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NOVEMBER 2026
ISSUE 11 | VOLUME 2



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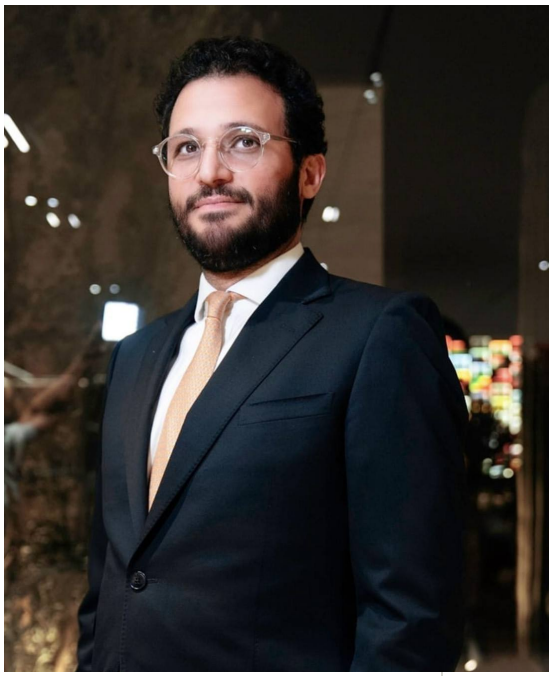
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KEY POINTS FOR INVESTORS & THE RISE OF BRANDED RESIDENCES

BY THE MASTER OF REAL ESTATE – **CRAIG ENGLISH,** MANAGING DIRECTOR, ONE BROKER GROUP



As the UAE's property market continues shaping global real estate narratives in 2026, investors are recalibrating strategies to align with structural growth, demographic shifts, and premiumisation trends. From sustained foreign capital inflows to lifestyle-led demand for luxury homes, several forces are defining how, where, and why investors are allocating capital in the Emirates.

Key Points for Investors in 2026

1. Structural Market Resilience and Evolving Demand
The UAE property market isn't just rebounding — it's maturing. After an exceptionally active 2025, 2026 is shaping up as a phase of measured growth rather than runaway price spikes, with average capital gains forecast in the low-double digits while trade volumes remain robust.

Investor sentiment is driven by a blend of economic fundamentals (GDP expansion outside oil sectors), population growth, and strong demand across segments — from mid-market apartments to luxury villas and branded homes.

2. Strategic Capital Allocation Over Speculation
Unlike earlier markets driven by fear of missing out (FOMO), 2026 investors are increasingly analytical and strategic:

- Scrutinising rental yields vs. overall ROI
- Evaluating exit liquidity and resale demand
- Stress-testing supply pipelines and developer strength
- Balancing off-plan prospects with ready-property cash flows

The shift is from short-term flips to longer-term wealth positioning, with many global buyers treating UAE property as both a wealth preservation tool and an income -generating asset.

3. Increasing Global Investor Participation
Even amid global economic uncertainty, foreign capital remains a core growth driver. Global buyers from markets like the UK, India, China and Saudi Arabia continue to invest heavily in UAE freehold zones, drawn by tax advantages, high yields, and transparent ownership rights.

Foreign investors now represent a significant share of transactions across Dubai, Abu Dhabi and emerging markets like Ras Al Khaimah.

4. Yield Opportunity & Regulatory Clarity
The UAE continues to offer attractive rental yields compared with traditional global cities — often well above many mature markets — while benefiting from zero property tax and full repatriation of funds.

Additionally, regulatory innovations — such as updated resale rules or structured visa incentives via property ownership — are adding depth and confidence to foreign investment strategies.

5. Diversification Across Segments & Locations
2026 is not a one-size-fits-all property market. Investors are diversifying across:

- Off-plan vs ready units
- Waterfront communities
- Core urban zones near transport and infrastructure
- Lifestyle-driven hubs
- Branded and luxury segments

Infrastructure and lifestyle amenities increasingly act as demand multipliers — boosting long-term capital appreciation and rental appeal

Why Branded Residences Are in Vogue
One of the standout trends of 2026's UAE real estate landscape is the surging popularity of branded residences — luxury homes associated with iconic hospitality, lifestyle, or cultural brands.

1. Premium Perception & Quality Assurance
Branded residences go beyond bricks and mortar — they embody a "seal of quality" that resonates with affluent buyers who seek consistency, service excellence, and a predictable luxury lifestyle

This quality assurance — often linked to renowned hotel operators or global luxury names — drives higher price premiums than comparable non-branded counterparts.

2. Stronger Rental & Resale Performance
Properties under established brands often:

- Command higher rental yields
- Perform better in secondary markets
- Attract high-earning tenants willing to pay for consistent service and convenience

For many investors, this translates into enhanced income potential and resilience against market fluctuations.

3. Lifestyle-Driven Demand
Branded residences cater to global investors whose priorities extend beyond pure investment returns — they seek experiences, prestige, and status. These homes often integrate exclusive amenities, concierge services and community-centric environments that appeal to both residents and tenants.

As the UAE evolves into a foremost lifestyle destination — not just a financial hub — such homes embody the shift toward luxury living as a lifestyle choice.

4. Trophy Asset Appeal
For ultra-high-net-worth individuals and global buyers, branded homes are increasingly viewed as trophy assets — unique properties whose value extends beyond income into cultural cachet and long-term desirability.

This factor is critical in markets like Dubai and Abu Dhabi, where luxury competition and differentiated offerings intensify every year.

Bottom Line
The UAE property market in 2026 is dynamic, diversified and investor-friendly, offering a blend of sustained growth, strong fundamentals, and global appeal. Strategic investors are moving away from speculative bets, instead focusing on data-driven opportunities, diversified portfolios, and high-quality assets.

Within this broader narrative, branded residences stand out as a defining trend — merging luxury, lifestyle, and investment value like few other asset classes.

Whether you're a seasoned institutional investor or a high-net -worth individual, understanding these evolving dynamics is key to unlocking value in one of the world's most vibrant real estate markets.✦

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IT'S OMG! TIME IN DUBAI REAL ESTATE

WHY STRATEGY BEATS REPETITION IN DUBAI'S HYPER-COMPETITIVE REAL ESTATE MARKET

Dubai's real estate marketing landscape has reached a critical inflection point. With dozens of agencies vying for developer attention and buyer wallets stretched thin, the question is no longer about who can produce the most campaigns—it's about who can produce the right campaigns. And that distinction matters enormously.

Enter One Marketing Group (OMG), the UAE's newest entrant to the developer marketing space, and perhaps its most deliberate. Unlike the typical agency model—generalists with a property vertical—OMG was architected from day one around a single premise: that real estate developers deserve a partner who understands their world, not a vendor who occasionally does property work.

Built for Developers, Not Adapted for Them

On the surface, OMG's value proposition is straightforward: a full-service creative and marketing agency with expertise in off-plan launches, buyer psychology, and the mechanics of Dubai's real estate machine. But the difference runs deeper.



Everything begins in their in-house creative studio. Brand identity, campaign concepts, video production, and every piece of collateral a launch needs are produced under one roof, by one team, working from one brief. That eliminates the friction of juggling five different vendors—and more importantly, the gaps between strategy and execution.

"You can't build a brand's personality from a template. Creative agencies need to step up, understand their clients, and stop recycling ideas."
— Raha L. Mohajer, Director & Team Lead, OMG

Unlike agencies that vanish once a campaign goes live, OMG commits to full accountability. Their engagement runs from the first concept meeting to the last unit sold—a critical distinction in a market where launch momentum can make or break a project.

AI as Operational Foundation, Not Marketing Buzzword

In 2026, nearly every agency touts AI capabilities. OMG's differentiation is that they've embedded it into their operational backbone. Their social listening tools track market sentiment and buyer conversations at scale,



translating noise into actionable insight. An AI real estate advisor maintains a comprehensive understanding of every project—pricing, positioning, competitive landscape—and applies that knowledge across campaigns, sales conversations, and buyer journeys.

From WhatsApp automation to CRM-driven lead scoring, these tools handle the repetitive work, freeing their creative and strategy teams to focus on what moves the needle. Speed and precision—without cutting corners on quality.

Identity as Strategy: The Arlo Mascot and Brand Philosophy
OMG's visual identity centres on Arlo, a gorilla who changes size depending on the moment. Pocket-sized for detail work. Giant when a launch needs a giant swing. Witty and confident, never childish, always precisely the right fit for the room.

It's a clever piece of brand architecture—one that speaks directly to a core developer pain point: the need for an agency that scales with the project's demands. Not "one size fits all," but "sized right for your launch.

The Five-Step Process: From Brief to Sold Out
OMG's approach follows five sequential phases:
Discovery: Deep analysis of audience, competitive landscape, and commercial targets.
Strategy: Go-to-market planning, channel selection, messaging architecture, and budget allocation. Creative: Full-time studio production of brand assets, campaign visuals, and video.
Launch: Simultaneous campaign activation across all channels, event activations, and PR seeding.
Optimise: Weekly reporting, continuous testing, and refinement through final unit sale.

Why the Market Needed This
Dubai's real estate market has matured dramatically over the past decade. Buyers are more sophisticated. Competition between projects is fiercer. Launch windows are narrower. The market has little patience for generic campaigns or slow execution.

Traditional generalist agencies, the ones selling themselves as "full service"—often end up stretched too thin to excel at any single vertical. The property team becomes a sub-vertical, staffed with junior creative talent and account managers managing multiple categories simultaneously.

The Bottom Line
OMG isn't claiming to be the only solution for every developer. What they are claiming is that when speed, creative quality, and strategic focus matter most, there's a focused partner built precisely for that job. "Developers don't need another vendor. They need a partner who understands that every campaign decision boils down to a single metric: units sold," says Mania. In a market where buyer attention is earned in seconds, that's a compelling case.✦

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DUBAI EMERGES AS WELLNESS REAL ESTATE HUB AS WEALTHY BUYERS SEEK QUALITY OF LIFE

MENA REGION OUTPACES EUROPE AS SECOND-FASTEST-GROWING MARKET IN GLOBAL WELLNESS REAL ESTATE BOOM



Dubai has become the regional hub in a trend reshaping the luxury real estate market as wealthy global buyers make quality of life their main investment goal.

The global wellness real estate market, which has more than doubled since 2019, is projected to reach $1.1 trillion by 2029, with the Middle East playing its own part in this transformation.

According to the Global Wellness Institute (GWI), the MENA region is the second fastest-growing market worldwide, expanding at just over 22% annually, just behind Latin America–Caribbean (24%), and ahead of Europe (22.4%).

Interiors across the AED5.7 billion luxury Keturah Reserve development in Meydan feature natural materials and rich greenery to promote daily wellness. Bio-living features include sophisticated air and water purification systems, as well as circadian lighting to improve sleep, mood, and energy levels.

Dubai's luxury market is shifting from volume-driven growth to innovation-led development, with new projects addressing real lifestyle and health needs that challenge conventions, capture global attention, and reinforce the city's reputation as a forward -thinking destination.

Most luxury buyers are longterm (5+ years) or medium-term (2-4 years) investors, though the distinction is increasingly based on purpose rather than timeframe, with two distinct profiles emerging.

"The lifestyle investor acquires a unit as a primary or secondary residence, considering it as a long-term sanctuary," says Talal. "They are committed to holding for at least five years because they are investing in their family's health and happiness, not merely capital appreciation.

"The strategic investor acknowledges the scarcity value of wellness-focused luxury assets, and recognizes that as the wellness real estate market grows annually in this region, early entrants will appreciate significantly. Generally, they hold for 3-5 years before

"OVER THE LAST FEW YEARS, THERE HAS BEEN A BIG CHANGE IN THE WAY LUXURY REAL ESTATE IS DEFINED AND VALUED," SAYS **TALAL M. AL GADDAH, CEO AND FOUNDER OF THE KETURAH LUXURY BRAND.** "NO LONGER IS IT JUST DRIVEN BY WELL-KNOWN NAMES, SIZE, OR PRESTIGE. TODAY, BUYERS SEEK HOMES TO IMPROVE THEIR HEALTH AND WELLBEING."

"THEY ARE NOW ASKING, 'IS THIS HOME GOING TO MAKE ME HEALTHIER? WILL IT HELP ME SLEEP BETTER, IMPROVE MY MOOD, MY FAMILY'S WELL-BEING? WILL IT CONNECT ME TO NATURE, AND GIVE US ALL THE QUALITY OF LIFE WE NEED?"

"THIS WAS OUR MOTIVATION IN DEVELOPING KETURAH RESERVE AS THE FIRST COMMUNITY OF ITS KIND IN THE REGION WHERE WELLNESS SCIENCE SHAPES EVERY ARCHITECTURAL DECISION."

exiting with substantial returns."

Both categories of investors are quality-focused and prepared to pay a premium. They also seek assurances that the developer will deliver, that the asset will appreciate, and that they will have viable exit options.

As Dubai's luxury real estate market continues to flourish, rather than worrying investors, they perceive it as evidence of the market's vitality and Dubai's standing as a global luxury destination. ✦



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THE RAK RISERS

In an exclusive conversation with **Binesh Babu Panicker, Rakesh Mirchandani,** Co-Founder of RRS International Development, takes Property Time readers through the company's journey, its first project on Al Marjan Island, and its future ambitions.



"WE'RE NAVIGATING IT RESPONSIBLY: REDUCING COSTS WITHOUT COMPROMISING QUALITY."
— **RAKESH MIRCHANDANI**

In the hyper-competitive world of UAE real estate, where ambition often outpaces execution, the transition from broker to developer is rarely seamless. It is one thing to sell property; it is quite another to build it brick by brick, decision by decision, risk by risk. For Rakesh Mirchandani, Rajesh Mirchandani and Sanjay Dhawan, that leap was not impulsive. It was deliberate, strategic, and rooted in more than two decades of lived experience in the region's property market.

RAKESH MIRCHANDANI

How are you feeling today as developers, especially after moving from brokerage?
The feeling is the same. These are unprecedented times, but when we chose development, we knew challenges would come—maybe not to this extent, but we stand by our decision. We're committed to completing the project and doing more in the future. Yes, we're concerned, but we're navigating it responsibly: reducing costs without compromising quality, managing material procurement, and supporting clients who need deferments. The project remains on schedule.

With global material costs increasing, how are you managing units sold earlier at lower prices?
Whatever we committed—quality and timelines—we stand by it. We're not compromising quality; in fact,



"WE PLANNED THE PROJECT TO WITHSTAND SITUATIONS LIKE THIS." — **SHILPA JAIN**

we're improving wherever possible. The only adjustment is offering deferments to clients who requested them. Our team is fully operational, the site is active, and work continues without interruption.

Are you considering price reductions or aggressive payment plans?

We're not reducing prices. If a client makes a higher down payment, we may offer preferential terms. We may introduce promotions like DLD fee waivers or creative offers. But reducing prices isn't right—early investors must see value. Payment plans such as 30/70 or 20/80 may be introduced, but only if they are sustainable.

SHILPA JAIN

From a finance perspective, how do you view the current cash-crunch environment?

None of us were prepared for this. But intelligent investors diversify, and once things stabilize, many will return. I'm concerned, but not worried. These situations eventually balance out.

As newcomers to development, how has the journey been so far?

Coming from finance, becoming a developer is exciting. It started with buying and selling property, and then evolving with Rakesh and Sanjay, who are experts in real estate. The trust and partnership we share give confidence—when one of us is tired, the others carry us forward.

Has the current crisis affected your bottom line?

Not really. Investor sentiment is affected, but nothing is permanent . We planned the project to withstand situations like this.

If not Dubai, do investors have any alternatives?

No. Dubai is unstoppable. Life continues normally here.

What has been your involvement in the development process?

I'm expanding my experience across construction, finance, and project development. I'm grateful to be learning from my partners and being part of RRS.





Today, as Co-Founders of the multi-award-winning RRS International Development, the Mirchandani brothers and Sanjay Dhawan represent a new breed of developers. Part strategist, part entrepreneur, part long-term investor, they are shaping projects not merely to sell, but to endure.

Looking back at the two-decade journey, Rakesh Mirchandani describes it less as a moment of arrival and more as the beginning of a longer road. "It feels like we're living a dream," he reflects in an exclusive interview with Property Time Editor-in-Chief Binesh Babu Panicker, before adding, with characteristic realism, that the journey has only just begun.

Their trajectory mirrors the evolution of the UAE real estate ecosystem itself. Starting as leasing consultants, moving into sales leadership, launching their own brokerage, partnering with developers, managing large-scale investments, and finally stepping into development, each phase was preparation for the next. "Just as you need a strong foundation to construct a tall tower, you need time to build up a company with strong fundamentals," Rakesh says.

Unlike many developers who enter the market through capital alone, the founders of RRS International Development entered the market with extensive industry knowledge, thanks to their intimate understanding of buyer psychology, market cycles, pricing dynamics, and investor expectations. That insider perspective, Rakesh believes, has become one of their most powerful advantages. "It helped us understand what sells, how to price it, where demand lies, and ultimately how to design a product the market wants," he says.

The Discipline of Realism

RRS International Development's philosophy is anchored in restraint as much as ambition. When the brothers, Sanjay Dhawan, and their partners and stakeholders acquired land for their flagship project on Al Marjan Island in Ras Al Khaimah, they deliberately chose not to build at scale from day one.

They could have pursued a larger parcel, a grander vision, a more dramatic launch. Instead, they opted for a boutique, mid-sized development designed to establish a benchmark, refine their approach, and lay the foundation for future expansion.

It was a decision shaped by experience rather than ego. They were also following a guiding principle once articulated by an industry veteran that in real estate, scale is seductive, but discipline is rare. That's what differentiates sustainable developers from speculative ones.

The result is a flagship branded hospitality-led development under the NH Collection banner, an integrated project that blends hotel keys with branded residences, curated amenities, and long-term operational value.

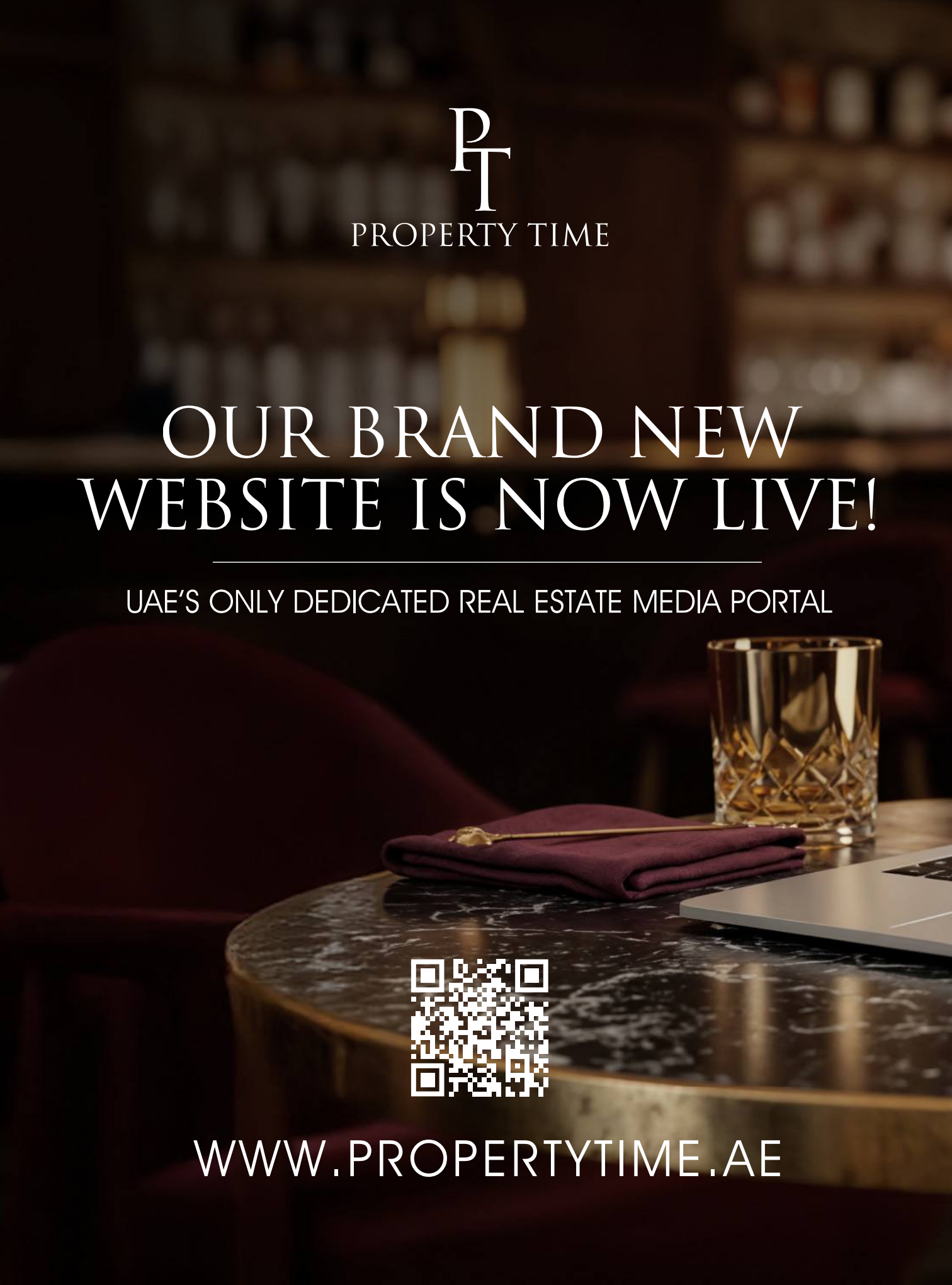
Perhaps the most telling insight into their mindset lies in how they define responsibility.

As brokers, they once represented clients. As developers, they now represent the future of the asset itself.

"We're not just developers; we're investors in our own project," Sanjay says. "We're retaining around half of the inventory because we believe in its long-term value."

This dual identity of developer and long-term stakeholder fundamentally alters decision-making. When a company knows it will remain invested in its own product for decades, shortcuts become difficult to justify.

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DUBAI RECORDS 335 SALES OF $10M+ HOMES IN FIRST EIGHT MONTHS OF 2026

NEW MARKET ANALYSIS SHOWS PALM JUMEIRAH STILL A PRIME LOCATION FOR HIGH-END PROPERTY INVESTORS

The Dubai real estate sector recorded 335 sales of homes valued at $10 million (AED36.7 million) and above in the first eight months of 2026, underlining the city's position as one of the world's leading luxury residential markets.

An analysis of Dubai Land Department data by fäm Properties reveals that there were 206 high end villa sales transactions totalling AED11.7 billion between January and the end of August, and 129 luxury apartment sales amounting to AED8.67 billion.

Palm Jumeirah's position as a prime residential location was again highlighted by sustained investor interest placing it among the top three areas for villa and apartment sales at $10 million + both in terms of volume and value.

The Palm Jumeirah luxury sales breakdown was 35 apartments (#1 by count) worth AED 2.18 billion (#2 by value) at an average of AED 62.2 million, and 28 villas (#3) at AED 1.85 billion (#3) at an average of AED 66.2M.

Firas Al Msaddi, CEO of fäm Properties, said: "There is still a great deal of money moving through the very top of Dubai's property market, reinforcing the city's position among the leading global investment hubs for high-net-worth individuals.

"More and more investors are making serious commitments because they regard Dubai as one of the most desirable places in the world to live, work and raise families, something which has also been highlighted by high volumes of new and renewed rental contracts in recent months."

The leading area in terms of overall luxury villa sales volume and value was the master-planned residential community of Hadaeq Sheikh Moh'd Bin Rashid which recorded 48 transactions totalling AED2.77 billion at an average price of AED 57.8 million.

The most expensive apartment sold during the first eight months of the year was a 31,201 sq ft 6-bedroom unit at Aman Residences in Jumeirah Second which fetched AED 422 million. The most expensive villa was a 44,903 sq ft 7-bedroom property at La Mer in Jumeirah First which went for AED350 million.



TOP 5 AREAS FOR $10 MILLION-PLUS SALES BY OVERALL VALUE

Apartments

Area	Transactions	Total value	Average price	Rank by count
Jumeirah Second	31	AED 2.77B	AED 89.6M	2
Palm Jumeirah	35	AED 2.18B	AED 62.2M	1
Jumeirah First	16	AED 893.5M	AED 55.8M	3
Downtown Dubai	14	AED 821.8M	AED 58.7M	4
Business Bay	11	AED 694.2M	AED 63.1M	5

Villas

Area	Transactions	Total value	Average price	Rank by count
Hadaeq Sheikh Moh'd Bin Rashid	48	AED 2.77B	AED 57.8M	1
Palm Jebel Ali	43	AED 2.04B	AED 47.5M	2
Palm Jumeirah	28	AED 1.85B	AED 66.2M	3
Emirates Living	15	AED 1.08B	AED 72.0M	4
Wadi Al Safa 3	15	AED 766.4M	AED 51.0M	5

TOP 5 HIGHEST-VALUE TRANSACTIONS

Apartments

Price	Beds	Size sq ft	Price sq ft	Sale type	Area, Master Project	Project
AED 422.0M	6	31,201	AED 13,525	Off-plan	Jumeirah Second	Aman Residences
AED 356.2M	6	31,201	AED 11,416	Off-plan	Jumeirah Second	Aman Residences
AED 225.9M	6	31,387	AED 7,199	Off-plan	Palm Jumeirah	The Alba Residences
AED 210.0M	5	21,812	AED 9,628	Off-plan	Jumeirah Second	Peninsula Dubai Residences
AED 200.0M	5	20,418	AED 9,795	Off-plan	Business Bay	Bugatti Residences By Binghatti

Villas

Price	Beds	Size sq ft	Price sq ft	Sale type	Area, Master Project	Project
AED 350.0M	7	44,903	AED 12,986	Off-plan	Jumeirah First, La Mer	
AED 145.0M	6	18,844	AED 20,714	Resale	Palm Jumeirah	Signature Villas
AED 134.0M	9	31,527	AED 3,858	Resale	Emirates Living,Emirates Hills	
AED 115.0M	6	18,303	AED 7,390	Resale	Palm Jumeirah	Eome Residences
AED 110.0M	5	16,336	AED 15,714	Resale	Palm Jumeirah	Signature Villas

THE LUXURY COLLECTION

RESIDENCES

Luxury Living in **Al Marjan Island**

Starts from ***AED 3.5M***

1-3 Bedroom Apartments | **4-5** Bedroom Penthouses

2-3 Bedroom Townhouses & Villas

20%	30%	50%
During Construction	On Handover	3 Years Post Handover

Q1 2028 Handover



Abu Dhabi National Hotels

NASIM AL BAHR RESIDENCES

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