu Wellness centre, replete with a yoga studio, gym, banya and hammam and elsewhere a Mixology Bar, two distinct restaurants, a vibrant nightlife venue and a dedicated Kids' Club. The property enjoys its own private stretch of beach, providing residence owners and guests seamless access to the water alongside a

Beach Club and pool.

Adjacent to the hotel, a residential tower will host an exclusive number of Janu Residences featuring one- to five-bedroom properties, alongside a limited collection of standalone villas. Owners will enjoy full access to the resort's amenities, creating an integrated lifestyle rooted in wellness and connection.

The property will be easily reachable to Wynn Al Marjan Island and the Marina, with seamless mooring on the doorstep of Janu.

Vlad Doronin, Chairman and CEO of Aman Group, commented: 'Ras Al Khaimah is rapidly emerging as one of the Middle East's most captivating destinations, making it a natural home for our next Janu property. Janu Ras Al Marjan Island will offer a vibrant setting where like-minded individuals can connect through shared experiences, immerse themselves in the region's striking natural beauty, and embrace the brand's spirited approach to contemporary, connected living.'

As Janu continues to expand its presence worldwide, with forthcoming destinations including Dubai, Turks and Caicos and Saudi Arabia, the opening of Janu Al Marjan Island reflects the brand's commitment to creating spaces where purposeful connections flourish in exceptional destinations around the world. This follows the successful debut of Janu Tokyo, which opened in 2024 as the brand's first hotel, setting the tone for Janu's next chapter. ♦

Text & Images: Sourced by Team PT

BETTERHOMES HONoured AS THE PREMIER PARTNER FOR INTERNATIONAL REAL ESTATE INVESTMENT

LEADINGRE IS A NETWORK OF 550 TOP INDEPENDENT REAL ESTATE FIRMS WITH 135,000 SALES ASSOCIATES ACROSS 70+ COUNTRIES.

Betterhomes has been recognised as a leading global partner at the 2025 Global Symposium of Leading Real Estate Companies of the World (LeadingRE), a network of 550 top independent real estate firms with 135,000 sales associates across 70+ countries.

Themed “Bridges to the Future: Global Insight, Local Impact,” the symposium brought together real estate leaders from 31 countries to explore emerging technologies, market trends, and shifting demographics shaping the industry.

Accolades underscoring betterhomes’ strength in leading global investors:

Louis Harding, CEO of betterhomes, earned the Global Ambassador Award for his outstanding leadership and active

engagement in the LeadingRE network. His efforts amplify betterhomes’ global reach, ensuring clients gain seamless access to high-value real estate markets beyond Dubai.

The Referral Accelerator Award recognises firms that demonstrate strong and measurable growth in outgoing referrals, validating betterhomes’ deeply connected network and its ability to facilitate cross-border investor needs. Leveraging Global Wealth Migration Trends

Dubai’s real estate market continues to attract international investors, and betterhomes’ global network ensures clients can capitalise on shifting trends:

UAE: Projected net inflow of +9,800 millionaires in 2025, reinforcing Dubai’s position as

a leading hub for global capital.

UK: Expected net outflow of –16,500 millionaires, creating opportunities for Dubai-based investors to diversify abroad.

Saudi Arabia: Projected net inflow of +2,400 millionaires, reflecting the Gulf region’s rising appeal.

Beyond Dubai, investors are increasingly exploring top-tier markets such as London, New York, Singapore, Spain, France, and Greece, drawn by transparency, liquidity, and long-term growth potential. Greece, with prime destinations including the Athens Riviera, Thessaloniki, and Crete, offers EU access via its Golden Visa programme and relatively low entry thresholds ranging from €250,000 to €800,000 in key hotspots. ✦

“BEING RECOGNISED BY LEADINGRE IS A TESTAMENT TO THE POWER OF GLOBAL PARTNERSHIPS,” SAID **LOUIS HARDING**. “AT BETTERHOMES, WE CHAMPION COLLABORATION AND INNOVATION, SETTING THE STANDARD FOR EXCELLENCE THAT TRANSCENDS MARKETS AND BORDERS.”

“



Louis Harding
CEO of betterhomes



Fabio Lombardi
Director & Head of Global Affiliates at betterhomes

“BEING LOCALLY ROOTED AND GLOBALLY CONNECTED MEANS OUR CLIENTS BENEFIT FROM NEIGHBOURHOOD-LEVEL INSIGHT WITH WORLD-CLASS REACH,” SAID **FABIO LOMBARDI, DIRECTOR & HEAD OF GLOBAL AFFILIATES AT BETTERHOMES**. “WHETHER CLIENTS ARE EXPANDING THEIR PORTFOLIOS IN DUBAI OR EXPLORING PRIME INVESTMENT OPPORTUNITIES ABROAD, WE DELIVER CONFIDENT DECISIONS AND SMOOTH CROSS-BORDER MOVES.”

“



Text & Images: Sourced by Team PT

MASHRIQ ELITE BREAKS GROUND FOR FLOAREA SKIES - JVC

ANTICIPATED PROJECT COMPLETION IN Q4 2027; APARTMENT PRICES START FROM AED 666,000.

The Dubai-based Mashriq Elite Real Estate Developments broke ground for their fifth residential project - Floarea Skies - in Jumeirah Village Circle (JVC), the residential community which has stayed at the top for sales transactions in Dubai’s property market for 2024 and the three quarters of 2025.

Kicking off the start in constructing the 23-floor Floarea Skies, Mashreq Elite Developments said in a statement that the residential development will add 192 premium affordable apartments to the JVC community where demand for apartments have remained consistently high with annual asset appreciation by over 10 per

cent and rental yields between 8-9 per cent.

“Floarea Skies in JVC is a very exciting project for us as we mark our presence in the top-ranking residential community in Dubai. Excellent infrastructure, connectivity to key locations in Dubai, and serene urban

neighbourhood ambience, have ensured a thriving residential community in JVC. The upcoming Purple Line metro in the immediate proximity will only fuel further investor interest in properties here with the potential for scaled up RoI,” said Kamran Muhammad, CEO of Mashriq Elite Developments.

The anticipated completion date of Floarea Skies coming up on a plot area of 20,441 sq.ft is Q4 2027.

JVC is Dubai’s most in-demand and best-performing residential community with strong investment credentials. According to DXB Interact, JVC has consistently topped the charts in 2024 and across the first three quarters of 2025 - with a 17.6% YoY growth in sales volume in Q3 2025 and a 20.3% YoY increase in value.

“The demand for residential apartments at JVC has been on the rise sharply and this has been reflecting in the robust investor inquiries we have been receiving ever since the announcement of the project,” added Kamran Muhammed.

Floarea Skies will have 42 studios, 134 one-beds and 16 two-beds. A standard studio apartment size will be 398 sq. ft, while one-beds will come in four types from 717 to 836 sq.ft. Two beds will range from 1,105 to 1,170 sq.ft. in three types.

Price range for apartments starts from AED 666,000 for a studio, AED 1,069,000 for one-bed, and AED 1,499,000 for a two bed.

As a developer, Mashriq Elite Developments has been consistent in keeping its commitments in terms of timely deliveries and ensuring excellence in build quality following its legacy in Real Estate and Telecom sectors

globally spanning Saudi Arabia, Singapore, Indonesia and the UAE.

Closer to key locations, Superior Amenities

One of the advantages of Floarea Skies is that it is located at the entry/exit point of JVC. The residential development is within a 10-minute travel distance to landmarks such as Dubai Media City, Dubai Marina, Burj Al Arab, Dubai Cricket Stadium, Dubai Autodrome and Mall of Emirates, while it is within 25 minutes reach to Downtown Dubai, Business Bay and Dubai Mall.

Floarea Skies will also set a new benchmark for leisure, wellness and community living with a host of amenities. These include a Rooftop Infinity Pool, Kids’ Organic Pool, Zen Garden, Floating Meditation Deck, Mini Golf, Splash Pad & Poolside Baja Shelves.

The development also offers a Reading Corner, Board Game Area, Sunken Lounge, a BBQ Zone and a fully equipped Gymnasium.

Future outlook
As demand for residential apartments surge in line with the increasing population of the UAE and influx of global investors to Dubai’s property market, Mashriq Elite is looking at adding over 1,200 units to the emirate’s residential stock in the next two years.

These include new projects, Floarea Vista in Discovery Gardens, Floarea Grande in Arjan, and Floarea Oasis at Dubai Land Residential Complex (DLRC). Projects on the drawing board include Floarea Breeze in Dubai Islands, Meydan District-11 and Dubai Production City (DPC), where land parcels have already have been strategically secured. ✦

Text & Images: **Sourced by Team PT**

ALTA REAL ESTATE ADVANCES DESIGN-LED DEVELOPMENT IN DUBAI

FOUNDED AND LED BY MANAGING DIRECTOR ABDULLA AL TAYER, ALTA FOCUSES ON ACQUIRING HIGH-POTENTIAL SITES.

Alta Real Estate Development, a boutique Emirati-owned developer, is redefining Dubai's skyline through a portfolio of design-led projects that merge architectural excellence with strategic global partnerships. Guided by the belief that great design builds lasting value, Alta is shaping a new benchmark for contemporary luxury across the region.

Architecture as a Foundation for Long-Term Value

Founded and led by Managing Director Abdulla Al Tayer, Alta focuses on acquiring high-potential sites and collaborating with internationally renowned architects, designers, and brands. Each project is conceived with a commitment to longevity, where spatial design, material integrity, and technical

precision drive both form and function. "At Alta, design is not an aesthetic afterthought; it is the foundation of our business model," says Abdulla Al Tayer. "Our developments reflect a contemporary expression of Emirati excellence: globally informed, culturally grounded, and meticulously executed."

Alta's approach combines real estate strategy with architectural artistry, ensuring each project contributes meaningfully to Dubai's evolving-built environment.

Branded Residences: Integrating Architecture and Brand Identity

Alta has emerged as a key player in Dubai's branded-residences sector, aligning with global fashion and design houses to deliver projects that merge architectural vision with brand DNA. Each partnership is strategically developed to enhance market positioning, elevate design standards, and create new typologies of residential experience.

Maison Margiela Residences: A Global-First for the Maison

The Maison Margiela Residences on Palm Jumeirah mark the avant-garde fashion house's first residential project worldwide. Designed by Carlo Colombo in collaboration with the Maison Margiela Architecture Department, the project interprets the Maison's codes of deconstruction and transformation through architectural form.

To realize this vision, Alta appointed A++ Group as a design

partner for interiors and common areas. The collaboration ensured alignment across creative direction, brand integrity, and architectural narrative.

Resin-filled travertine, décortiqué detailing, and optical-white finishes define the project's palette, complemented by a bespoke furniture line designed exclusively for the residences. Amenities such as a private art gallery, library, spa, gym, and infinity pool extend the Maison's language of restraint and refinement into every aspect of daily living.

At the crown sits La Maison Blanche, an 18,804-square-foot penthouse that epitomizes the pinnacle of design and engineering, featuring a sculptural travertine pool and uninterrupted sea views.

"This project blends iconic design with bespoke experience, redefining the architectural language of luxury living in Dubai," says Abdulla Al Tayer.

Mr. C Residences Downtown: Italian Heritage Meets Modern Refinement

Located in Downtown Dubai, Mr. C Residences Downtown, developed in partnership with the fourth-generation Cipriani family's Mr. C brand, brings Italian sophistication to the city's urban core. Rising 71 stories, the tower unites Italian heritage with contemporary refinement through architecture by Arquitectonica and interiors by 1508 London.

Residences within the Nobile Collection feature half-floor layouts with panoramic views of Burj Khalifa and the Arabian Gulf. Finishes include Calacatta marble, Barovier & Toso chandeliers, and Gaggenau appliances, underscoring Alta's dedication to material excellence and spatial proportion.

Lifestyle amenities, including a private cinema, rooftop spa, pools, and residents' lounge, reflect the Cipriani legacy of hospitality translated into modern urban living.

"Mr. C Residences Downtown is more than a residential tower; it represents the synergy between heritage craftsmanship and forward-looking design," says Giuseppe Noto, CEO of Alta Real Estate Development.

The collaboration began with Mr. C Jumeirah, leading the brand's architectural footprint in Dubai and reinforcing Alta's position as a design-driven developer capable of translating brand heritage into built form.

Collectible Architecture and Contemporary Living

Alta's design portfolio also includes Villa Gaia, a contemporary estate on Jumeirah Bay Island designed by VSHD Design, which exemplifies architectural precision through modernist geometry and material warmth.

The forthcoming Inhabit Residences represents the next phase of Alta's evolution; a concept rooted in wellness, human-centric design, and spatial calm. It reflects the developer's growing interest in projects that combine contemporary architecture with lifestyle-driven functionality.

Defining the Future of Design and Development in Dubai

By collaborating with global design leaders including Maison Margiela, Mr. C, A++ Group, 1508 London, Arquitectonica, and VSHD Design, Alta Real Estate is establishing a distinct architectural language for Dubai, one that values precision, narrative, and enduring quality.

Every project within Alta's portfolio is guided by a single principle: to create architecture that stands the test of time, both as design and as investment. ♦



Text & Images: **Sourced by Team PT**

CASA VISTA DEBUTS WITH AQUORA AT DUBAI ISLANDS

PRICE RANGE FOR APARTMENTS STARTS FROM AED1.9 MILLION;
ESTIMATED COMPLETION BY Q1 2028.



The latest entrant to the bustling property market of Dubai, Casa Vista Development today unveiled and broke ground for its AED 350 million debut luxury waterfront residential project at Dubai Islands, offering 105 elegant and spacious coastal homes to investors seeking premium living spaces within the island community.

In a statement, the developer said that Aquora by Casa Vista, which is scheduled to be completed by Q1 2028, will set a new benchmark for premium living and contribute to the allure of Dubai Islands, which has fuelled uptake of over AED 6 billion in off-plan properties from investors in the first half of 2025.

Aquora is coming up on the mixed-use Island A, at the core of the archipelago where living spaces converge with leisure, entertainment, and retail, adding value to waterfront living. Casa Vista has been at the forefront of the real estate business in Dubai and globally, and the launch of its project marks the culmination of its expertise in the sector.

Apart from the residential units, there will be a basement and an expansive rooftop that will feature a 22-metre infinity pool, a dog park, and an

open-air cinema. The development will also include a commercial component of six waterfront retail units on the ground floor.

“The elements that we have incorporated in Aquora, the materials we have sourced from global brands, and the amenities designed for superior luxury living make the residences uniquely different and eclectic,” added **Abdul Basit**.

Aquora will offer 54 one-beds, 36 two-beds, and 15 three-beds in simplex and duplex formats, with prices starting from AED 1.9 million.

Facilities on the ground floor will include a Grand Lobby, Business Lounge, Open Courtyard, and prayer rooms, while the first floor will house a Clubhouse, adult and children’s swimming pools, cabanas, a Jacuzzi, a sauna, indoor and outdoor yoga areas, and a gym fully equipped with Technogym equipment. The lobby furniture will be from Minotti, and the chandeliers from Terzani, while tiles for the interiors will be from Ergon. Other partnerships include marble from Fondovalle, kitchen accessories from Teka, and bathroom fixtures from a well-known European brand. ♦

“THE LAUNCH OF AQUORA IS A MILESTONE MOMENT FOR US, AND WE ARE EXCITED THAT WE HAVE BEEN ABLE TO ENTER THE RESIDENTIAL MARKET WITH A PROJECT THAT CONTRIBUTES TO DUBAI’S STRATEGY TO BE AN UNPARALLELED PROPERTY MARKET DESTINATION FOR GLOBAL INVESTORS, AND THE DUBAI 2040 URBAN MASTER PLAN. UNVEILING OUR MAIDEN PROJECT ON DUBAI ISLANDS IS ALSO A SIGNIFICANT START FOR US, WITH INVESTOR INTEREST IN THE MASTER COMMUNITY PROMOTED BY NAKHEEL GROWING EXPONENTIALLY,” SAID **ABDUL BASIT, CHAIRMAN OF DUBAI-BASED CASA VISTA DEVELOPMENT**.



Text & Images: Sourced by Team PT

AED3 BILLION BUILD-FIRST ULTRA-LUXURY COLLECTION BREAKS NEW GROUND IN DUBAI REAL ESTATE

FLAGSHIP NORDIC BY FÄM MANSION TO LIST AT AED275 MILLION.

Dubai's ultra-luxury real estate segment is being given a new dimension by a AED3 billion portfolio of properties under development in two of the city's prime neighbourhoods.

Avoiding the usual dependence of high-end developers on off-plan sales, each Nordic by fäm mansion and villa is completed before being introduced to the market, focusing on simplicity not opulence.

This double break from tradition comes as data from DXBinteract now shows that more than AED140 billion worth of ultra-luxury homes have been launched in Dubai in the last five years.

Meanwhile, sales of AED40M+ villas grew from 27 in 2020 to 242 in 2024, with transaction value soaring by just under 1,700% during this period from AED 0.89 billion to AED 15.98 billion.

With the first two Nordic by fäm properties already sold and another just hitting the market, an additional 22 currently under development include a flagship 35,000 sq ft mansion scheduled for completion in December 2026, and

expected to list at AED 275million. The idea to build first then offer exclusive viewings to wealthy investors is breaking the mould in a way which could lead to off-plan sales in Dubai's ultra-luxury market become a thing of the past.



"The market is overcrowded with claims of luxury and ultra-luxury," said Firas Al Msaddi CEO of fäm Properties, who launched the concept through his company's Nordic by fäm development arm last year. "We wanted to change that by doing the opposite to what normally happens - building first, showing next, and letting the homes speak for themselves. "The aim is to create a new architectural benchmark for Dubai which is defined by Scandinavian minimalism, quality craftsmanship, and thoughtful design rather than traditional opulence."

Within weeks of completion last year, the first two villas in the Al Wasl District Collection sold for AED61.5 million and AED76 million respectively, at the city's

closest freehold villa community to the Burj Khalifa.

The brand's third offering, a fully furnished freehold residence priced around AED 98 million, has just been released into the market at the same limited enclave of ultra-luxury villas within Dubai's most central freehold zone.

Spanning 21,000 sq ft, the six-bedroom villa has a professional-grade cinema, private spa with jacuzzi, steam, and massage rooms, gym, and extensive indoor-outdoor living areas, all within a simple and uncluttered design.

The other 21 additional mansions and villas now under development in the Al Wasl and Meydan areas of Dubai range from 10,000 sq ft to 25,000 sq

ft, and follow the same blueprint.

"Each home is individually designed and built," says Al Msaddi. "There is no template. There are no copies. We've used our 18 years of experience here, and our particular expertise in the ultra-luxury segment, to come up with something Dubai truly needed, and hadn't yet been built."

"Ultra-modern minimalism is the future of luxury, getting away from loud marble and decorative clutter, toward calm, natural materials that won't look dated over time. The only constant is the standard offering of highest quality craftsmanship, large, open spaces, abundant natural light, and outdoors that give you freedom as well as privacy, all framed by tropical landscaping." ♦

Sobha Realty, a leading global luxury real estate developer, has announced the launch of “The Mirage” at Sobha Central, the latest addition to its flagship mixed-use master development, Sobha Central, primely located on Sheikh Zayed Road.

The launch follows the remarkable sales success of the initial towers within Sobha Central, which spans across 1 Million sq. ft., underscoring strong investor confidence and continued demand for premium residences in one of Dubai’s most sought-after urban lifestyle destinations.

Set within a dynamic mixed-use community, The Mirage at Sobha Central introduces a new residential development featuring 677 meticulously designed apartments. The tower exemplifies Sobha Realty’s signature craftsmanship, precision, and contemporary design; blending

comfort, functionality, and elegance in every detail. The new tower will be seamlessly connected to the wider Sobha Central masterplan, which features 250,000 sq. ft. of open green spaces and landscaped courtyards, along with 175,000 sq. ft. of premium leasable office spaces, and 160,000 sq. ft. of retail, dining, and entertainment zones, including an integrated shopping mall. With two dedicated lanes providing seamless entry and exit from Sheikh Zayed Road, The Mirage stands at the corner of Sobha Central, enjoying some of the most privileged views in the development.

Sobha Central is a culmination of Sobha Realty’s “The Art of Detail” philosophy and its pioneering Backward Integration Model as a self-contained, future-forward address where luxury, business, and lifestyle converge. It offers a



PT

OCTOBER 2025 | ISSUE 8 |
VOLUME 2

Text & Images: **Sourced by Team PT**

SOBHA REALTY UNVEILS THE MIRAGE AT SOBHA CENTRAL

THE MIRAGE AT SOBHA CENTRAL TO FEATURE 677 HOMES.

comprehensive mix of world-class amenities, working spaces, entertainment venues, and futuristic retail experiences, truly making it a global hub within itself.

The development continues to attract a diverse international clientele, with strong representation from Indian (26%), European (15%), American (8%), Turkish (6%), and Iranian (4%) buyers, amongst several other nationalities; reflecting Sobha Realty’s global appeal and commitment to delivering excellence across markets.

With its strategic location along Sheikh Zayed Road, Sobha Central offers residents unmatched connectivity to Dubai Marina, Jumeirah Beach Residence, and the city’s major commercial corridors, while promising long-term capital appreciation in one of Dubai’s most resilient investment zones.

Sobha Realty continues to strengthen its position as a leader in luxury urban development, setting new benchmarks for mixed-use design and sustainable living experiences in the heart of Dubai. ✦

Text & Images: Sourced by Team PT

AI: KEY DRIVER OF REAL ESTATE GROWTH IN SHARJAH

AI STANDS OUT AS ONE OF THE MOST TRANSFORMATIVE TECHNOLOGIES SHAPING THE FUTURE OF REAL ESTATE.

Sharjah's real estate sector has witnessed a qualitative leap in harnessing artificial intelligence (AI) tools to enhance decision-making processes for investors, buyers, and sellers alike, while improving data and price transparency across the market.

Experts and industry specialists confirm that AI has become a fundamental tool for saving time and effort in property searches, increasing pricing accuracy, and facilitating market comparisons. It also offers interactive services that significantly enhance the customer experience.

In statements to the Emirates News Agency (WAM), Abdul Aziz Ahmed Al Shamsi, Director-General of the Sharjah Real Estate Registration Department, said that AI stands out as one of the most transformative technologies shaping the future of real estate. "Artificial intelligence provides advanced tools for data analysis, informed decision-making, innovative real estate services, and foresight into market trends," Al Shamsi said.

He added that, guided by the vision and directives of His Highness Sheikh Dr Sultan bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah, the emirate is progressing confidently towards strengthening its digital ecosystem and entering a new era of comprehensive smart transformation.

"Sharjah has successfully attracted investors from various countries and residents from around the world. The ongoing development of digital and smart services will make it easier for them to invest and strengthen their confidence in the market," he noted.

Al Shamsi emphasised that the department views AI as a strategic opportunity to enhance its services by studying global best practices and exploring how to employ the technology in real estate analytics, service delivery, process simplification, and operational efficiency, all contributing to a better customer experience and greater market transparency.



He further highlighted that investing in advanced technologies is a central pillar of Sharjah's business environment development strategy. "The integration of AI will enhance Sharjah's competitiveness as a safe and attractive real estate investment destination," he said, reaffirming the department's commitment to keeping pace with technological advancements in line with the emirate's goals for digital transformation and a sustainable knowledge-based economy.

Majd AlZaiem, Executive Director at Al Marwan Development, underscored the growing importance of AI in real estate and property

development. He revealed that the company launched the "District 11" project, the first in the UAE to be designed using artificial intelligence. Upon its completion in 2029, it will be the first project to be fully operated and managed by AI. The development will comprise 11 buildings spanning a total area of 3.5 million square feet.

"We provided AI with 700 exterior design options for the project and adopted 11 final designs. The technology also handled internal studies for entrances, exits, and parking, which will accommodate 3,000 vehicles," AlZaiem explained.

Meanwhile, Jamal Al Shawish, Head of Sales and Marketing at IFA Hotels and Resorts, highlighted several AI applications already implemented by the company. These include developing scenarios for residential units based on view and size prior to project launch, classifying potential clients, and analysing customer feedback to identify concerns related to pricing, financing, or fees.

He also noted the company's use of predictive maintenance powered by AI to reduce unplanned breakdowns and downtime costs, alongside automation of sales and customer service operations. ♦

PT

OCTOBER 2025 | ISSUE 8 |
VOLUME 2

Text & Images: **Sourced by Team PT**

RESIDENTIAL PROPERTY SALES HIT OVER 57,000 IN Q3 2025

BUSINESS BAY STOOD OUT WITH MORE THAN 4,500 TRANSACTIONS.

Dubai’s property market exceeded 57,000 residential unit sales in Q3, according to the Dubai Land Department, generating over AED 149 billion in transactions as the city enters the new quarter. Business Bay stood out with more than 4,500 transactions, cementing its position as one of the most sought-after areas in Dubai.

As homebuyers and investors continue to shape market trends, developers are responding with projects that align with evolving expectations, combining premium design with exceptional levels of service that go beyond traditional luxury. QUBE Development recently unveiled its new project, ELIRE Managed By LUX* in Business Bay, part of its AED 4.4 billion portfolio, showcasing a residential pipeline attuned to current market demands.

The upcoming branded residence, developed in collaboration with The Lux Collective, the award-winning global hospitality group behind

LUX*, will offer residents a suite of high-end services. These include dedicated residence concierges and valets, in-residence catering, childcare, private chef dining, and personal shopping, ensuring every need is met. The lifestyle experiences cater to a new generation of local, regional, and international buyers seeking exclusive, ultra-luxury communities in the heart of Dubai.

“We’re seeing today’s buyers push the market forward with higher expectations for service, quality, and experiential living,” said Hala Adra, Project Director at QUBE Development. “ELIRE was conceived as a direct response to that shift. In partnership with The Lux Collective, and through the lens of their flagship brand LUX*, we’ve created a residential experience that merges hospitality precision with thoughtful design. From infrastructure and flow to finishes and service integration, every element is built around what tomorrow’s residents expect: a sense of belonging, a trusted brand, and a seamless living experience.” ✦



Text & Images: Sourced by Team Property Time

BANKE EXPANDS INTO SOUTH AFRICA

DUBAI RECORDED 125,538 REAL ESTATE TRANSACTIONS AMOUNTING TO AED431 BILLION

Banke International Properties today announced the opening of its first branch in Johannesburg, The new Hyde Park Lane office brings Banke’s international expertise closer to South African clients, offering access to real estate opportunities across the UAE and other global markets.

The move comes at a time when South African investors are increasingly active in Dubai’s thriving property market. In the first half of 2025 alone, Dubai recorded 125,538 real estate transactions worth AED 431 billion, a 26% year-on-year surge, with 58% of deals driven by international investors. South Africans have been a visible part of this trend, drawn to Dubai’s strong yields, averaging 6–8%, among the highest globally, and the city’s reputation as a safe haven for capital.

The Johannesburg branch will

deliver Banke’s complete range of services, off-plan projects, secondary sales and leasing, commercial real estate, luxury property investments, portfolio management, and cross-border transactions. South African clients will now be able to tap into Banke’s international portfolio through a local hub that combines personalized service with cultural insights drawn from the company’s diverse team.

The South Africa branch will be led by Ravikant Sharma, a seasoned real estate professional with over a decade of experience across global markets. In Dubai, Ravikant spearheaded Banke’s secondary sales and leasing division, while in Ras Al Khaimah, he successfully guided high-performing teams in both primary and secondary markets. His international background, spanning roles at Eurostar, Saregama India Ltd., iYogi, and Wipro, equips him with both a global perspective and

hands-on expertise to steer Banke’s expansion into South Africa.

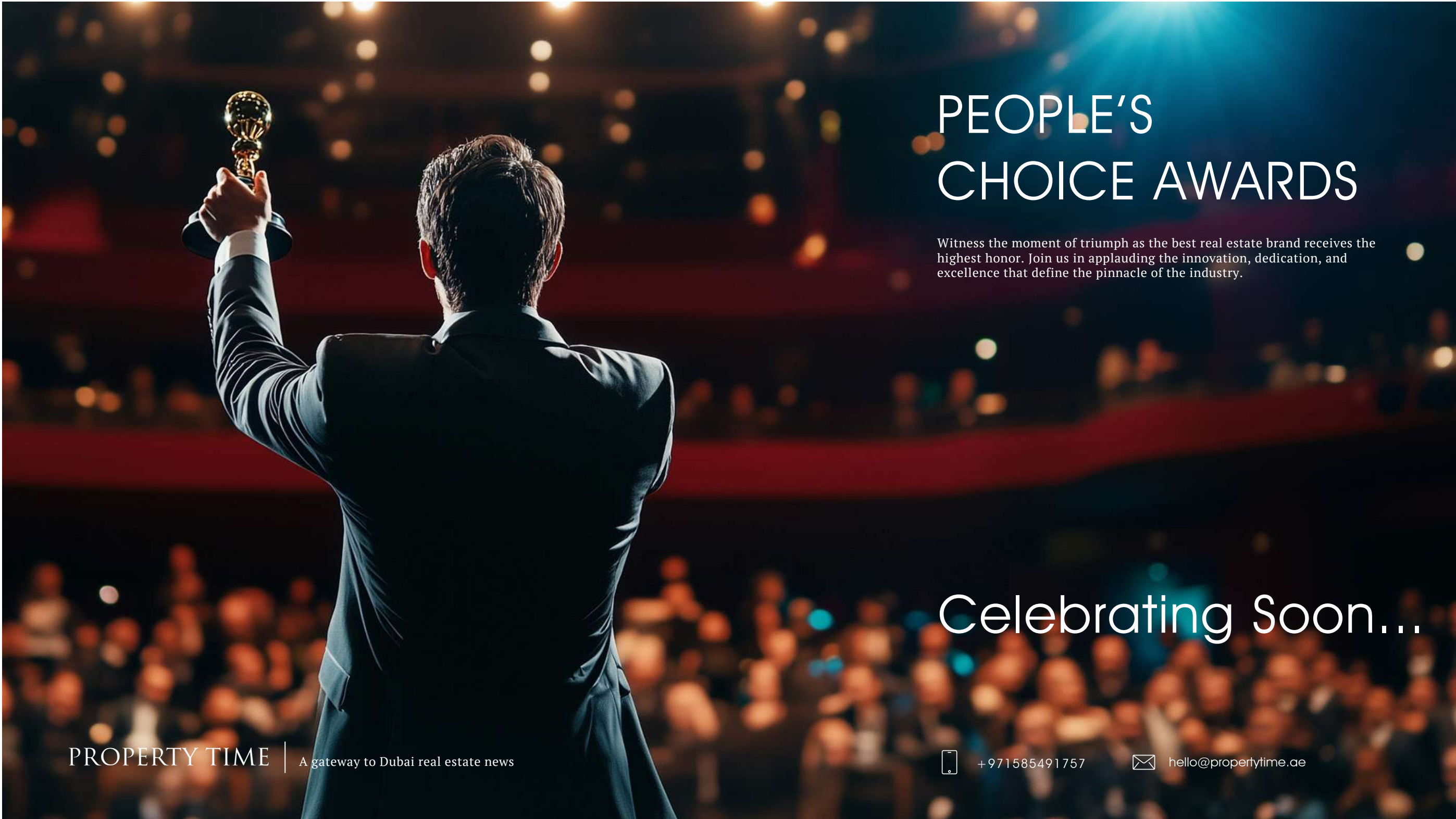
“Launching in Johannesburg is about more than opening a new office; it’s about creating accessibility,” added Ravikant Sharma, [title to be confirmed]. South African clients want trusted guidance in navigating both domestic and international property investments. By being here, we can meet them on their terms, offer localized insights, and connect them directly to opportunities across the UAE and other global markets.”

The expansion comes against the backdrop of deepening UAE–South Africa economic ties. Between 2014 and 2024, UAE companies invested in 28 FDI projects in South Africa, worth an estimated \$23.6 billion. South Africa itself recorded FDI inflows of \$661 million in Q1 2025, underscoring renewed investor confidence. ✦



“SOUTH AFRICA HAS LONG BEEN ONE OF OUR MOST ENGAGED INVESTOR BASES, WITH STRONG DEMAND FOR OFF-PLAN, LUXURY, AND SECONDARY PROPERTIES IN THE UAE,” SAID **PORUSH JHUNJHUNWALA, CEO OF BANKE INTERNATIONAL PROPERTIES.** “BY ESTABLISHING A LOCAL BRANCH, WE ARE DEEPENING THAT RELATIONSHIP, BRIDGING MARKETS MORE SEAMLESSLY, AND BRINGING OUR GLOBAL REAL ESTATE EXPERTISE CLOSER TO CLIENTS WHO ARE LOOKING NOT ONLY AT DUBAI BUT ALSO THE UK, INDIA, QATAR, AND BEYOND.”





PEOPLE'S
CHOICE AWARDS

Witness the moment of triumph as the best real estate brand receives the highest honor. Join us in applauding the innovation, dedication, and excellence that define the pinnacle of the industry.

Celebrating Soon...

PROPERTY TIME | A gateway to Dubai real estate news

+971585491757

hello@propertytime.ae

MONDRIAN

AL MARJAN ISLAND
BEACH RESIDENCES

AN IDYLIC BEACHFRONT PARADISE



A PROJECT BY

ELEVATE

liveelevated.com

Anantara Business Tower, Office 2504
Dubai, United Arab Emirates

+971 (0) 4 568 1856

mondrianalmarjanislandbeachresidences.com