

PROPERTY TIME



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Cover Story

THE MASTER OF REAL ESTATE

The incredible story of setbacks and a massive comeback:
Meet **Umar Bin Farooq, OBG Founder & CEO**



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BUILDING COMMUNITIES

BY PROF. JEEVAN D'MELLO

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AND HISTORY WILL SAY "**WE DID IT FIRST**"



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DUBAI'S UNDISPUTED DOMINANCE IN THE GLOBAL REAL ESTATE MARKET CONTINUES.



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The first edition of 2026 opens at a defining moment for the region. Dubai has not only sustained its momentum—it has demonstrated a level of maturity, resilience, and global influence that now positions it among the world's most sophisticated real estate markets. The record AED 682.5 billion achieved in 2025 is more than a milestone; it is a statement of structural strength and long-term confidence.

Our major feature, Dubai 2025: Growth Unlimited, captures this evolution with clarity. It reflects a city that has moved beyond rapid expansion into a phase of intentional, data-backed, globally benchmarked growth. This is a market that no longer reacts to cycles—it shapes them.

In this edition, we also spotlight Marjan's Moment, a deep dive into one of the region's most compelling

emerging destinations. With rising demand, shifting investor profiles, and a clear value trajectory, Marjan is fast becoming a symbol of the UAE's next wave of coastal and lifestyle-led development.

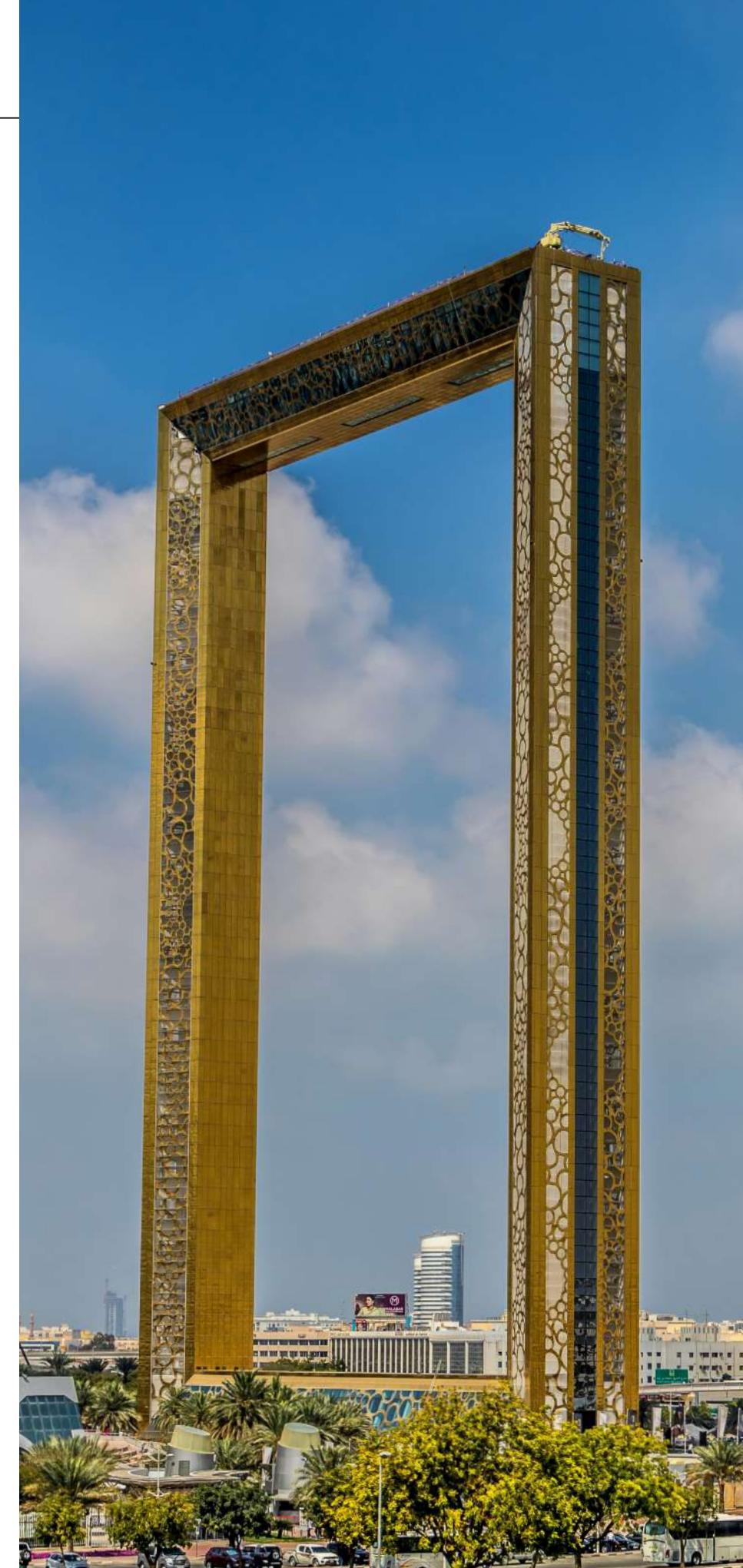
A global legacy also arrives in Dubai through Aylesford Middle East, bringing six decades of London real estate heritage into the region. Their entry reinforces Dubai's status as a magnet for international expertise and institutional-grade advisory.

One of the most anticipated features of this issue is the cover story "The Master of Real Estate", profiling Umar Bin Farooq, Founder & CEO of One Broker Group, a figure whose leadership, vision, and consistency have shaped market behaviour and investor confidence. His journey reflects the very essence of Dubai's rise—strategic, bold, and relentlessly forward-looking. Presenting him in this edition is both timely and symbolic, as the city steps into a new era of global prominence.

We also revisit the fundamentals in The Multiplier of Real Estate, a reminder that wealth creation in property is not about luck but about understanding timing, liquidity, and long-term positioning—principles that continue to define success in this region.

Across the magazine, you will find stories of innovation, new launches, shifting hotspots, and the developers, advisors, and visionaries shaping the UAE's next chapter.

Welcome to 2026—a year where Dubai doesn't just grow; it leads. ♦



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Multiplier of Real Estate



Cover story - The MASTER of Real Estate: Umar Bin Farooq, OBG



Rabia Khan brings London's 60 years of legacy to Dubai: Aylesford



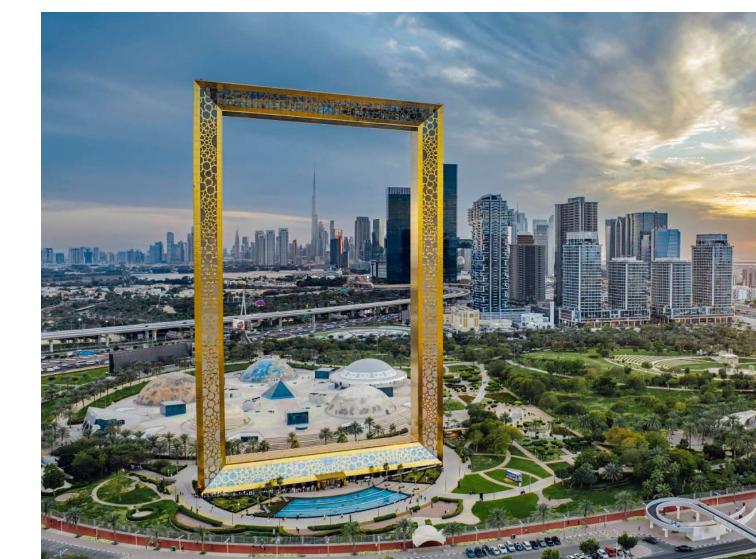
Acube Abodes' ground breaking ceremony of Altair 52



Column by Lianda Leach, DAMAC Properties- LOAMS



Dubai 2025: Growth Unlimited



Mohammed Mousa, CEO of IEREI



Column by Prof. Jeevan D'Mello



DUBAI 2025 GROWTH UNLIMITED



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DUBAI'S REAL ESTATE MARKET RECORDS NEW HISTORIC MILESTONE

TRANSACTIONS EXCEEDED AED917 BILLION IN 2025.

Dubai's real estate sector achieved its strongest performance to date in 2025, with over 270,000 transactions worth AED 917 billion, up 20% year on year. Backed by clear regulations, disciplined market practices, and a long-term investment approach, the market has moved from rapid growth to sustainable leadership.

On this occasion, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, commended the collective efforts that contributed to the real estate sector's strong performance in 2025, noting that these efforts have guided the market into a more advanced and mature phase, capable of converting investor confidence into stable and sustainable value.

His Highness also highlighted that the record results reflect trust in Dubai's vision, the resilience of its economy, and the clarity of its development path, underscoring the importance of careful planning, transparent regulations, and a balanced approach that supports progress while maintaining quality of life.

Sheikh Mohammed further emphasised the strategic role of the real estate sector in Dubai's diversified economy, noting that innovation continues to guide the sector with a focus on human interest and the pursuit of a prosperous future.

This record performance reflects the visionary leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum, and the continued guidance of His Highness

Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE, and Chairman of The Executive Council of Dubai, and His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, First Deputy Ruler of Dubai, Deputy Prime Minister, Minister of Finance. Their forward-looking policies and advanced regulations have positioned Dubai as a global model in economic planning and sustainable growth.

The results also confirm that Dubai's real estate market is steadily progressing toward achieving the objectives of the Dubai Real Estate Sector Strategy 2033, which seeks to raise transaction volume by 70% to reach AED 1 trillion. This growth aligns with the Dubai Economic Agenda D33, which aims to double the economy and strengthen Dubai's position among the world's leading economic cities.

In 2025, Dubai's real estate sector »



DUBAI 2025

GROWTH UNLIMITED

saw strong activity, with 3.11 million transactions, including sales, leases, and all real estate services, up 7% from 2024. This highlights growing demand, a larger base of participants, and the sector's key role in the economy.

Real estate investments in 2025

exceeded AED680 billion across 258.6 thousand deals, up 29% in value and 20% in number. The investor base continued to expand, reaching around 193.1 thousand, an increase of 24%, including 129.6 thousand new investors, representing 23% growth. Resident investors

accounted for 56.6% of the total.

Women strengthened their presence in the real estate market, investing AED 154 billion through 76.7 thousand deals, with growth of 31% in value and 24% in number, reflecting a more inclusive investment landscape. »



DUBAI 2025 GROWTH UNLIMITED



Luxury property investments reached AED 3.98 billion, up 5%, while the average period for a renter to become an investor was 4.8 years, highlighting the increasing attractiveness of property ownership in Dubai.

The market saw notable activity in property sales and mortgages across key areas. In terms of the number of real estate transactions, the top 10 areas were, respectively: Al Barsha South Fourth, Business Bay, Wadi Al Safa 5, Dubai Airport

City, Dubai Marina, Jebel Ali First, Al Yelayiss 1, Wadi Al Safa 3, Dubai Investment Park Second, and Al Thanyah Fifth.

In terms of the value of transactions, the top-performing areas were: Business Bay, Dubai Marina, Palm Jumeirah, Burj Khalifa, Al Barsha South Fourth, Mohammed Bin Rashid Gardens, Dubai Airport City, Wadi Al Safa 5, Wadi Al Safa 3, and Al Yelayiss 1.

In terms of the number of mortgage transactions, the top 10 areas were Al Barsha South Fourth, Dubai Marina, Jebel Ali First, Wadi Al Safa 5, Burj Khalifa, Al Thanyah Fifth, Business Bay, Madinat Hind 4, Al Merkadh, and Al Hebiah Fourth.

As for the value of mortgage transactions, Palm Jumeirah, Dubai Marina, Business Bay, Al Barsha South Fourth, Burj Khalifa, Al Wasl, Mohammed Bin Rashid Gardens, Al Thanyah Fifth, Jebel Ali First, and Al Thanyah Fourth ranked among the top 10 areas. This performance reflects the diversity of investment opportunities and the balanced geographical growth across the emirate.

His Excellency Omar Hamad Bu Shehab, Director General of Dubai Land Department, said that Dubai's real estate sector delivered strong results in 2025, reflecting a more mature and sustainable market underpinned by transparency, governance, and data-driven policies. He added that this performance aligns with the Dubai Economic Agenda D33 and the Dubai Real Estate Sector Strategy 2033, supported by legislation, digital transformation, and close collaboration with developers, brokers, and other stakeholders.

His Excellency Omar Bu Shehab noted that these outcomes highlight the impact of ongoing efforts to streamline procedures, improve services, and enhance investor confidence, further strengthening Dubai's position as a premier destination for long-term real estate investment.♦



Image: JAK Productions
Compiled by Binesh Babu Panicker

“WEALTH MULTIPLICATION IS NOT ABOUT LUCK”: THE MULTIPLIER OF REAL ESTATE

BY CHIRAG GOYAL, FOUNDER & CEO, GPG

For years, people have asked me how I consistently multiply investor wealth—often doubling, tripling, and in some cases achieving 300% to 500% returns. The truth is simple: multiplication is never luck. It is a disciplined formula built on research, scarcity, structured buying, and responsible selling. That is why the market today calls me The Multiplier of Real Estate—a title I carry with responsibility, not pride.

Dubai's real estate market has been on an extraordinary trajectory. Dubai closed 2025 with record-breaking sales of AED682.5 billion, the highest in its history, marking five consecutive years of growth. This growth is not random—it is driven by informed investors who understand timing, supply, and long-term value. My job is to guide them through that landscape with precision.

Groundwork matters

Take our investment in Maritime City. Before buying a single unit, my team and I conducted deep research: developer credibility, delivery timelines, retail sizing, payment structures, and future supply. We discovered that while most developers were offering large retail units, no one was offering small, high-absorption units facing the main road. So we bought the entire ground-floor retail strip at AED 4,000 per sq ft—20% below market. Today, similar stock is trading at AED 5,000 per sq ft, and once delivered, the valuation will be determined by us, not the market. That is multiplication by design.

Another example is Marjan Island in Ras Al Khaimah, where we purchased full sea-view townhouses with a 50-50 payment

plan. Townhouse inventory on the island is just 3%, making it one of the rarest asset classes in the UAE. We bought at AED 6 million; by 2028, we expect valuations between AED 12–15 million. That is not speculation—it is mathematics driven by scarcity.

third in eight months with another 30%. In just 18 months, we nearly doubled his capital. Today, we co-own multiple assets together.

Another investor from Ras Al Khaimah saw her money double twice. Senior sales heads from major developers—people who understand the market inside out—trust me to multiply their personal wealth. That trust is earned, not claimed.

As Dubai enters 2026, liquidity tightening and oversupply in some off-plan segments will challenge uninformed investors. But for those who follow disciplined strategies—buying near handover, choosing Grade A developers, and prioritizing small, liquid assets—the opportunities remain exceptional. s will benefit from it.

My message to new investors is simple: avoid FOMO, avoid oversized assets, and avoid developers who cannot demonstrate construction progress. Multiplication happens when you buy right—not when you buy fast. ♦

Text/images: Sourced by Team PT

MARJAN'S MOMENT: WHERE DEMAND IS RISING AND VALUES ARE HEADING

BY SHABANA RANGREZ, MANAGING PARTNER AND COO AT URBAN

Marjan is transitioning from an opportunity led market into a performance driven one. What once attracted early adopters is now drawing structured capital, institutional interest, and increasingly sophisticated private investors. As Ras Al Khaimah accelerates its tourism and infrastructure agenda, Marjan is emerging as a market where demand is being shaped by yield visibility, supply dynamics, and long-term capital appreciation rather than speculation.

In 2026, investors are no longer asking whether Marjan will grow, they are focusing on which asset classes will outperform.

Waterfront Apartments: Yield, Liquidity, and Scarcity

Waterfront apartments remain the most liquid and defensible investment segment in Marjan. Limited beachfront supply, combined with consistent lifestyle and tourism demand, continues to support both rental performance and resale values.

What sets certain developments apart is exclusive private beachfront access, available only

to a select number of units. Properties with private beach rights deliver enhanced lifestyle appeal and scarcity driven pricing power, making them highly attractive for investors seeking both capital preservation and premium growth. From an investment perspective, these assets benefit from three critical factors: strong occupancy potential, pricing resilience, and exit liquidity. As Ras Al Khaimah property values rise, true sea-facing units, especially those with private beach access are expected to maintain a premium over standard waterfront stock.

Branded and Non-Branded Residences: Premium Assets with Pricing Power

Branded and non-branded residences are increasingly being viewed as investment grade assets. Global brand association, design quality, and service standards translate into higher rental rates and stronger resale appeal, particularly among international buyers.

In Marjan, branded residences are commanding price premiums, but non-branded units in well located developments are also attracting strong investor interest due to



long-term value positioning. Properties combining brand credentials or strong design differentiation with private beachfront access are particularly rare, adding an additional layer of exclusivity and investment resilience.

Off-Plan Investments: Timing Over Speculation

Off-plan remains a key entry strategy for investors, but the approach has evolved. The strongest returns are being generated not through volume buying, but through disciplined selection favoring

projects with reputable developers, clear differentiation, and proximity to future demand drivers.

Studios and one-bedroom units continue to attract the highest investor interest due to lower entry prices, faster absorption, and higher rental efficiency. As projects near handover, appreciation is increasingly driven by end user demand and rental readiness rather than speculative resale.

Short-Term Rental-Focused Assets: Yield-Driven Demand

Tourism growth is reshaping the rental market in Marjan, creating strong demand for short term rental friendly properties. Units designed for flexibility, capable of operating in both holiday and long term rental markets, are emerging as high-performing assets.

For investors, this segment offers the advantage of yield optimization, particularly during peak tourism seasons. As hospitality infrastructure expands, properties aligned with short-term rental demand including select units with private beach access are expected to deliver stronger cash flow and sustained valuation growth.

Capital Appreciation Outlook

Marjan's price growth is entering a more selective phase. Rather than broad based appreciation, capital gains are concentrating in assets with clear investment fundamentals: premium waterfront positioning, private beachfront access, brand association, rental efficiency, and limited future supply.

Well-located premium apartments, branded residences, and properties

with exclusive beach rights are expected to outperform the wider market, while mid-market stock will deliver steadier, yield-led returns.

The Investor Takeaway

Marjan's investment narrative today is defined by structure, not speculation. The market is rewarding disciplined capital, informed decisions, and asset quality. For investors, the opportunity lies not in chasing the market, but in aligning with the segments where demand, yield, and long-term value intersect.

In Marjan's next phase, smart capital will not just follow growth it will define it, particularly by targeting the rare properties that offer exclusivity, lifestyle, and measurable investment upside. ♦



Images: JAK Productions
Interview: Binesh Babu Panicker

LONDON'S 60 YEARS OF LEGACY LANDS IN DUBAI: AYLESFORD MIDDLE EAST REAL ESTATE

LEADING THE EXPANSION IS **RABIA KHAN**, FOUNDER AND CEO OF AYLESFORD MIDDLE EAST.

Aylesford, one of London's most respected names in luxury real estate, has officially launched its regional headquarters, Aylesford Middle East, in Dubai. Established in London in 1966, the firm brings nearly 60 years of heritage and a track record of over £25 billion in completed transactions to the UAE.

Leading the expansion is Rabia Khan, Founder and CEO of Aylesford Middle East. With over 15 years of experience in the UAE real estate market, Khan bridges the gap between Aylesford's global standards and local market dynamics.

The firm provides a disciplined, results-driven suite of services including:
• **Master Brokerage:** Providing end-to-end sales oversight

for selected developments.

- **Exclusive Developer Representation:** Acting as a dedicated advisory partner for high-quality projects.
- **Project Sales Strategy:** Utilizing deep market analysis and pricing recommendations.
- **Broker Network Management:** Coordinating local and international brokers through organized communication.

Built on the four pillars of Trust, Professionalism, Clarity, and Consistency, Aylesford Middle East aims to raise the standard of project representation in the region. By connecting elite developers with a global network of UHNW families and international investors, the firm continues its legacy of building trust for life. ♦

Andrew Langton

As the **Chairman and Founder of Aylesford International**, **Andrew Langton** is a prime property pioneer who, in the 1970s, became one of the first British agents to establish an international division, famously representing **Royal Families across the GCC**. His enduring success is built on a philosophy of **always giving the right advice**, even if it means advising a client to "sit tight" when the timing isn't right. This rare commitment to integrity over immediate sales has earned him unparalleled trust and a legendary roster of **clients for life**.



"AYLESFORD MIDDLE EAST IS MORE THAN A BROKERAGE; IT IS A PROFESSIONAL PLATFORM BUILT ON INTEGRITY AND DRIVEN BY RESULTS," **SAYS KHAN**. "OUR FOCUS IS NOT ON VOLUME, BUT ON REPRESENTING A SELECT NUMBER OF HIGH-QUALITY DEVELOPMENTS AND DELIVERING THEM WITH CLARITY, STRUCTURE, AND CONSISTENCY".

**Rabia Khan, Founder & CEO,
Aylesford Middle East Real Estate**



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Text/images: Sourced by Team PT
Interview: Binesh Babu Panicker

WORLD'S FIRST MERCEDES-BENZ BRANDED CITY LAUNCHED BY BINGHATTI IN MEYDAN,

THE LAUNCH MARKED THE LARGEST REAL ESTATE EVENT IN DUBAI'S HISTORY

After the global success of their first collaboration, Binghatti and Mercedes-Benz have reunited to pursue a far greater vision, one that expands the boundaries of both luxury real estate and automotive innovation. Their partnership now returns with the unveiling of **Mercedes-Benz Places | Binghatti City**, the world's first Mercedes-Benz branded city and the developer's first masterplanned community, a monumental AED 30 billion development spanning more than 10 million square feet in Nad Al Sheba.

Contrary to expectations, the price range of the project makes it affordable for a large number of people. Muhammad Binghatti, Chairman, Binghatti, in an exclusive chat with Binesh Babu Panicker, said, "I think it was very important for us when delivering or launching a project on a city scale. A city is all about community. It's all about people. And community has different people from different parts of the world, from different backgrounds,

from different financial abilities,. And so we wanted this to be for as many types of people as we can. And so it was very important for us to almost reflect what you get in the experience on the automotive side of Mercedes-Benz. You have the A-class, the E-class, the S-class, the G-class. You have it all, the whole array of products from different entry points in terms of pricing and experience. And I think we wanted to tell a similar story... in terms of price point and size, we wanted it to be quite diverse.

The **grand unveiling in Meydan** delivered one of the most cinematic moments in Dubai's real estate industry. **Hosted by Hollywood actor Terry Crews**, the night drew **25,000 guests the largest attendance at any Binghatti event to date**, as a spectacular drone show lit up the skyline and the program unfolded around **two historic reveal moments**.

The first reveal was the exclusive Middle East showcase of **VISION**



ICONIC, Mercedes-Benz's newest concept creation, inspired by the golden era of 1930s automotive design and embodying the pure essence of the marque. The grand launch opened with a performance by **legendary Italian tenor Andrea Bocelli**, setting an unforgettable tone for the evening. »





The second reveal then unveiled the masterplan community, an entirely new urban district comprised of twelve architecturally synchronized towers. A sweeping drone show illuminated the Meydan skyline, followed by a laser projection across Nad Al Sheba tracing the outline of the twelve-tower formation, before a massive fireworks finale crowned the night symbolizing the scale and ambition of the vision.

The masterplan will be delivered in three phases, each unveiling a new layer of this cityscale vision.

MATHIAS GEISEN, MEMBER OF THE BOARD OF MANAGEMENT, MERCEDES-BENZ GROUP AG, SALES & CUSTOMER EXPERIENCE AFFIRMED THAT "THIS MASTERPLAN REPRESENTS THE PUREST EXPRESSION OF THE BRAND'S DESIGN PHILOSOPHY, EXTENDING OUR DNA FROM THE AUTOMOBILE INTO A LIVING ENVIRONMENT CRAFTED WITH TECHNICAL PRECISION."



Across the towers, residences range from **studios to 3-bedroom apartments**, with **Vision Iconic tower** also featuring a collection of **4- and 5-bedroom homes**. All of it is anchored by the development's defining centerpiece, the iconic spiraling signature tower bringing to life one of the region's most ambitious residential masterplans.

At the heart of the development lies the Grand Promenade, a vast green expanse imagined as a sanctuary of sustainable and environmental consciousness. Designed as a sequence of 12 unexpected moments and curated experiences, it features water elements, discovery zones, shaded groves, art pavilions, active circuits, and panoramic hills.

Surrounding the park, residents will also enjoy an elevated system of luxury signature amenities, 12 Exclusive sporting clubs, and a network of grand indoor facilities, ensuring an unmatched lifestyle throughout the entire community. **Chairman Muhammad Binghatti** emphasized the significance of this moment, noting that both brands have returned "not only to build upon the success of their first collaboration, but to imagine what the future of living can become when automotive ingenuity and architectural innovation converge at a city scale."

Mercedes-Benz Places | Binghatti City, marks a new era, a world built beyond tomorrow, where mobility, architecture, technology and design function as one. This second collaboration between the two global leaders stands as a monumental step forward shaping not just a landmark development, but a blueprint for how the future of branded living in Dubai will be defined.♦



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

ACUBE ABODES REALTY BECOMES ONE OF THE FIRST DEVELOPERS TO BREAK GROUND IN DUBAI

SETTING THE TONE FOR THE CONSTRUCTION ACTIVITIES FOR 2026, ALTAIR 52 IS ENVISIONED AS A CONTEMPORARY RESIDENTIAL DEVELOPMENT.

A cube Abodes Realty has officially broken ground on Altair 52, its latest premium residential development in the rapidly expanding master community of Dubai South. The ceremony marks the formal start of construction and reinforces the developer's commitment to delivering high-quality, thoughtfully designed living spaces.

With this milestone, Altair 52 becomes one of the first residential projects to commence construction in the new year—an encouraging signal for Dubai's high-growth real estate sector, which recorded an unprecedented 215,700 property sales transactions last year valued at Dh686.8 billion, according to Dubai

Land Department data. Developers completed 42,784 residential units last year, a 45 percent increase from 2024. A total of 177,624 new units were launched, up 6.1 percent, ensuring a strong pipeline heading into 2026. Apartments dominated activity with 170,448 sales worth Dh332.9 billion, nearly 20 percent higher than the previous year. Villa sales also rose 11.1 percent to 34,671 units, totaling Dh206.9 billion.

Dubai's property market is expected to see approximately 120,000 new homes delivered in 2026—a significant rise from 2024/2025. This signals a maturing market with greater buyer choice and potential

price stabilization, although luxury segments remain resilient. While the large supply wave will test absorption, historical delays suggest actual deliveries may be lower, easing immediate oversupply concerns as buyers become more selective.

Strategically located in Dubai South, Altair 52 is designed as a contemporary residential community featuring modern architecture, efficient layouts, and lifestyle-driven amenities. The project benefits from excellent connectivity to major highways, proximity to Al Maktoum International Airport, and easy access to key commercial and logistics hubs including Jebel Ali Free Port and Free Zone—areas expected to see heightened economic activity.

The groundbreaking ceremony was attended by senior management of Acube Abodes Realty, project consultants, contractors, and key stakeholders, symbolising a strong foundation built on trust, planning, and execution excellence.

Akshay Agarwal, Founder and CEO of Acube Abodes Realty, said: "The groundbreaking of Altair 52 represents a significant step forward in our journey as a developer. Dubai South continues to emerge as one of the most promising destinations in Dubai, and Altair 52 reflects our vision to create value-driven homes that combine design, functionality, and long-term investment potential." Designed for both end-users and

investors, Altair 52 will feature well-planned residential units complemented by modern amenities, landscaped spaces, and community-focused features—aligning with Dubai South's vision of a sustainable, future-ready urban ecosystem.

Meanwhile, 70 percent of the residential units at Altair 52 have already been sold by the project's master broker, Golden Bricks. This milestone underscores strong market confidence in Acube Abodes Realty and highlights Golden Bricks' effective sales strategies, customer trust, and growing influence in the premium residential brokerage segment.

The strong buyer response reflects the appeal of Altair 52's modern design, strategic location, and lifestyle offerings, further reinforcing Golden Bricks' commitment to delivering exceptional real estate solutions.

Acube Abodes Realty also announced plans to launch two additional



projects—Altair 72 and Altair 92—in Dubai South. Agarwal, who also serves on the Board of Directors at Arihant Group of Companies in Mumbai, brings a strong legacy of professional real estate development expertise to the UAE market. ♦

Construction activities for Altair 52 are now underway. Upon completion in 2027, the development will offer 52 well-appointed studios, one-, two-, and three-bedroom apartments, each supported by a range of lifestyle facilities and amenities. ♦



Text/images: **Sourced by Team PT**

FROM PROJECT THINKING TO PORTFOLIO THINKING

BY PROF JEEVAN D'MELLO GDARCH, CMCA, AMS, LSM, PCAM, D. LITT
CEO ZENESIS CONSULTING, PAST PRESIDENT – COMMUNITY ASSOCIATIONS INSTITUTE

For decades, real estate success has been measured by a familiar checklist: land acquired, approvals secured, construction completed, units sold, handover achieved. The project is declared a success, the team moves on, and attention shifts to the next development.

That mindset made sense when developments were smaller, simpler, and largely transactional. Today, it is no longer sufficient, especially in the UAE.

Modern real estate is no longer about delivering projects. It is about managing portfolios of long-life assets, complex communities, and enduring brands. Yet many developers, investors, and even asset owners still operate with a project-centric lens. This gap between how assets are delivered and how they must be managed is where value quietly erodes.

The limits of project thinking
'Project Thinking' is finite by

nature. It focuses on scope, timelines, budgets, and completion milestones. Its success metrics are largely internal and short term. Did we deliver on time? Did we stay within budget? Did we achieve practical completion?

What it does not adequately address is what happens next.

Once the ribbon is cut and the keys are handed over, a very different reality begins. Operational complexity increases. Ownership fragments. Expectations rise. Costs become recurring rather than capitalized. Decisions made during design and construction start to reveal their long-term consequences.

When assets are managed as isolated projects, teams often fail to see patterns across developments. Issues are solved repeatedly instead of systemically. Lessons learned in one asset are not embedded into the next. The organization remains busy, but not necessarily wiser.

Portfolio thinking changes the question

'Portfolio Thinking' shifts the fundamental question from "Did this project succeed?" to "How does this asset perform as part of a broader ecosystem?"

In a portfolio mindset, individual developments are not endpoints. They are components of a living system that includes brand positioning, operational efficiency, customer trust, regulatory exposure, and long-term asset value.

This approach recognizes that decisions taken at one site affect outcomes elsewhere. A weak handover process today becomes a governance headache tomorrow. Poorly defined operating models inflate costs across multiple communities. Inconsistent customer experiences dilute brand equity, even if each project looks successful in isolation.

Portfolio thinking forces leaders to step back and look across



assets, phases, and ownership structures. It prioritizes coherence over completion.

Where value is really made or lost

One of the most persistent misconceptions in real estate is that value is primarily created during development and construction. In reality, a significant portion of value is either preserved or lost after completion.

Operational inefficiencies,

inadequate management planning, unclear accountability, and misaligned service models slowly but steadily erode returns. These are rarely dramatic failures. They are accumulative ones.

A portfolio lens allows organizations to identify where these leakages consistently occur and address them at source. It encourages standardization where it adds value and customization where context demands it. Most importantly, it

aligns short-term project decisions with long-term portfolio outcomes.

Governance over heroics

Project environments often reward heroics. Problems are solved through individual effort, last-minute interventions, and crisis management. While this may save a project, it does not build a resilient organization.

Portfolio thinking, by contrast, elevates governance. Clear roles, decision rights, escalation paths, and performance metrics become more important than individual firefighting. Success depends less on who is in the room today and more on whether the system works tomorrow.

This shift is particularly critical in large, mixed-use, or phased developments, where assets evolve over years and involve multiple stakeholders. Without strong portfolio governance, complexity multiplies faster than capability.

The leadership shift required

Moving from project thinking to portfolio thinking is not a procedural change. It is a leadership one.

It requires leaders to resist the comfort of completion and engage with the harder work of stewardship. It demands patience, cross-functional collaboration, and a willingness to invest in foundations that may not yield immediate headlines but deliver enduring value.

Organizations that make this shift stop asking, "Is this project finished?" and start asking, "Is this asset set up to succeed over its life?"

In today's real estate environment, that question is no longer optional. It is the difference between building projects and building legacies. ♦

When people purchase in a property within a Jointly Owned Real Property, they are not just buying a unit, apartment, or villa – they are buying into a shared ecosystem, in a shared community. How that ecosystem is managed directly affects daily living, annual costs, and long-term property value.

Yet many owners understandably ask the same questions: Why do service charges increase? Why do approvals take time? Why can't changes be made immediately? The answers lie in understanding



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UNDERSTANDING COMMUNITY MANAGEMENT: HOW COMMUNITIES ARE PLANNED, COORDINATED, AND SUSTAINED

LIANDA LEACH, SENIOR DIRECTOR, DAMAC PROPERTIES – LOAMS ON HOW RESIDENTIAL COMMUNITIES ARE PLANNED, COORDINATED, AND SUSTAINED

how community management works – and how every operational, financial, and planning decision is interconnected.

What Community Management Really Means for Owners

From an owner's perspective, community management is experienced through outcomes: clean common areas, safe and secure buildings and areas, functioning amenities, timely maintenance, and clear communication. When these elements work well, they are often taken for granted. When they don't, concerns understandably arise.

Behind the scenes, however, community management is a structured and coordinated operation. It brings together facilities management, health and safety, regulatory compliance, contractor oversight, and resident engagement – all working in parallel to deliver a stable and well-functioning living environment. Each function depends on the other. Decisions are rarely isolated, which is why changes cannot always be implemented immediately or independently.

The Importance of Ongoing Oversight and Planning

Communities require continuous oversight. As communities age and expectations evolve, structured planning and coordinated management are critical to maintaining stability and preventing avoidable disruption.

Without this oversight, minor issues can escalate quickly – impacting services, safety, and resident experience. Effective community management focuses on anticipating challenges, coordinating solutions, and ensuring that necessary works are carried out in a way that minimizes inconvenience while protecting the integrity of the community.

Planning is not about delaying action; it is about ensuring the right action is taken at the right time.

Why Approvals Take Time – and Why That Matters

Approval processes are often one of the most questioned aspects of community living. From an individual owner's viewpoint, a request may appear straightforward. However, in a shared environment, even small changes can have wider implications.

Approval exists to ensure that:

- Safety is not compromised
- Community standards are applied fairly
- Shared services and infrastructure are not adversely affected
- Regulatory and governance requirements are met
- These checks protect all owners collectively. While they may take time, they prevent unintended consequences that could affect the wider community or create future disputes.

Tendering, Coordination, and

Service Delivery

Major services and projects within communities are delivered through structured tendering and coordination processes. This includes preparing clear scopes of work, evaluating appropriately qualified service providers, and managing implementation across live, occupied communities.

Tendering is not limited to appointing a contractor. It ensures that service providers fully understand the operational requirements of the community, deliver works safely and professionally, uphold agreed standards, and minimize inconvenience to residents.

Strong coordination is essential, where daily life continues while maintenance, upgrades, and improvement works are carried out.

How Everything Interconnects in a Community

A key principle for owners to understand is that community management functions as an interconnected system, where each element influences the overall performance of the community.

For example:

- Planning determines how and when works are carried out
- Effective coordination shapes the resident experience during those works
- Service provider performance directly affects reliability and safety
- Clear communication supports resident understanding and cooperation
- When one element is overlooked, its effects are felt across the community. When all elements are aligned, communities operate more smoothly, with fewer disruptions and improved outcomes for everyone.

The Role of Owners in a Well-Managed Community

A well-functioning community is built on partnership. Owners play an important role by recognizing

that shared living requires coordination, patience, and collective decision-making.

Positive owner participation includes:

- Understanding that decisions must consider the needs of the wider community
- Supporting planned works and established management processes
- Using official communication channels in a constructive manner
- Acknowledging that not all requests can be implemented immediately
- Respecting community rules to ensure fairness and harmony for all residents

When owners and the community management work together, communities are better able to operate efficiently, maintain standards, and create a positive living environment for everyone.

A Shared Commitment to Sustainable Community Living

Community management is not about control or restriction – it is about coordination. It exists to balance individual needs with collective responsibility, ensuring communities remain safe, functional, peaceful and enjoyable all at the same time.

When owners understand how planning, approvals, tendering, and service delivery interlink, expectations become clearer and conversations more constructive. The result is a stronger sense of trust, fewer conflicts, and communities that are better equipped to thrive over the long term.

Well-managed communities do not happen by chance. They are the result of professional oversight, informed ownership, and a shared commitment to sustainable living.

The Role of the Owners' Committee

The Owners' Committee plays an important representative role within a community. It acts as a link between individual owners and the appointed community management team, helping ensure decisions

reflect the collective interests of the community.

The committee does not manage day-to-day operations. Instead, its role is to:

- Represent owners at a community level
- Provide feedback and recommendations to management
- Support governance, transparency, and communication

Operational responsibility, regulatory compliance, and service delivery remain with the appointed management entity.

When the Owners' Committee and community management work collaboratively, communication improves, decisions are better informed, and trust across the community is strengthened.

Ultimately, successful communities are built on clarity, collaboration, and shared responsibility. When owners understand how community management functions, the purpose behind planning and approvals, and the representative role of the Owners' Committee, engagement becomes more constructive and expectations more realistic. Supported by professional management and guided by collective responsibility, communities are better positioned to remain stable, well-maintained, and resilient over time – protecting both quality of life and long-term value for all owners.

This approach to community living is supported by the continued guidance of RERA and Dubai Land Department, whose forward-thinking regulation, responsiveness, and commitment to evolving the sector have helped shape a more transparent, well-governed property market. Through timely updates, clear frameworks, and robust platforms for industry collaboration, enabling communities across Dubai to operate to the highest standards and deliver long-term value for owners and residents alike. ♦

DUBAI'S EMERGING REAL ESTATE HOTSPOTS SIGNAL NEXT PHASE OF MARKET GROWTH

TWO OF THE STRONGEST PERFORMING EMERGING AREAS ARE PALM JEBEL ALI AND DUBAI ISLANDS.

Dubai's residential real estate market continued its strong upward trajectory in 2025, with emerging communities driving a new phase of growth as buyers and investors look beyond established locations, according to Metropolitan Premium Properties (MPP), one of the UAE's leading real estate brokerages.

Data from Property Monitor shows Dubai recorded 200,780 residential transactions worth AED 541.5 billion, an 18.9% year-on-year increase, underscoring sustained confidence in the emirate's property sector. While established areas such as **Jumeirah Village Circle** and **Business Bay** continued to lead in transaction volumes, a number of fast-rising districts posted exceptional growth, signalling a broadening of demand across the city.

Two of the strongest performing emerging areas, **Palm Jebel Ali**, Dubai's next landmark waterfront destination and one of the city's most ambitious coastal expansions,

recorded a 244% increase in transaction volumes, while **Dubai Islands**, a large-scale district redefining Dubai's northern coastline, recorded 156% growth.

Other strong emerging areas included **The Oasis** (+132%), **Nad Al Sheba** (+80%), **La Mer** (+74%), **Dubai Water Canal** (69%), **Dubai Maritime City** (54%), and **Dubai South** (30%).

According to MPP, the exceptional growth recorded across these emerging areas is being driven predominantly by off-plan investment activity, as buyers increasingly look to position themselves early in areas still undergoing development supported by long-term master planning.

MPP notes that while ready and secondary market transactions continue to appeal primarily to end-users and buyers seeking immediate occupancy or stable rental income, emerging districts are attracting investors focused on

long-term capital growth rather than short-term yield.

For the top areas by transaction volume **Jumeirah Village Circle** led all areas with 17,933 transactions at an average price of AED 1,102,967, with 69% off-plan share. This established community continues to attract mid-market buyers seeking value-oriented options within master-planned developments. **Business Bay** secured second position with 11,874 transactions averaging AED 2,341,979 (73% off-plan), maintaining its status as a premium urban hub. **Dubai South** followed with 9,820 transactions at AED 2,084,040 average (84% off-plan), reflecting accelerated development around the Al Maktoum International Airport corridor.

Other high-volume transaction areas included **Dubai Residence Complex** (7,802), **Motor City** (5,828), **Dubai Science Park** (5,391), **Dubai Production City**

(5,273), **Jumeirah Village Triangle** (5,137) and **DAMAC Islands** (4,845). Collectively, the top five areas accounted for **26.1% of total transactions**, indicating healthy geographic diversification.

According to MPP, the dominance of off-plan transactions continues to play a key role in shaping emerging growth corridors. As developers accelerate launches in locations aligned with Dubai's long-term urban expansion plans, these areas are expected to mature rapidly into established residential hubs.

Marcus Andersson, Head of Sales – Off-plan, Metropolitan Premium Properties said: "Off-plan remains the driving force of Dubai's residential real estate market, accounting for over 75% of total transactions in 2025 and this momentum is set to accelerate further. As major developers roll out large-scale projects in 2026 – particularly in high-growth corridors such as Dubai South, Dubai Islands and new master-planned phases by Emaar and DAMAC – we anticipate off-plan unit sales to rise by a further 10–15% in 2026."

Looking ahead, Vasilieva added: "Dubai's secondary market is set for steady, sustainable growth through 2026. Areas such as Dubai South, Dubai Hills Estate and Dubai Creek Harbour are increasingly attracting end-users and long-term investors, driven by airport-led development, improved connectivity and a growing focus on family-oriented communities. These emerging districts will be central to the next chapter of Dubai's real estate story."

With transaction activity spreading across a wider range of communities, MPP believes Dubai's market is entering a more balanced phase, one defined not only by scale and volume, but by depth, diversification and long-term resilience. ♦



"INVESTOR DEMAND IS INCREASINGLY CONCENTRATING ON LARGE-SCALE, FUTURE-FACING DEVELOPMENTS WHERE INFRASTRUCTURE, LIFESTYLE APPEAL, AND LONG-TERM SUPPLY DYNAMICS SUPPORT SUSTAINED GROWTH," SAID **SVETLANA VASILIEVA, HEAD OF SECONDARY SALES AT METROPOLITAN PREMIUM PROPERTIES.** "WHILE WATERFRONT LOCATIONS HAVE CONSISTENTLY ATTRACTED STRONG INTEREST, WE ARE NOW SEEING HEIGHTENED ACTIVITY IN NEW, LARGE-SCALE COASTAL DISTRICTS AS BUYERS POSITION THEMSELVES EARLY IN DUBAI'S NEXT PHASE OF URBAN EXPANSION."



"DUBAI'S REAL ESTATE SECTOR IS DYNAMIC AND FAST-EVOLVING. PROPER TRAINING EQUIPS BROKERS WITH IN-DEPTH KNOWLEDGE OF LAWS, REGULATIONS, AND BEST PRACTICES, HELPING THEM AVOID COSTLY MISTAKES AND POTENTIAL FINES IMPOSED BY RERA," **MOUSA STATES**. HE ADDS THAT STRUCTURED TRAINING NOT ONLY REDUCES COMPLIANCE RISKS BUT ALSO STRENGTHENS BROKERS' PROFESSIONALISM, ETHICAL STANDARDS, AND CONFIDENCE WHEN DEALING WITH CLIENTS.



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Images: JAK Productions

"BROKERS TRAINING SHOULD BE MADE MANDATORY AGAIN"

MOHAMMAD MOUSA, CEO OF INNOVATION EXPERTS REAL ESTATE INSTITUTE, EXPLAINS WHY TRAINING FOR DUBAI'S REAL ESTATE BROKERS IS A NECESSITY.

Mohammad Mousa, CEO of Innovation Experts Real Estate Institute, highlighted the critical role of professional training for real estate professionals, especially brokers operating in Dubai's highly regulated and competitive market. He emphasized that continuous education is no longer optional, but a necessity for brokers to remain compliant, credible, and effective in their roles.

Mousa further stresses that well-trained brokers are better prepared to adapt to market changes, leverage new technologies, and deliver transparent, high-quality service, ultimately contributing to the long-term sustainability and global reputation of Dubai's real estate industry.

At the end, he believes that the Dubai Land Department will take a more active role in this area and consider making professional training mandatory for all real estate brokers, ensuring higher industry standards, improved compliance, and greater protection for both investors and end-users. ♦



Text/images: Sourced by Team PT

DUBAI LAND DEPARTMENT STRENGTHENS RENTAL MARKET AWARENESS THROUGH NEW 'EJARI' CAMPAIGN

THE CAMPAIGN IS LAUNCHED UNDER THE SLOGAN 'STEP BY STEP'.

Dubai Land Department (DLD) has launched an awareness campaign on the 'Ejari' system as part of its ongoing initiatives to reach all customer segments. This aligns with the DLD's continued commitment to raising awareness of lease registration procedures, regulating the landlord-tenant relationship, and enhancing the customer experience in Dubai's rental market, while ensuring the protection of all parties' rights and reinforcing the principles of transparency and trust.

The campaign is launched under the slogan 'Step by Step' and focuses on delivering clear, simplified awareness content that addresses the most common inquiries about Ejari services. This includes lease registration and cancellation, certificate downloads, calculation of rental increase percentages, and notification and non-renewal procedures, in accordance with the approved legal and regulatory frameworks in the Emirate.

The campaign aims to empower customers with a clearer understanding of procedures, reduce the need for repeated inquiries, and enhance the overall user experience by providing accurate, up-to-date information that meets the needs of landlords, tenants, and real estate brokers through unified, easily accessible digital channels.



Dubai Land Department is implementing this campaign across its digital platforms, including its official website and social media channels, as well as through visual and audio awareness content. This underscores the DLD's commitment to simplifying the customer journey, enhancing customer happiness, and supporting the

sustainability and stability of Dubai's rental market.

Dubai Land Department encouraged stakeholders, including landlords, tenants, and real estate brokers, to use its official channels and access available awareness materials to benefit from the guidance and digital services provided by the Ejari system.♦



Interview: **Binesh Babu Panicker**
Article: **Anand Raj OK**
Podcast/Images: **JAK Productions**



SCAN THE QR CODE
TO WATCH THE PODCAST OF THE INTERVIEW

THE MASTER OF REAL ESTATE

IN A FREEWHEELING CONVERSATION WITH **BINESH BABU PANICKER, UMAR BIN FAROOQ, FOUNDER AND CEO OF ONE BROKER GROUP**, SHARES HOW HE REINVENTED HIMSELF.



Umar Bin Farooq realized something fundamental had to change in his life when he couldn't pay his bills. It was that quiet, humiliating moment when he was standing in the dark that forced him to confront the truth: "Whatever I'm doing, it's all wrong. I need to have a proper strategy. I need to focus. I need to give up a lot of things in life and make friends with my work."

That was some years ago. Today, Umar Bin Farooq is the Founder and CEO of One Broker Group (OBG), a name cemented firmly in Dubai's exclusive project sales ecosystem, working with global hospitality brands like JW Marriott, W, DoubleTree and The Luxury Collection. But his journey to the top of Dubai's real estate hierarchy was anything but linear. It was shaped by failure, betrayal, discipline, reinvention, and an unshakeable belief that success is built not on motivation, but on consistency.



Interestingly, Umar did not grow up dreaming of becoming a real estate titan. "I had never dreamt that I'm going to be this guy one day. I was a very regular person, living life as it comes," he says, in an exclusive interview with PT. There was no grand master plan, no childhood vision board. His arrival in Dubai itself was accidental, his first job coincidental.

What changed everything was exposure. Dubai showed him what was possible. "When I came here, I realized the potential that the UAE had; Dubai specifically. That excited me. I started daydreaming and began working hard."

He worked, he rose, and was hugely successful.

The Price of Distraction

By 2018–2019, the success turned into overconfidence. Collaborations went wrong. Trust was misplaced. Focus slipped, and he also made what he calls "great bad decisions." Decisions that taught him not what to do, but more importantly, what not to do. "Everyone knows what to do. But most of us don't know what not to do," he reflects.

"The people I collaborated with were market leaders. But it was too overwhelming." In the midst of it all, he felt caught in a whirlpool that was sucking him down.

Debt piled up, massive debt by his own admission.

The turning point arrived not with a dramatic investor exit or a business collapse but his inability to pay his bills. "That was the day I realized what I was doing wrong." Standing in the darkness turned out to be a light-bulb moment. From then on, he chose a path of ruthless focus. Distractions were eliminated. Social circles shrank. Life became minimal and disciplined.

"Now I wake up early, follow my »





family rituals, go to the office, finish my work, and I'm back home. That's my life. My work and my family - that's my interest."

Umar is almost dismissive of the modern obsession with motivation.

"I don't believe in motivation. If I need someone to motivate me to go to work, I'm doing something wrong. I believe in discipline and consistency. You make a plan, and you execute it."

To him, most people fail not because of poor ideas, but because of failed implementation. "To implement a plan, you need discipline. Success doesn't come overnight."

Failure, he insists, is not a curse. It's a blessing. "I believe the biggest blessing is to fail. Especially if you fail early in life. Failures are the best teachers. They hold up the mirror to reality."

Today, despite the betrayals, and the downfalls, he looks back only

with gratitude. "If they hadn't done what they did, I wouldn't be here. I genuinely thank them," he says, with a smile.

The real emotional breakthrough though came the day he cleared his last outstanding debt. "I called my mother first, then my wife, then a close childhood friend. I told him 'today I feel relieved'."

When the burden finally lifted, he didn't even know how to react, although much before that he had already mapped his next phase: Exclusive projects. A focused business model. A four-to-five-year growth plan... The wheels were already in motion.

The Birth of One Broker Group's Core Philosophy

In early 2013, he began building a consultancy-driven, end-to-end project sales model. His vision was clear: landowners lacked backend expertise. Developers needed structured support, not just brokers selling inventory. He would do all of that and more. »





Today, One Broker Group doesn't just sell units. It shapes assets.

"From the time someone has land, we work with consultants, architects, create the asset mix, do the financials, manage approvals, handle sales, collections... everything except construction."

In an industry where most firms chase every listing, OBG chose specialization. Focus over volume. "When you focus on one thing, you have to say no to a lot of things."

Today, OBG has completed close to 40 projects and is currently

selling around 12 major active developments across Dubai and Ras Al Khaimah, partnering with some of the world's most prestigious hospitality brands.

Does success breed greed? Umar doesn't deny the natural desire for wealth. But he draws a clear line between ambition and dissatisfaction.

A friend once told him: "I'm happy with what I have." That sentence impacted him. "Being content doesn't mean you stop working hard. It means you're thankful. When you are genuinely thankful, your energy changes."

To Umar, money is a by-product not the goal. "Focus on your work. If you're good, money will follow you. If it's not following you, you still have work to do on yourself."

In a rapidly changing market, Umar believes stagnation is the biggest risk. "Our life has become like an iPhone. If you don't update it, you become obsolete." From tech to AI, systems to service delivery, he insists that businesses must evolve. "If you don't improve your people, your systems, your services, someone else will."

This philosophy now shapes OBG's internal culture: measured growth, continuous learning, and constant adaptation.

For Umar, leadership is not about authority. Instead it's about responsibility. "When God gives you success, He also gives you responsibility. You become a

source to assist others."

He is deeply conscious of how financial success can distort humility. "Some people get a little money and their attitude changes." His rule is simple: stay humble, stay respectful, stay kind.

"You don't know what battle another person is fighting. Never judge. Kindness is the most important thing in life."

These values also guide how OBG conducts business. "We do our best to deliver what we promise. Sometimes things take time, but clients know we are there."

A Debt to Dubai

From a call centre in Delhi to boardrooms in Dubai's luxury real estate sector, Umar's transformation is inseparable from the city that enabled it.

"This country has given me

everything. From zero to hero. Safety, opportunity, maturity, lessons, wellbeing for my family... everything."

He speaks emotionally of the UAE's leadership and the culture of aspiration it inspires. "We follow a leader here. We want to reflect him in our decisions. That's why people who succeed here are genuinely thankful."

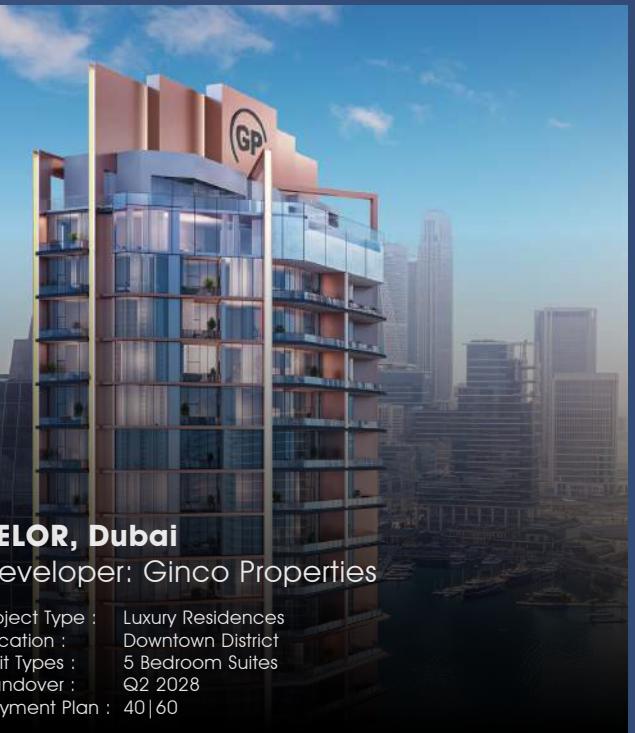
For him and his children, Dubai is not just a market—it is home.

The reasons his story resonate are many. For one, it is not the tale of overnight success, but of sustained discipline. It's not of flawless strategy, but of painful correction. And it's not of endless motivation, but of daily consistency.

And through it all, one belief remains unshaken: "You don't get what you want in life. You get what you work for." ♦



OBG EXCLUSIVE PROJECTS DUBAI



VELOR, Dubai
Developer: Ginco Properties

Project Type : Luxury Residences
Location : Downtown District
Unit Types : 5 Bedroom Suites
Handover : Q2 2028
Payment Plan : 40|60



II Vento, Dubai
Developer: KORA Properties (Apparel Group)

Project Type : Residential High-Rise (40 Floors)
Location : Dubai Maritime City (Waterfront)
Unit Types : One- to Two-bedroom Apartments & Penthouses
Handover : Q2 2029
Payment Plan : 40|60

OBG EXCLUSIVE PROJECTS RAS AL KHAIMAH



W Residences, Al Marjan Island
Developer: Dalands Holding

Project Type : Fully Furnished Branded Beachfront Residences
Location : Al Marjan Island, Ras Al-Khaimah
Unit Types : One- To Four-Bedroom Apartments
Handover : December 2028
Payment Plan : 70 / 30 Due On Handover



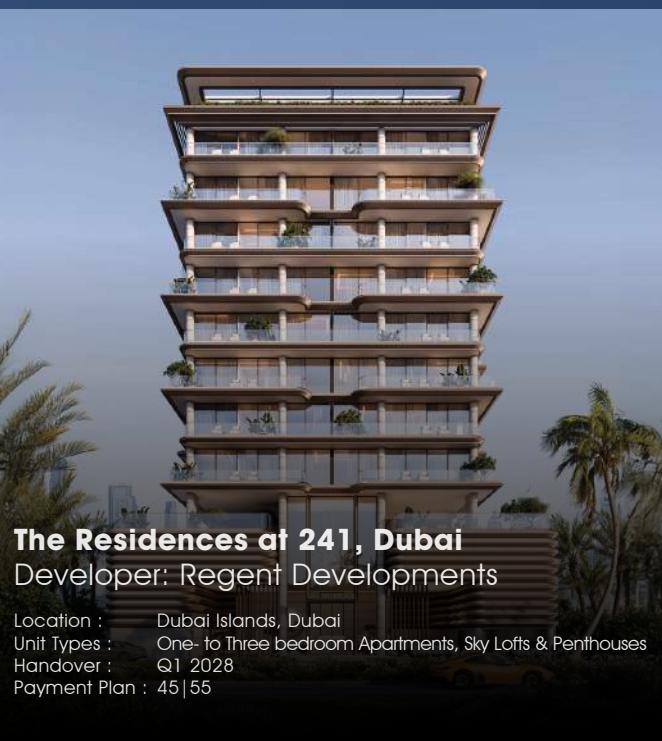
Palazzo Tissoli
Developer: Tissoli Luxury Developers

Project Type : Residential & Mixed Use
Location : Al Marjan Island, Ras Al-Khaimah
Unit Types : Studios and One-Bedroom Apartments
Handover : Q2 2028
Payment Plan : 50|50



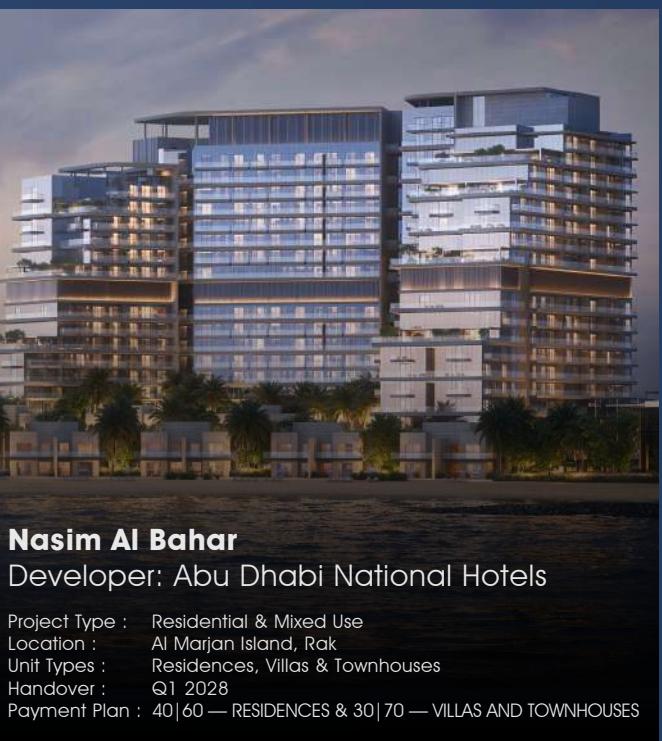
DoubleTree by Hilton™ Residences, Dubai
Developer: West F5 Developments

Location : Jumeirah Garden City (Al Satwa area), Dubai.
Unit Types : One- and Two-bedroom Apartments
Handover : December 2027
Payment Plan : 50|20|30



The Residences at 241, Dubai
Developer: Regent Developments

Location : Dubai Islands, Dubai
Unit Types : One- to Three bedroom Apartments, Sky Lofts & Penthouses
Handover : Q1 2028
Payment Plan : 45|55



Nasim Al Bahar
Developer: Abu Dhabi National Hotels

Project Type : Residential & Mixed Use
Location : Al Marjan Island, Rak
Unit Types : Residences, Villas & Townhouses
Handover : Q1 2028
Payment Plan : 40|60 — RESIDENCES & 30|70 — VILLAS AND TOWNHOUSES



UNO LUXE, Ras Al Khaimah
Developer: WOW Developers

Project Type : Residential & Mixed Use
Location : Al Marjan Island, Rak
Unit Types : Studios, One- and Two-bedroom Apartments
Handover : Q4 2027
Payment Plan : NA

Text/images: Sourced by Team PT

BUOYANT DUBAI REAL ESTATE MARKET ROUNDS OFF LANDMARK YEAR

DUBAI RECORDED 215,700 ANNUAL SALES WORTH AED686.8 BILLION.

Dubai's property sector capped a historic year in 2025 with a final December surge culminating in all-time annual records of 215,700 sales worth AED 686.8 billion, cementing the emirate's position as one of the world's most dynamic real estate markets.

December maintained the year's exceptional momentum, with monthly sales climbing 46.4% in value YoY to AED63.1B, and by 21.3% in volume to 18,587 transactions.

An in-depth market report issued by fām Properties today shows how 2025 became a landmark year, reflecting sustained investor confidence, robust demand across all segments, and the successful delivery of quality housing stock to meet market needs.

Data from DXBInteract reveals the full extent of market growth last year, with both primary and resale markets posting strong gains, while rising property values and accelerated construction activity signalling continued market strength heading into 2026.

- Key highlights
- Record-breaking volumes: 215,700 sales transactions, up 18.7% from 2024
- Historic peak in sales value: AED 686.8 billion, a 30.9% year-on-year increase
- Primary market surge: 149,230 first sales valued at AED 448.1 billion (+33.6% YoY)

- Secondary market growth: 66,400 re-sale transactions worth AED 238.8 billion (+26.2% YoY)
- Price appreciation: Average price per sq ft reached AED 1,700 in the primary market (+6.7%) and AED 1,500 in the secondary market (+11.2%)
- Supply response: 42,784 properties delivered, up 45% from 29,392 units in 2024
- Developer activity: 177,624 unit launches, up 6.1% from 167,408 in 2024
- Five-year trajectory: Sales value surged from AED 71.5 billion in 2020 to AED 686.8 billion in 2025, while transaction volumes grew from 34,700 to 215,700

"These figures show that Dubai's real estate market has genuinely evolved - this isn't just another growth cycle," said Firas Al Msaddi, CEO of fām Properties.

"We're seeing several powerful trends come together: a much more diverse investor base with strong flows from Asia, Europe, and the Americas, and a supply pipeline that's aligned with demand after years of disciplined development.

"It confirms Dubai's status as a true global business hub attracting wealthy individuals and companies looking for both stability and growth opportunities. Added Al Msaddi: "The jump in property deliveries shows developers are reading the market well, and the fact that both new launches and

resale properties are performing strongly tells us investors are confident they can enter and exit positions when needed."

All property categories recorded robust growth in 2025. Apartment sales rose 19.9% to 170,448 transactions valued at AED 332.9 billion, while villa sales increased 11.1% to 34,671 units worth AED 206.9 billion.

Commercial property transactions surged 41.1% to 6,086 units at AED 18.2 billion, and 4,446 plots were sold for AED 128.5 billion. Building sales increased significantly by 306.3% to 65 units worth AED 211.9 million.

Overall, first sales from developers outnumbered re-sales in the secondary market - 69% over 31% both in terms of volume and 65% over 35% in terms of value.

The biggest concentration of the year's 42,784 units delivered came in Jumeirah Village Circle (6,883), Dubai Marina (3,819), Business Bay (3,103), Arjan (2,510), and Dubai Creek Harbour (1,919). Emaar was the leading developer, accounting for 17% of the year's total deliveries with 7,321 units, followed by Bingshatti (4,093 units, 10%), and Azizi (2,633 units, 6%).

The most expensive properties sold in 2025 were a AED 550 million apartment at Bugatti Residences by Bingshatti in Business Bay and a AED 425 million villa in Emirates Hills.

Best Performing Dubai Areas in 2025

Area	Volume	Value (AED)
Jumeirah Village Circle	18,755	24.5B
Business Bay	13,844	39.9B
Wadi Al Safa 5	11,631	21.8B
Dubai South	10,025	25.3B
Jebel Ali 1st	8,263	18.3B



Best-Selling Projects

1st Sale Apartments			
Project	Volume	Value (AED)	Median price
DAMAC Riverside (All Buildings)	3,706	4.8B	1.2M
Binghatti Skyrise	2,653	4.2B	1.4M
Sobha Solis	2,064	2.5B	1.1M
Sobha Orbis	1,518	2.0B	1.2M
Binghatti Flare	1,196	1.5B	1.3M
1st Sale Villas			
Project	Volume	Value (AED)	Median price
DAMAC Islands - Maldives (All Phases)	1,547	5.9B	2.6M
DAMAC Islands - Bali (All Phases)	1,073	3.0B	2.5M
Dubai Investment Park Second	1,071	4.2B	3.6M
DAMAC Islands - Bora Bora (All Phases)	900	1.7B	2.3M
Reportage Village 1	706	951.2M	1.3M
ReSale apartments			
Project	Volume	Value (AED)	Median price
Azizi Riviera (All Buildings)	1,119	4.8B	1.2M
Mediterranean Cluster	445	4.2B	1.4M
Elite Sports Residence	399	2.5B	1.1M
Skycourts Towers	369	2.0B	1.2M
Sobha Hartland – The Crest	369	1.5B	1.3M
ReSale villas			
Project	Volume	Value (AED)	Median price
DAMAC Islands – Bora Bora (All Phases)	396	1.2B	2.5M
Al Furjan	377	2.0B	4.9M
DAMAC Islands – Maldives (All Phases)	307	846.2M	2.6M
Rukan 3	240	322.5M	1.2M
Jumeirah Village Triangle	175	729.3M	4.6M

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PROVIDENT ESTATE RECOGNIZED BY SOBHA REALTY AS A DECADE-LONG PARTNER

PROVIDENT AGENTS OPERATE AS CONSULTANTS RATHER THAN INTERMEDIARIES.

Dubai's luxury real estate market is increasingly defined by a new generation of global buyers — sophisticated, long-term focused, and highly selective. It is this evolving clientele that sits at the core of **Sobha Realty's** strategy, and a key reason behind its continued collaboration with **Provident Estate**.

Yesterday, Provident Estate was recognized by Sobha Realty for **over a decade of partnership**, alongside strong performance rankings in H2 2025 (8th place) and full-year 2025 (4th place). The recognition reflects not only sales performance, but alignment in how both organizations approach high-value clients across international markets.

Sobha Realty's buyer base spans **end-users and investors from Europe, the Middle East, South Asia, and beyond**, many of whom seek more than a transaction — they require guidance, clarity, and advisors who understand cultural nuance, legal frameworks, and long-term investment strategy.

Provident Estate's strength lies in its **diverse, multilingual agent network**, built to serve exactly this profile. With advisors fluent across multiple languages and deeply trained in Sobha's product portfolio, Provident agents operate as consultants rather than intermediaries, helping clients navigate everything from asset selection to long-term value positioning.

As Dubai's luxury property market continues to mature, partnerships rooted in **client alignment, not volume alone**, are becoming increasingly vital. The long-standing collaboration between Sobha Realty and Provident Estate highlights a shared focus on quality, trust, and delivering tailored real estate solutions to a truly global audience. ♦



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

FIVE DUBAI NEIGHBOURHOODS SHAPING UAE'S WELLNESS-FIRST PROPERTY MARKET

BUYERS AND INVESTORS ARE INCREASINGLY PRIORITISING WELLNESS, GREEN LIVING.

Dubai's real estate market is evolving beyond pure luxury or speculative investment. Buyers and investors are increasingly prioritising wellness, green living, and community-focused environments, with low-density layouts, integrated amenities, and access to open spaces driving demand.

According to the Dubai Land Department (DLD), Dubai attracted approximately 94,700 investors in the first half of 2025, a 26% increase compared to H1 2024. These investors contributed to more than 91,000 residential transactions valued at AED 262.1 billion, a 36.4% YoY increase in value.



Recent analysis by Emirati real estate developer Amaal has highlighted districts combining green spaces, wellness-oriented amenities, and low-density planning dominating high-value residential sales (transactions above AED 10 million). Based on this, five districts have emerged as Dubai's top wellness-led real estate landscape.

Meydan (Nad Al Sheba)
Meydan combines proximity to Downtown Dubai, low-density residential layouts, and expansive green corridors, making it one of the emirate's most wellness-oriented districts. Residents benefit from walkable streets, landscaped parks, and easy access to equestrian and sports facilities, creating a

lifestyle-focused environment. In the latter half of 2025, Q3 data shows average apartment prices in Meydan rose to about AED 1,543 per sq.ft compared with the prior year, confirming sustained interest in residential stock. With over 70% of residential transactions now taking place

off-plan, buyer confidence is strongly aligned with districts offering well-planned infrastructure and long-term livability. The combination of open spaces, master-planned streets, and integration with nearby business and leisure hubs positions Meydan as a future-proof district.



Mohammed Bin Rashid City (MBR City)
MBR City is emerging as a prime example of green, family-oriented living in Dubai, integrating central parks, landscaped streets, and pedestrian-friendly layouts with luxury villas and townhouses. Transaction reports show that

MBR City features prominently among top neighbourhoods in high-value sales. In Q3 2025, it recorded a notable number of luxury deals across villas and large-format homes.

Its wellness-driven planning and proximity to Downtown

Dubai make it attractive to buyers seeking a balance between urban access and outdoor living. MBR City consistently ranks among Dubai's highest-value villa sales, reflecting the premium investors place on wellness and green living. »





Dubai Hills Estate

Dubai Hills Estate

Dubai Hills Estate epitomises suburban wellness and green living, with a central park, golf course, jogging tracks, and tree-lined streets. Residents here enjoy integrated

retail, schools, and community amenities within a self-contained, walkable environment.

This combination of green infrastructure and lifestyle convenience

drives high demand among families and long-term residents. Studies show that Dubai Hills rentals saw occupancy rates around 86.5% in H1 2025, pointing to strong community demand.



Palm Jumeirah

Palm Jumeirah

While globally recognised as a luxury address, Palm Jumeirah's appeal also rests on its wellness-led lifestyle. Waterfront villas and landscaped promenades offer private beach access, outdoor

exercise areas, and serene green settings, combining exclusive living with natural surroundings.

The scarcity of new plots reinforces its long-term value, while lifestyle-oriented features continue

to attract buyers prioritising health, recreation, and leisure. Palm Jumeirah led Dubai's ultra-luxury market in 2025, accounting for the greatest number of homes sold above \$10 million in Q2 2025.



Emirates Hills

Emirates Hills

Emirates Hills is Dubai's most exclusive, green villa enclave, offering residents sprawling gardens, private pools, and access to golf courses and parklands. Its low-density design ensures privacy and wellness, making it ideal for buyers seeking tranquility alongside urban connectivity.

Data highlights that Emirates Hills

consistently ranks among Dubai's top districts for high-value villa sales, a reflection of its unique combination of green space, privacy, and lifestyle amenities. Community analysis shows that Emirates Hills commands some of the highest prices per sq ft levels in Dubai, with ultra-luxury villas reaching around AED4,929 per sq ft in H1 2025.

Dubai's real estate market is

increasingly defined by wellness, sustainability, and lifestyle integration rather than speculation alone. With over 61,800 residential units under construction in 2025, districts that integrate green infrastructure, walkable streets, and community-focused amenities are expected to outperform the broader market, marking the next chapter in Dubai's residential evolution.♦

PRYPCO SELECTS FIREBLOCKS AS STRATEGIC TECHNOLOGY AND INFRASTRUCTURE PROVIDER

FIREBLOCKS CURRENTLY FACILITATES MORE THAN \$10 TRILLION IN DIGITAL ASSET TRANSFERS.

PRYPCO, the Middle East's leading PropTech platform for fractional real estate ownership, today announced that it has selected Fireblocks as its strategic technology and infrastructure provider to power the next phase of its real-world asset (RWA) tokenization strategy, as investor demand accelerates across the MENA region and globally.

As PRYPCO continues to pioneer regulated, technology-enabled access to real estate investment, the platform is strengthening its core infrastructure to support institutional-grade scale and best-in-class security for investor assets. Fireblocks' enterprise digital asset infrastructure will serve as a foundational layer underpinning PRYPCO's expanding tokenization roadmap.

Through this integration, PRYPCO is leveraging Fireblocks' secure wallet technology, private key management infrastructure, digital asset custody capabilities, and most importantly, its tokenization capabilities, that will support PRYPCO's end-to-end tokenization operations, ensuring investor assets are protected by advanced security controls while enabling seamless participation in tokenized real-world assets across markets.

Fireblocks currently facilitates more than \$10 trillion in digital asset transfers, supports over 550 million wallets, and offers infrastructure compatibility across 120+ blockchains, providing PRYPCO with a proven, globally trusted technology stack as it scales its RWA offerings internationally.

"AS PRYPCO SCALES ITS REAL-WORLD ASSET TOKENIZATION PLATFORM GLOBALLY, INFRASTRUCTURE STRENGTH AND SECURITY ARE NON-NEGOTIABLE," SAID **AMIRA SAJWANI, FOUNDER AND CEO OF PRYPCO.** "WE SELECTED FIREBLOCKS AS THEY REPRESENT THE HIGHEST STANDARD IN SECURE DIGITAL ASSET INFRASTRUCTURE, ENABLING US TO OPERATE WITH THE FLEXIBILITY, RESILIENCE, AND SECURITY REQUIRED TO SERVE A NEW GENERATION OF GLOBAL INVESTORS WHILE MAINTAINING THE HIGHEST LEVELS OF TRUST AND REGULATORY INTEGRITY," SHE ADDED.

PRYPCO has rapidly established itself as the region's leading PropTech platform by democratising access to real estate through regulated fractional ownership, combining deep regional market

expertise with advanced digital infrastructure. PRYPCO continues to set new benchmarks for transparency, innovation, and investor protection at the intersection of real estate and blockchain-enabled finance.◆



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

DUBAI TO HOST PROPTECH CONNECT MIDDLE EAST IN FEBRUARY 2026

THE HOSTING OF THE EVENT SUPPORTS THE OBJECTIVES OF THE DUBAI ECONOMIC AGENDA, D33.

The Dubai Land Department will host Proptech Connect Middle East 2026, the first regional edition of the real estate technology event taking place through 4th to 5th February 2026 at the Grand Hyatt Dubai.

The hosting of the event supports the objectives of the Dubai Economic Agenda, D33, which places digital transformation and innovation in the real estate sector at the core of efforts to double the size of Dubai's economy, enhance its global competitiveness, attract high-quality investments, and strengthen the emirate's position as a global hub for business and the digital economy.

It will also align with the Dubai Real Estate Sector Strategy 2033, led by the Dubai Land Department, which aims to promote empowering technology in the property space, enhance data centralisation, improve market efficiency and

transparency, and deliver an integrated experience for customers. These efforts will help double the sector's added value and increase the volume of real estate transactions over the next decade.

Through this initiative, the DLD continues to play a pivotal role in connecting the local real estate market with the latest global solutions in artificial intelligence, data analytics, and digital technologies, strengthening the sector's readiness for future requirements and reinforcing Dubai's position as a leading destination for shaping the future of innovation-driven real estate.

The event is expected to attract more than 3,000 participants from around the world and over 1,500 companies across the real estate ecosystem such as owners, developers, operators, occupiers and brokers, in addition to solutions and technology providers specialising in proptech, artificial

intelligence, and venture capital investors. Convening such a diversity of stakeholders, the conference is set to facilitate thousands of one-to-one meetings through its interactive platforms.

This event marks a key milestone in the region's real estate transformation as hosting the conference in Dubai, together with the accompanying exhibition and related activities, aligns with the emirate's strategic vision to lead digital transformation, adopt innovative solutions across the real estate sector, and establish an advanced real estate ecosystem built on technology, innovation, and sustainability.

PropTech Connect is recognised as the world's fastest-growing real estate technology conference, bringing together more than 200 global speakers from leading real estate, investment, and technology institutions across Europe, the USA, Asia, and the Middle East.

The conference will showcase the latest experiences, expertise, and forward-looking insights shaping the digital transformation of the real estate sector.

The event will feature more than 60 panel discussions across five main platforms, covering residential, hospitality, commercial, industrial, real estate development, and asset management sectors. It will also include 50 case studies of successful global projects, as well as 25 workshops and closed-door meetings highlighting the latest solutions in artificial intelligence, blockchain, data analytics, and other technologies that enhance operational efficiency.

In addition, the conference will provide extensive networking opportunities, connecting startups,

technology leaders, and investors through two exhibition zones and dedicated one-to-one meeting spaces facilitated via the PropTech Connect application to enable effective, targeted engagement among participants.

Dubai was selected to host the Middle East edition following a series of productive engagements with the Dubai Land Department, positioning the city as the first global destination within PropTech Connect's international expansion plan, which includes four major events across Europe, the Middle East, the United States, and Asia.

Dubai's hosting of the event underscores the pivotal role of the Dubai Land Department in leading the technological transformation of the local real estate sector,

establishing an innovation-driven ecosystem, enhancing service efficiency, and improving the quality and reliability of market data. These efforts align with the Dubai Real Estate Sector Strategy 2033 and the emirate's initiatives to strengthen transparency and future readiness.

The Dubai Land Department affirms that hosting the international event reflects its commitment to enhancing the competitiveness of the real estate sector by attracting leading proptech companies and global investors, building robust international partnerships, and creating high-impact collaboration opportunities, thereby reinforcing Dubai's position as a leading platform for shaping the future of innovation-powered real estate. ♦



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

“DUBAI REAL ESTATE INDUSTRY SURGE SIGNALS MARKET MATURITY”

KETURAH RESERVE LAUNCHES FINAL SALES PHASE AS 2025 DATA REVEALS AED86 BILLION CAPITAL GAINS AND MAJOR GROWTH IN AGENCIES, BROKERS.

Record-breaking Dubai property sales in 2025 were matched by unprecedented growth across the real estate industry, with a luxury developer saying this shows the market is maturing beyond speculation.

New data from DXBInteract reveals that the number of Dubai real estate agencies increased by 39.7% to 9,728 last year, while registered agents climbed by 34.5% to 32,317.

Talal M. Al Gaddah, CEO and Founder of the Keturah luxury brand, welcomed the dramatic industry expansion, firmly believing it reflects a deeper, more competitive market, and this naturally raises standards.

“With greater choice, buyers compare more rigorously, brokers prioritise proven projects, and brand, delivery track record and product quality become decisive,” said Talal.

Around 700 brokers from across the industry, including some of Dubai's newest agents, will attend Thursday's launch event for the final phase of sales at Keturah Reserve, the AED5.7 billion luxury residential development.

It takes place against a backdrop of soaring returns for Dubai real estate investors. DXBInteract data shows that 2025 produced AED86 billion in capital gains for buyers, with significant YoY increases in each property sector, as shown here:

Asset Type	Volume	Value (AED)	YoY Increase
Apartment	37,188	19.7B	35.16%
Villa	11,325	28.8B	66.83%
Commercial	2,900	3.4B	80.14%
Plot	2,114	34.1B	155.13%

“IN THE LUXURY SEGMENT ESPECIALLY, ABUNDANCE DOESN'T DRIVE VOLUME; IT DRIVES SELECTIVITY, FAVOURING DEVELOPERS THAT OFFER TRUST, DIFFERENTIATION AND LONG-TERM VALUE.”



fäm Properties has been appointed as exclusive Master Agency to oversee sales at Keturah Reserve, the master community from developer MAG at Mohammed Bin Rashid City's District 7 in Meydan.

Firas Al Msaddi, fäm's CEO, said, “We're moving away from pure competition toward agencies and brokers working together to build a stronger market,” he said. “Sharing knowledge and resources creates a more transparent industry that benefits everyone.”

Al Msaddi adds, The advantage of investing in a master community like Keturah Reserve is the consistent standard maintained by a single

developer with long-term interest in its success, overseeing commercial spaces, amenities, and asset management to protect property values and quality.”

A bio-living residential development designed around nature and wellness, Keturah Reserve comprises 533 low-rise apartments, 93 townhouses, and 90 villas on a nature-focused site.

With townhouses sold out, more than 40% of apartments are already committed. Handovers start with townhouses in Q2 2027, followed by apartments in Q3-Q4 2027, and villas in Q1 2028. ♦



Text/images: Sourced by Team PT

WHY LIQUIDITY IN PRIME AND ULTRA-PRIME REAL ESTATE MATTERS MORE THAN MARKET CYCLES

BY FELICIA AGMYREN, FOUNDER & MANAGING PARTNER - REX REAL ESTATE

Global real estate commentary tends to focus on macroeconomic cycles, like interest rates, inflation, recessions and recoveries. While these forces undeniably shape housing markets, they tend to obscure a more important truth for serious investors and end-users alike - that not all real estate behaves the same during economic cycles. In fact, in prime and ultra-prime segments, liquidity often matters more than timing the market.

And in today's geopolitically uncertain climate, shifting rate expectations, and globally mobile wealth, this distinction is especially relevant for Abu Dhabi.

The myth of a single real estate cycle

Traditional real estate analysis assumes a broad, unified market cycle: expansion, peak, contraction, and recovery. This framework might work when it comes to mass residential housing, but it breaks down at the top of the market.

You see, prime and ultra-prime assets operate on a different axis altogether. Their performance is less correlated with local wage growth or mortgage affordability, and far more influenced by factors such as scarcity, global capital flows, lifestyle demand, and long-term wealth preservation. As a result, these assets often experience shallower corrections, faster recoveries, and in some cases, sustained demand even during global downturns.

Understanding liquidity beyond price

Liquidity in real estate is not only about whether an asset can be sold, but how quickly, to whom, and at what level of price certainty.

In prime and ultra-prime markets, liquidity is supported by several factors, including a deep and diversified buyer pool (local, regional, and international) and limited or controlled supply. There must also be higher levels of cash or low-leverage transactions, and in these markets, end-user demand

is driven by lifestyle and security, not speculation.

When markets are more volatile, these factors matter far more than headline price movements. Owners with liquid assets retain flexibility: they can sell, refinance, hold, or reposition without being forced into suboptimal decisions.

Abu Dhabi's evolving ultra-prime landscape

Abu Dhabi has quietly emerged as a compelling case study in prime real estate liquidity. Long perceived as a conservative or purely end-user market, the capital has increasingly attracted international buyers seeking stability, governance, and long-term visibility.

What differentiates Abu Dhabi is not rapid price inflation, but structural strength. It offers highly regulated development pipelines and a focus on low-density, high-quality master planning. There's also a growing population of long-term residents and global families, and lifestyle assets

anchored by culture, waterfronts, education, and healthcare

In ultra-prime waterfront and branded residential segments, transaction volumes may be smaller than mass markets, but resale demand remains consistent, particularly for well-located, well-designed assets with limited direct competition. This creates a form of "quiet liquidity", which is perceived as less speculative, but more resilient.

Liquidity as a form of risk management

For high-net-worth buyers, real estate is rarely about short-term yield maximisation, but rather, it looks at capital preservation, optionality, and long-term utility.

Highly liquid prime assets function almost like real assets with embedded insurance. They hedge geopolitical risk by offering geographic diversification, hedge inflation through tangible value and replacement cost and hedge lifestyle risk by offering immediate personal use.

And perhaps most importantly, liquidity protects investors from becoming forced sellers during adverse cycles; a risk far more damaging than short-term price fluctuations.

Asset selection over market timing

The persistent temptation in real estate is to ask: Is now the right time to buy? But a better question might actually be: Is this the right asset to own, regardless of timing?

In prime and ultra-prime segments, asset selection consistently outperforms market timing. Buyers who focus on location, scarcity, build quality, and



long-term desirability, for example, tend to navigate cycles far more successfully than those attempting to enter and exit based on macro forecasts.

Final thought

Macroeconomic cycles will always exist, and they should never be ignored. But for investors and end-users operating at the top of the market, liquidity is the true constant.

In cities like Abu Dhabi, where safety, regulation, and lifestyle intersect, prime and ultra-prime

real estate increasingly behaves less like a cyclical trade and more like a strategic allocation.

In uncertain times, owning assets that remain desirable, tradable, and resilient is not just prudent, it's essential. While I'm becoming increasingly used to hearing Abu Dhabi being touted as the capital of finance, blockchain, climate tech and more, this quote I took away from a breakfast meeting recently frames it best - from a senior professional in the global investing world: "Abu Dhabi is the centre of the universe". ♦

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

“POPULATION GROWTH REMAINS A KEY DRIVER OF HOUSING DEMAND. ”

BOTH DUBAI AND ABU DHABI ARE EXPERIENCING A DEMOGRAPHIC EXPANSION THAT CONTINUES TO SUPPORT RESIDENTIAL DEMAND.

As the UAE heads into 2026, its real estate sector is entering the year on the back of robust growth, underpinned by strong population inflows, sustained residential demand, and emerging innovations such as property tokenisation, according to **Farhan Badami, Market Analyst at eToro**.

Both Dubai and Abu Dhabi are experiencing a demographic expansion that continues to support residential demand. Dubai's

population surpassed four million in 2025, with more than 208,000 new residents added over the year. This growth, driven by employment opportunities, lifestyle appeal and long-term residency initiatives, has translated into record activity levels in the property market.

“In 2025 alone, Dubai recorded property transactions exceeding AED 680 billion, representing year-on-year growth of around 30%,” Badami noted. “Abu Dhabi

is showing a similar pattern, with residential demand growing by approximately 5% to 6% annually, significantly outpacing the rate of new housing supply.”

Looking ahead to 2026, one of the key developments to watch will be the shift towards tokenisation and



fractional ownership. What was once largely theoretical is now moving into practical implementation, with Dubai's Land Department launching a tokenisation pilot that integrates blockchain-based property titles into the official land registry.

“This initiative has the potential to fundamentally change how real estate is traded,” Badami said. “Tokenisation could allow investors to purchase fractional ownership in property assets with greater speed, transparency and efficiency, while also improving market liquidity over time.”

He added that sustained population growth continues to support pre-sales activity, pricing power and recurring rental income, while a more mature market environment favours well-capitalised developers with strong land banks and proven execution capabilities.

“At the same time, innovation such as tokenisation may open up new funding channels and broaden the investor base,” Badami explained. “For investors, this reinforces the appeal of established developers with meaningful exposure to residential demand in Dubai and Abu Dhabi.”

From an equity market perspective, Badami believes the real estate upswing points to a sector supported by fundamentals rather than speculation.

“For stocks linked to the real estate ecosystem, from developers to financial institutions, the outlook suggests scope for steady earnings growth,” he said. “Healthier cash flows also support the potential for sustainable dividend growth, which will be a key focus for income-oriented investors in the year ahead.” ♦

“THE UAE’S REAL ESTATE MARKET CONTINUES TO BENEFIT FROM POWERFUL STRUCTURAL TAILWINDS,” **BADAMI** SAID. “POPULATION GROWTH REMAINS A KEY DRIVER OF HOUSING DEMAND, WHILE NEW TECHNOLOGIES SUCH AS TOKENISATION ARE BEGINNING TO RESHAPE HOW PROPERTIES ARE BOUGHT, SOLD AND VALUED ACROSS MAJOR MARKETS LIKE DUBAI AND ABU DHABI.”

Text: Anand Raj OK
Images: Sourced by Team Property Time

WHY ISLAND LIVING CONTINUES TO OUTPERFORM IN DUBAI

In the UAE, and particularly in Dubai, the shoreline is no longer the edge of the city. It is increasingly where the future of urban living is being written. As waterfront communities mature into fully fledged neighbourhoods, island living has emerged as one of the city's most resilient and consistently outperforming residential segments, not as a fleeting lifestyle trend, but as a carefully planned response to how people want to live, invest, and belong.

"Dubai's evolution into a truly global city has fundamentally redefined the meaning of luxury and lifestyle," says Oleg Tkachenko, Managing Director of CDS Developments. With over 15 years of experience across real estate, trading, and hospitality in international markets, Tkachenko brings a strategic, long-term lens to the city's changing residential landscape.

"Once perceived simply as symbols

of exclusivity, island and waterfront residences have matured into holistic lifestyle destinations, offering a rare fusion of privacy, wellbeing, and seamless connectivity," he says.

Limited coastal land, controlled supply, and consistently strong rental demand have long given waterfront homes a structural advantage. What distinguishes today's island developments, however, is the depth of planning behind them.

"Waterfront and island master communities present inherent value drivers; from the limited supply of premium coastal land to consistently strong rental returns and sustained capital appreciation," Tkachenko explains. "When combined with thoughtful urban design, lifestyle-focused amenities, and human-centred planning, these destinations continue to attract demand even during broader market fluctuations."

Dubai Islands has emerged as a clear example of this evolution. Strong off-plan absorption rates and growing investor confidence underline how quality-led, lifestyle-focused developments are outperforming more conventional residential offerings even as broader markets cycle.

Yet the outperformance is no longer purely financial. Buyers are voting with both their feet and their capital for environments that enhance daily life.

"Buyers and investors today are not only seeking real estate with

strong capital appreciation potential; they want enriched living experiences," Tkachenko says. "They value thoughtful design, access to nature, waterfront promenades, recreational facilities, and meaningful lifestyle integration that supports health, family connections, and community engagement.

"In this new paradigm of urban luxury, the waterfront is not simply an address; it's a way of living."

Reimagining island living for a global city

Historically, island living evoked images of retreat - beautiful, but often detached from the rhythms of everyday urban life. Dubai has reinterpreted that idea to suit a fast-growing, globally connected metropolis.

"Dubai has elevated island living from a once-remote escape into a fully integrated urban lifestyle," Tkachenko notes. "Today's developments are deliberately planned to provide seamless access to the city; with bridges, road networks, marinas, and transit links that connect residents easily to business districts, leisure destinations, and cultural hubs."

Rather than functioning as isolated enclaves, these communities are designed as extensions of the city itself.

"At the same time, these communities preserve the hallmarks of exclusive coastal living: privacy, expansive sea views, and a sense of retreat," he adds. "The value proposition lies



in this balance; residents can unwind in serene surroundings while remaining close to work, entertainment, and global city energy."

Beyond postcard views and iconic design, today's homeowners and investors are increasingly values-driven in how they choose where to live.

"Modern buyers are increasingly seeking ... an environment that supports wellbeing, security, convenience, and meaningful connection," Tkachenko explains. Proximity to nature has become a defining differentiator. Walkable neighbourhoods, landscaped parks, waterfront promenades, and leisure

facilities are now shaping purchasing decisions across demographics. "These amenities aren't lifestyle luxuries anymore; they are core expectations for long-term liveability."

Investors, too, are looking further ahead. "They prioritize developments designed for resilience, steady rental performance, and future demand," he says, "favouring properties that combine lifestyle appeal with strong, sustainable financial returns."

How Dubai compares globally
While mature island destinations such as Miami, Singapore, and parts of the Mediterranean have

long benefited from coastal appeal, Tkachenko believes Dubai stands apart in its scale and long-term intent.

"Dubai's approach to master-planned island developments stands in a league of its own," he says. "Rather than simply building coastal residences, the city envisions entire ecosystems designed for long-term living."

This philosophy is reflected in how developers approach execution. "Developers such as CDS embody this philosophy by prioritizing fewer, but more refined, projects," Tkachenko explains. "Their focus on meticulous craftsmanship, durable materials, and future-proof design ensures that each community is built not only for immediate luxury, but for lasting value."

The rise of island living signals a broader shift in Dubai's urban strategy-one that prioritises lifestyle-led growth over density alone.

"The rising demand for waterfront and island living signals a broader shift toward lifestyle-led urban development," Tkachenko says. "Dubai is moving beyond traditional commercial clusters and high-density residential models, choosing instead to prioritise long-term liveability, sustainable value creation, and community wellbeing." ♦



Text: Anand Raj OK
Images: Sourced by Team PT

WORLD'S HAPPIEST REAL ESTATE WORKPLACES: WHAT MAKES THEM DIFFERENT?

WORKL'S WORLD'S HAPPIEST WORKPLACES 2026 LIST INCLUDES MANY UAE DEVELOPERS

In an industry defined by steel, concrete and skyline-defining ambition, the real foundations of success are, clearly, increasingly human. The official World's Happiest Workplaces 2026 List,

released recently by employee experience platform WorkL, places employee happiness firmly at the heart of organisational excellence. But the happier news is that the UAE's real estate sector

has emerged as a global standout.

Among the World's Happiest Workplaces in Real Estate, Rental and Leasing are some of the region's most recognisable names: Emaar Properties, DAMAC Properties, Aldar, Sobha Realty, Dubai Properties and Al Mira Real Estate. Their presence alongside global players from the US, UK, Europe and Asia signals something significant: in a high-pressure, deadline-driven industry, happiness is no longer a soft metric but a strategic advantage.

"At its core, our World's Happiest Workplaces Awards recognise organisations that genuinely prioritise employee happiness," says Lord Mark Price, Founder of WorkL, in an exclusive interview with Property Time. "They are one of the largest global accreditation schemes of their kind, with organisations from over 200 countries and territories represented."

WorkL was launched in 2017, along with WorkL For Business which helps over 1,000 businesses globally improve

the happiness and engagement of their teams. The global survey helps determine how and why happy people are in their current job.

For 2026 alone, more than 120,000 organisations were entered, powered by over one million employees who took WorkL's anonymous Happy at Work Test. Their answers offered deep insights into organisational culture.

Measuring what truly matters

Unlike traditional awards driven by top-down submissions, WorkL's methodology is resolutely employee-led. "There is no cost involved, and organisations can be nominated directly by their employees," Lord Price explains. To qualify, companies must score 70 per cent or above in overall workplace happiness, with responses assessed across six dimensions: Wellbeing, Job Satisfaction, Reward and Recognition, Information Sharing, Empowerment, and Instilling Pride.

"When these six steps are in place, people thrive," he says. "When they are missing, no amount of perks or pay rises can compensate. By recognising these drivers as rights, not privileges, we create workplaces where happiness becomes embedded in the structure, not dependent on goodwill."

Why the UAE is getting it right

The strong showing of UAE developers is no coincidence. According to Lord Price, the region's top-ranking real estate organisations share a distinctive blend of culture and structure.

"Culturally, there is a strong emphasis on respect, inclusion and purpose," he says. "Many consciously blend global best practices with local values, creating family-oriented environments, celebrating diversity, and placing visible importance on

dignity at work."

Structurally, wellbeing is treated as a leadership responsibility, not an HR add-on. "High-performing developers embed wellbeing into leadership KPIs, decision-making and daily operations," he adds. "Clear career pathways, transparent communication from senior leaders, and accessible leadership give employees a sense of stability and belonging in an otherwise fast-moving industry."

Real estate has long been associated with intense project cycles and unforgiving deadlines. And that is precisely why happiness matters. "In such environments, disengaged or burned-out employees don't just underperform but create risk," Lord Price says. "Employee happiness directly influences judgement, collaboration and resilience under pressure."

At WorkL, happiness is framed not as an abstract concept but as a Corporate Happiness Plan. It's a strategic lever tied to productivity, retention and innovation. "Our data consistently shows links between wellbeing and higher productivity, stronger retention and greater innovation," he says.

This is especially relevant in the UAE, where competition for skilled global talent is fierce. "Organisations that neglect wellbeing face higher attrition and escalating recruitment costs," Lord Price warns. "Those that invest in happiness benefit from institutional knowledge, faster execution and a workforce that looks for better ways of working rather than simply coping."

While correlation does not always equal causation, WorkL's data points to a compelling alignment between happy workplaces and market performance. "Happy

employees deliver better client experiences," Lord Price explains. "They communicate more clearly, resolve issues faster, and act as authentic brand ambassadors."

In a relationship-driven sector like real estate, this has tangible external impact. "Clients can feel the difference," he says. "A culture of happiness often translates into reliability, professionalism and credibility."

Looking ahead, Lord Price believes employee wellbeing will increasingly shape how Middle Eastern real estate companies compete and grow. Key trends include the integration of wellbeing into ESG strategies, greater use of data and analytics to track burnout risk, and a move towards more human-centric leadership models.

"Leaders who prepare now by embedding wellbeing into culture, systems and strategy will be better positioned to attract talent, navigate cycles and build resilient organisations," he says.

Lord Price's best actionable practices for the most measurable impact:

- Leadership capability building focused on empathy, feedback, and mental wellbeing
- Flexible working frameworks adapted to project cycles, rather than rigid policies
- Clear recognition systems that reward effort, not just outcomes
- Regular listening mechanisms (pulse surveys, town halls, open forums) followed by visible action
- Mental health and wellbeing support that is normalised, not hidden behind policy documents

What makes these interventions measurable is follow-through. Employees notice very quickly whether leadership listens, and whether it acts. ♦



PARIS SAINT-GERMAIN ANNOUNCES BEYOND DEVELOPMENTS AS NEW PREMIUM SLEEVE PARTNER UNTIL 2029

THE BEYOND LOGO MADE ITS DEBUT ON THE PARIS SAINT-GERMAIN JERSEY DURING THE LATEST NATIONAL MATCH AGAINST PARIS FC.

Paris Saint-Germain has announced a new global partnership with BEYOND Developments, a UAE-based real estate developer born in Dubai and at the forefront of shaping distinctive waterfront destinations. Under this multi-year agreement, BEYOND becomes the Club's Premium Sleeve Partner until 2029, marking a collaboration that brings together two modern brands influencing the future of sport, design, and contemporary lifestyle.

The BEYOND logo made its debut on the Paris Saint-Germain jersey during the latest national match against Paris FC.

A partnership rooted in shared values

Paris Saint-Germain and BEYOND Developments come together through a shared belief in the power of culture to shape experience. Both operate beyond their core industries, engaging global audiences through identity, creativity, and a clear sense of purpose, and occupying a space where sport, lifestyle, and expression naturally intersect.

Since its launch in 2024, BEYOND has established itself as a design-led force emerging from Dubai, shaping waterfront destinations that prioritise human experience, natural integration, and contemporary living. Paris Saint-Germain, meanwhile, continues to extend its influence well beyond football, setting global standards through performance, style, and cultural relevance.

This partnership also draws meaning from the cities that define each brand. Paris and Dubai are among the world's most recognisable urban centres, admired for different yet complementary qualities. Paris represents heritage, fashion, and timeless cultural influence, while Dubai reflects momentum, innovation, and a future-oriented outlook. Together, they symbolise cities that attract global attention, shaping lifestyle trends, inspire ambition, setting new standards for modern living and continually evolve.

Bringing these worlds together, BEYOND and Paris Saint-Germain form a collaboration that connects

place, culture, and people. It is a partnership shaped by shared ambition and designed to resonate with audiences who seek experiences defined by creativity, character, and global perspective.

Richard Heaselgrave, Chief Revenue Officer at Paris Saint-Germain, commented:

"This partnership with BEYOND Developments represents a powerful alignment between two brands that redefine excellence in their respective fields, with a shared belief that sport and design both have the power to inspire and elevate everyday life. BEYOND's approach to creating meaningful spaces mirrors our own ambition to connect with people through passion, creativity, and emotion."

Adil Taqi, CEO of BEYOND Developments added: "As we begin 2026, this partnership with Paris Saint-Germain sets a meaningful tone for the year ahead. It reflects our belief that great design and great sport share the same power. Both move people, shape culture,



and create moments that stay with us. At BEYOND, we design destinations that evoke emotion and inspire connection. Paris Saint-Germain brings that same energy to a global stage. This collaboration allows us to engage audiences through a shared vision of creativity, performance, and modern living, while extending our presence to new communities around the world."

Bringing Sport, Culture, and Community Together

Through this collaboration, BEYOND and Paris Saint-Germain will activate new touchpoints across sport, culture, lifestyle, and community engagement. These will include curated events, elevated fan interactions, access to players and Club Legends, and

premium experiences designed to celebrate the universal language of passion and performance.

For BEYOND, the partnership serves as a natural extension of Dubai's creative energy and global cultural influence. It reinforces the brand's international presence while unlocking opportunities to engage diverse audiences across Europe, Asia, and MENA.

A New Chapter of Global Storytelling

This collaboration represents more than shared visibility. It reflects a deeper cultural exchange between Paris, Dubai, and the global communities connected to both brands. Together, BEYOND and Paris Saint-Germain aim to create moments shaped by

passion, belonging, and human connection, resonating with fans who seek meaningful experiences both on and off the pitch.

With a global fanbase of 500 million supporters, including 235 million followers across social platforms, Paris Saint-Germain stands as one of the world's most influential lifestyle and sporting brands. Coupled with BEYOND's rising presence across the UAE, MENA, and international markets, the partnership marks a powerful new chapter in global engagement.

This collaboration brings together two brands shaping how the world experiences sport, lifestyle, and contemporary living, united by a shared commitment to creativity, community, and bold expression. ♦

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

LAND STERLING ANNOUNCES EXCLUSIVE PROJECT MANAGEMENT AND SALES AGREEMENT WITH “STELLAR AXIS” BY AJMAL ESTATE DEVELOPERS

THE PROJECT, LOCATED IN WARSAN 4, IS SCHEDULED FOR COMPLETION IN Q1 2027.

Land Sterling has been appointed as Exclusive Project Management and Sales partner for Stellar Axis, a new residential development by Ajmal Estate Developers located in Warsan 4, International City Phase 2. The midrise project comprises 119 apartments, including studios, one-bedroom, and two-bedroom units, and is scheduled for completion in Q1 2027.

The development adds a thoughtfully planned residential concept to Dubai's growing housing market, designed to meet demand for functional, well-positioned homes supported

by structured management and lasting value. It represents Ajmal Estate Developers' continued expansion into Dubai's real estate landscape, with Land Sterling leading project management and cost consultancy, and its brokerage arm, Land Sterling Properties, overseeing exclusive sales for the project. Stellar Axis introduces a practical approach to community living, where design and function are aligned to support everyday comfort. Residents will have access to key lifestyle amenities including a swimming pool, fitness area, children's play space, and on-site

retail, all thoughtfully integrated within a mid-rise setting that promotes convenience and balance.

The area will also benefit from the upcoming Dubai Metro Blue Line, set for completion in 2029, further enhancing connectivity and long-term accessibility for residents.

Mr. Abdulla Ajmal, Chief Executive Officer of Ajmal Group, said: Stellar Axis reflects the type of development that defines Ajmal Estate Developers' direction in Dubai's residential market, contemporary, efficient, and guided by a clear purpose. It demonstrates our commitment to creating communities shaped by thoughtful design, well-considered layouts, and a genuine sense of belonging.

Our partnership with Land Sterling reinforces this vision through disciplined management and market expertise. Their structured approach aligns with our philosophy of building with precision and accountability, allowing us together to deliver a project that embodies measured growth and enduring value.

Mr. Abdelbasset Betraoui, Group CEO of Land Sterling, said: Stellar Axis is a well-structured development backed by clear objectives and a capable team. It



reflects a shared commitment to quality and accountability throughout its delivery. Our role at Land Sterling is to ensure that this commitment translates into performance, efficiency, and a result that stands to the expectations of both companies.

The project is positioned to perform strongly in its segment, combining sound fundamentals with an offering that stands out for its quality and long-term value. Exclusive sales for Stellar Axis are being led by Land Sterling Properties, the brokerage division of Land Sterling. Registration is now open, marking the next phase in bringing the development to market. Additional information and registration details are available through the project's official website.

About Ajmal Estate Developers
Ajmal Estate Developers is a UAE-based real estate company under the Ajmal Group, a brand known for over seven decades of craftsmanship, trust, and excellence. Building on this heritage, the company brings the same commitment to quality and integrity to the real estate sector, redefining modern urban living across the UAE.

Its portfolio includes residential and mixed-use developments designed around comfort, practicality, and sustainability. Each project reflects Ajmal's belief that thoughtful design, enduring quality, and community well-being can coexist within accessible developments.

Guided by a clear mission to create spaces that enrich lives and stand the test of time, Ajmal Estate Developers continues to craft homes that combine design innovation with a deep sense of purpose, shaping communities where people and families can thrive.

In addition to Stellar Axis, the company's projects include Ajmal Sarah

Tower a G+16+H mixed-use residential building located in Dubai Residence Complex, Dubailand. Developed by Ajmal, this mid-rise tower showcases elegant Arabian architecture and offers a range of modern living spaces, including studio, 1, 2, and 3-bedroom apartments and commercial units. Just 20 minutes from Dubai International Airport, the tower is ideal for those seeking a well-connected and vibrant lifestyle, with thoughtfully designed amenities, close proximity to key urban hubs, and integrated

commercial units enhancing everyday convenience.

About Land Sterling
Land Sterling is a leading real estate consultancy company, delivering expert property analysis, cost modelling, and strategic solutions across diverse sectors. For over 16 years, the company has provided clients with trusted, data-driven insights that guide investment, development, and asset management decisions across the Middle East, North Africa, and Europe.

Its expertise spans project management, cost consultancy, building consultancy, facilities management consultancy, valuation, strategic advisory, market research, and real estate brokerage, offering a complete life-cycle approach to real estate consultancy and investment advisory. Land Sterling operates under the regulated oversight of the Royal Institution of Chartered Surveyors (RICS) and continues to serve as a trusted partner for investors, developers, and institutions seeking clarity, accuracy, and strategic direction in an evolving real estate landscape. ♦

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

ARADA INTRODUCES INAURA

LOCATED IN DOWNTOWN DUBAI, THE PROJECT IS A LUXURY FITNESS-LED HOSPITALITY AND BRANDED RESIDENCES CONCEPT.

Arada introduces Inaura, a dynamic fitness-led hospitality and branded residences concept, with a debut location in Downtown Dubai

- Inaura Downtown offers luxury hotel and 114 branded residences including triple-storey, duplex and full-floor residences
- Designed by MVRDV, the tower features a central orb structure, with kinetic wellness embedded in the overall architecture
- Positioned on a permanent Burj Khalifa view corridor, sales at AED 1.7bn project to begin this month

Dubai, United Arab Emirates: 14 January 2026 – Arada has unveiled Inaura, an urban fitness-led



hospitality and residences concept, with its debut development, Inaura Downtown, set to launch sales by the end of January. Inaura is centred on the concept of kinetic wellness, which aims to integrate movement, balance and everyday wellbeing into the rhythm of city life.

Designed by renowned Dutch architectural firm MVRDV, Inaura's first location is a striking new addition to the Downtown Dubai skyline. Over 200 metres tall and 42 floors high, the tower's main architectural feature is a distinctive central orb structure that plays host to a social and dining space granting residents and visitors a 360-degree view of Burj Khalifa,

Business Bay, and Dubai Mall. The tower responds directly to its setting, moving from active, city-facing spaces at street level to quieter, more private environments as it rises, reflecting a curated journey from energy to recovery.

Inaura Downtown comprises a luxury hotel tower with 114 branded residences – which includes The Sky Penthouse, a three-storey, six-bedroom home – two duplex, five-bedroom Sky Villas, and a collection of apartments ranging from one to four bedrooms.

HRH Prince Khaled bin Alwaleed bin Talal Al Saud, Executive Vice Chairman of Arada, said: "Wellbeing

today is defined by energy, movement and how we live day to day.

Inaura brings this to life by creating places where physical vitality and urban experience meet. This brand reflects how people now want to live: connected to their environment and supported by spaces that foster momentum."

Ahmed Alkhoshaibi, Group CEO of Arada, said: "With Inaura, we're bringing together design, fitness and ritual to build spaces where energy flows through every element and cultivates belonging. This is the first in a series of kinetic wellness destinations designed to scale globally, combining rhythm, function and purpose to meet a growing demand for homes and hotels that prioritise movement, balance and everyday performance."

Inaura's amenities are designed to foster a seamless fitness- and wellness-led lifestyle. Highlights include a 3,000 sqm multi-level Formative gym and fitness centre with yoga, boxing, Pilates, and dance studios; a fully fledged medical clinic; a holistic spa with cryotherapy, hydrotherapy, and immersive sound and bath therapies; and diverse F&B options spread across the ground podiums and the tower's signature orb, which will host a Sky Lounge. The development also features co-working spaces, meeting rooms, a cinema, library, and children's play area.

The residences at Inaura are designed as part of a fully integrated movement-led environment, with layouts, materials and spatial planning focused on comfort, functionality and long-term liveability. All homes feature generous proportions, floor-to-ceiling glazing, and clear separation between living, private and service areas, maximising natural light, and balconies offering panoramic views across Downtown Dubai. Residents

benefit from seamless access to shared wellness, hospitality and lifestyle spaces within the tower.

Located at the edge of Downtown Dubai, the site occupies a permanent Burj Khalifa view corridor, a rare positioning within the district. The development offers easy connectivity to Dubai Mall, Business Bay, Dubai International Financial Centre (DIFC) and major transport routes, placing it at the intersection of the city's cultural, commercial and lifestyle hubs.

Inaura Hotel spans ten lower floors of the tower, offering a contemporary hospitality experience rooted in movement, recovery and connection. Designed for guests who treat fitness and wellness as part of daily life, the hotel blends modern luxury rooms and suites with direct access to the tower's shared facilities.

The tower is LEED Gold precertified, combining sustainable design, long-term performance, and wellbeing-focused facilities and amenities, reflecting the growing shift toward wellness-led real estate in global city centres.

Inaura builds on Arada's growing expertise in branded and wellness-led living, following the success of developments such as Armani Beach Residences at Palm Jumeirah, W Residences at Dubai Harbour and Akala, the world's first precision wellness destination. While Akala focuses on longevity and restorative care, Inaura marks the next chapter in Arada's wellness journey; one centred on movement, architecture and energy. The launch also draws on Arada's experience in the fitness space, managed by the Formative brand. ♦



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

OFF-PLAN REMAINS THE ENGINE OF GROWTH: ESPACE REPORT

DUBAI'S PROPERTY MARKET SURGES TO AED 355 BILLION WITH 20,500+ NEW UNITS DELIVERED.

Espace Real Estate, one of Dubai's leading residential brokerages, has released its H2 2025 market report, revealing that Dubai's real estate market maintained its strong upward trajectory in H2 2025, with total sales value rising to AED 355 billion, a 23% increase compared with H2 2024. Sales volumes also grew by 16% year-on-year, reaching 115,928 transactions across the

residential and commercial sectors, reflecting sustained demand and the continued strength of Dubai's economic fundamentals.

"In H2 2025, Dubai's real estate market, spanning both residential and commercial sales, continued to demonstrate remarkable resilience and growth. Transaction volumes remained robust, buoyed by sustained demand across off-plan,



ready and commercial assets," said John Lyons, Managing Director at Espace Real Estate.

Off-plan remained the engine of growth throughout the second half of the year, accounting for 70 per cent of all residential transactions. This trend reflects both the scale of new supply entering the market and the strong pace of project launches seen in 2025. Bingham led the off-plan segment with more than 13,000 units launched, followed by DAMAC Properties with 6,588 units and Emaar with 6,262.

Developers delivered 20,536 new residential units in H2 2025, representing a modest 5 per cent increase from the same period last year. However, the distribution of new supply remained heavily weighted toward apartments, which accounted for 82 per cent of all completions. With only 3,777 villas and townhouses delivered, the supply imbalance continued to support upward pricing pressure in established villa communities across the city.

The commercial market also

recorded steady activity in H2. The office sector accounted for the largest share of commercial transactions at 38 per cent, driven by business expansion and new market entrants seeking Grade A and well-located office space. Land transactions represented 20 per cent of activity, followed by hotel apartments at 14 per cent and retail units at 13 percent.

While overall sales activity remained strong, community-level insights point to a stabilisation phase emerging across the market. Many of Dubai's most established residential communities recorded softer resale transaction volumes; however, prices continued to rise in the majority of these areas. This indicates that reduced activity is primarily a result of limited resale supply rather than a downturn in sentiment or demand.

A distinct difference in price appreciation remained evident between the villa/townhouse and apartment segments. Of the 21 villa and townhouse communities tracked in the report, 18 recorded price increases, with an average rise of 15 per cent. By comparison, 8 of the 11 apartment communities saw price growth, but at a more moderate average of 8 per cent. This reflects ongoing supply dynamics, with villa inventory remaining constrained while the apartment market benefits from a higher volume of new completions.

Leasing activity in H2 2025 also reflects a market adjusting to new supply. Total rental volumes increased year-on-year but rebalanced across the city as communities with recently delivered stock captured a greater share of demand. Established apartment districts such as Dubai Marina, JBR and JLT recorded softer leasing activity, while higher-supply communities including JVC and Emaar Beachfront experienced

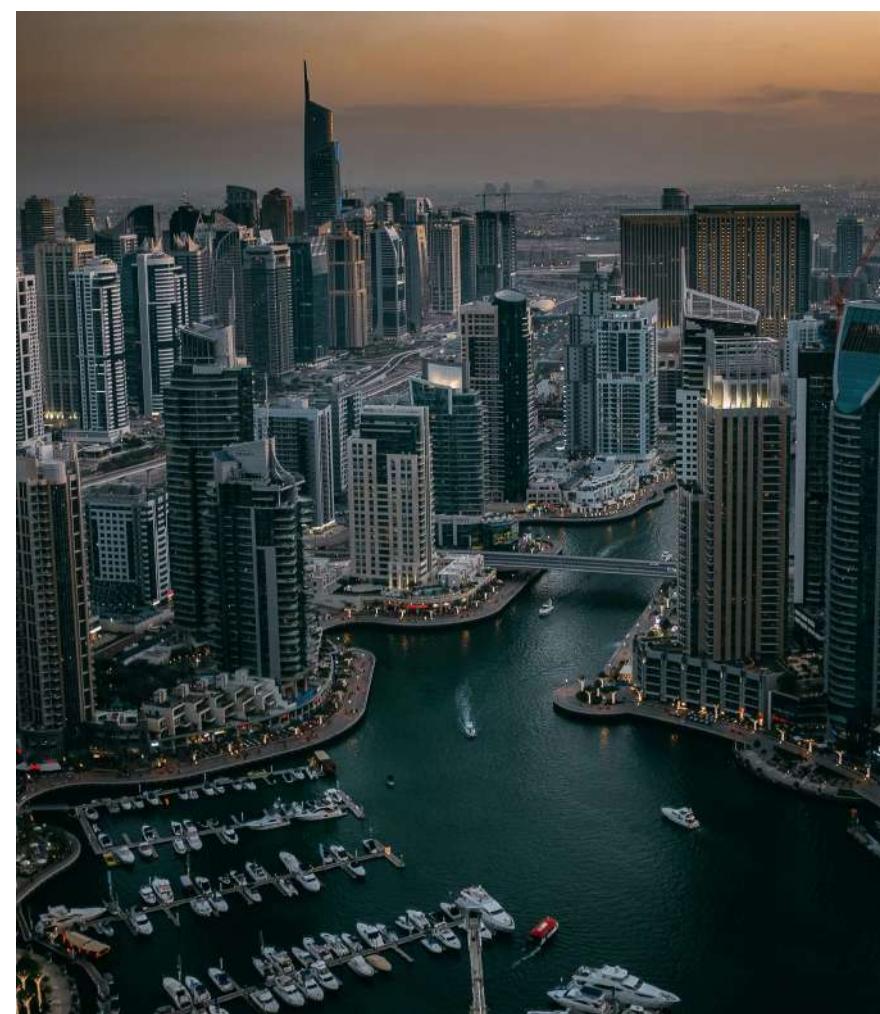
strong growth. A similar pattern emerged in the villa and townhouse segment, where lower volumes in mature communities were offset by notable increases in emerging areas like Tilal Al Ghaf, Al Furjan and Emaar South.

Rental prices continued to rise across most communities, with villa and townhouse rents increasing by an average of 11 per cent year-on-year and apartment rents rising by 4 percent.

This reflects the impact of new inventory becoming available and providing tenants with broader

choice across both emerging and established communities.

At Espace Real Estate, buyer activity in H2 2025 continued to highlight Dubai's strong global appeal. Demand was led by purchasers from the United Kingdom, India and the Netherlands, with significant interest also recorded from Europe, the Middle East and Asia. While the UK has long remained the top source of investors for the brokerage, the breadth of international demand reinforces Dubai's position as a long-term residential base for globally mobile households.♦



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

TOMORROW WORLD AND OCTA PROPERTIES ANNOUNCE STRATEGIC PARTNERSHIP

TOGETHER, THE TWO ORGANISATIONS AIM TO SHAPE FUTURE READY COMMUNITIES.



Tomorrow World Real Estate Development, the boutique development arm of Tomorrow World Group, has officially signed a strategic partnership with OCTA Properties, marking a significant step forward in the creation of next generation residential and commercial destinations across Dubai.

The collaboration unites Tomorrow World's design driven development expertise with OCTA Properties' expanding presence in the UAE real estate sector. Together, the two organisations aim to shape future ready communities defined by quality, connectivity, and long term value creation.

Established in 2022 and headquartered in Dubai, Tomorrow World Real Estate Development builds on the Group's two decade legacy of disciplined investment and strategic growth. The company specialises in premium residential destinations and future ready commercial assets, with core strengths spanning land strategy, design led product development, and end user experience.

Tomorrow World currently holds 10 fully owned plots – including eight within Dubai Islands – and has announced a development pipeline exceeding AED 8 billion in projected gross development value. More than 20 projects are planned between 2026 and 2028, underscoring the company's long term commitment to shaping high potential corridors across the emirate.

The strategic partnership will launch with a prime plot on the marina front of Dubai Islands, featuring approximately 132 branded units positioned directly along the waterfront, complemented by high-quality retail lining the marina promenade.

Speaking at the signing ceremony, Yuan Zhou, Operation Director of Tomorrow World, said: "This partnership with OCTA Properties reinforces our commitment to creating destinations that feel timeless yet future ready. Our principle – 'Creating today's life with tomorrow' – guides every decision we make, from land strategy to design integrity to the ecosystems we curate."

Tomorrow World's brand is anchored in design excellence, customer centric delivery, and meticulous attention to detail. The company blends boutique agility with the financial discipline of an established group, ensuring every project is shaped by sustainability minded planning, technology enabled living, and data driven location analysis.

Its core principles – ecosystem creation, design integrity, and real world functionality – align closely with OCTA Properties' commitment to delivering high quality development management services.

"Partnering with Tomorrow World allows us to combine our ambitions with a team that shares our belief in purposeful, human centred design. This collaboration will accelerate our ability to bring distinctive, high value projects to market, particularly in emerging districts with strong growth potential," said Fawaz Sous, CEO of OCTA Properties.

The partnership will focus on the development management of Tomorrow World's portfolio, with an emphasis on premium residential communities and mixed use environments that enhance liveability, connectivity, and long term capital appreciation. ♦

Text & image: Sourced by Team PT

ELEVATE AND ENNISMORE UNVEIL AED1.8 BILLION MONDRIAN AL MARJAN ISLAND BEACH RESIDENCES

THIS IS THE REGION'S FIRST-EVER MONDRIAN-BRANDED BEACHFRONT RESIDENCES.

ELEVATE, the visionary lifestyle real estate brand from One Group, together with Ennismore, the world's fastest-growing lifestyle hospitality company, officially unveiled the Mondrian Al Marjan Island Beach Residences with an unforgettable one-night immersive launch event at Atlantis The Royal, Dubai. Valued at **AED1.8 billion**, the project marks a defining milestone for Ras Al Khaimah, introducing the region's first-ever Mondrian-branded beachfront residences and reinforcing ELEVATE's **USD 1 billion** UAE development pipeline.

Arch. Abdulla Al Abdouli, Group CEO of Marjan, commented, "We are glad to see the excitement around Mondrian Al Marjan Beach Residences, which is a fitting inclusion to our island's ever-growing portfolio of branded residences. This development truly echoes our vision of creating premium, lifestyle-led destinations and is sure to offer global residents and investors a new benchmark for branded beachfront living."

Zeeshaan Shah, Founder &

Chairman of ELEVATE, stated, "Tonight's celebration marks a remarkable milestone for ELEVATE. Mondrian Al Marjan Island Beach Residences is more than a development—it is a new expression of what beachfront luxury can be. We have created a space where art, culture, wellness, and community converge in ways never seen before in the

UAE. We are proud to present our flagship project and continue elevating the standards of residential living in the region."

Set on Al Marjan Island, one of the UAE's fastest-growing luxury and entertainment destinations, the project has witnessed extraordinary demand. With **343 residences**



rapidly selling out, investor interest continues to surge due to the community's proximity to Wynn Al Marjan Island, pristine beachfront access, and world-class hospitality offerings by Ennismore. Designed by San Francisco-based architectural firm **Gensler**, with interiors by London's **Bergman Design House**, the development blends bold design with sensory storytelling.

The crown jewel of the project, the **10,000-square-foot Sky Mansion**, features 28-foot ceiling heights, a private rooftop garden, and an infinity pool overlooking the Arabian Gulf. Listed at **USD 10 million**, it stands as one of the most exclusive homes in Ras Al Khaimah.

Ras Al Khaimah's most anticipated real estate launch of the season drew remarkable excitement, with guests filling the entrance of Atlantis The Royal in lively anticipation. A packed turnout gathered to witness the spectacular reveal, reflecting the overwhelming interest in ELEVATE's newest landmark.

The star-studded launch, emceed by fashion icon **Jessica Kahawaty**, also drew notable regional personalities including **Youmna Khoury and Zeynab**, adding to the event's fashion-forward energy. More than a project debut, the celebration framed Mondrian Al Marjan Island Beach Residences as the emirate's new destination where design, lifestyle, and coastal glamour come together.

The immersive journey began as attendees passed through a **kinetic tunnel of fabric, projection, and light**, creating a surreal transition into Mondrian's world of expressive luxury. The dramatic reveal of the architectural model unfolded beneath a **choreographed lift of illuminated drapery**, drawing applause as the full vision of the development was unveiled.



Throughout the event, custom-built design-led spaces immersed guests in Mondrian's art-driven identity, from editorial portrait studios to a stage backdrop brought to life with kinetic projection mapping. Experiential activations spanned mixology, performance, and live artistry, including a **neon-lit sculptural bar** and a captivating live artwork creation by celebrated UAE artist **Diaa Allam**, who painted a piece inspired by Ras Al Khaimah's cultural spirit. Setting the tempo for the night, **DJ Tala Samman** infused the space with her signature sounds, lifting the mood, energising the crowd, and giving the celebration its unmistakable pulse.

Louis Abboud, Regional Head of Lifestyle Collective IMEAT at Ennismore, added, "Mondrian has always been about pushing boundaries and creating spaces that inspire. Launching this project on Al Marjan Island is a natural evolution of our brand's creative ethos. This is not just a

residence, it's a living gallery, a social hub, and a sanctuary of style."

PROJECT DETAILS

RESIDENCE TYPES

- The Residences:** 1–3 bedroom apartments starting from AED 2.55 million
- The Front Row Collection:** 3–5 bedroom beachfront townhouses with direct beach access starting from AED 8.54 million
- The Sky Collection:** 3–5 bedroom duplex and triplex sky villas with private pools and panoramic Gulf views starting from AED 8.53 million

Residents will enjoy over **60,000 sq. ft. of curated amenities**, including the Mondrian Sky Club, Fi'lia Beach, championship fitness facilities, infinity pools, concierge services, and Accor Platinum Status benefits across 5,600 hotels worldwide. A flexible **60:40 payment plan** is available, with project completion scheduled for **Q4 2028**. ♦

Text & Images: Sourced by Team PT

MASHRIQ ELITE SET TO DELIVER OVER 1,200 RESIDENTIAL UNITS IN TWO YEARS

SET TO RELEASE 380 RESIDENTIAL UNITS IN Q4 2026 ACROSS ARJAN AND DISCOVERY GARDENS

Celebrating 3 years since its establishment, the Dubai-based Mashriq Elite Real Estate Developments, today announced that it is set to release over 1,200 units in Dubai's surging residential property market in the next two years, with anticipated handover of 380 apartments in the fourth quarter of this year alone across its projects in Arjan and Discovery Gardens.

Mashreq Elite, which has a cumulative project portfolio worth AED1.5 billion spanning a total of 1,525 residential units, had handed over its first residential development – Floarea Residence – in Arjan, releasing 206 units last year. The projects which are anticipated to be completed and handed over in 2026 are Floarea Grande in Arjan with 222 units and Floarea Vista in

Discovery Gardens with 158 units.

"We had a highly successful 2025 launching four prime property developments, including our debut in Dubai Islands with Floarea Breeze. Our priority has always been disciplined growth sticking to our timeline commitments. We are now entering a strong delivery cycle in the next two years taking our total footprints in some of Dubai's most active residential districts to over 2 million sq. ft of built-up area," said **Kamran Muhammad, CEO of Mashriq Elite Developments.**

Setting the course with a robust pipeline

Mashriq Elite, has a total portfolio of 8 projects with 5 under development, one handed over and 2 set to be launched in the first quarter of

2026. Projects which are in full scale construction include Floarea Grande in Arjan, Floarea Vista in Discovery Gardens, Floarea Skies in Jumeirah Village Circle (JVC) and Floarea Oasis in Dubai Land Residential Complex (DLRC), and Floarea Breeze in Dubai Islands.

Floarea Skies in JVC with 192 units and Floarea Oasis in DLRC with 257 residences is expected to be handed over in the first quarter of 2028, while the developer's maiden project in Dubai Islands – Floarea Breeze – offering 48 apartments and four town houses is anticipated to be delivered in the third quarter of 2027.

"We are on an accelerated growth phase and our next strategic expansion is into Meydan and Dubai Production City (IMPZ), two locations in Dubai that



continue to attract investors due to infrastructure expansion, connectivity, and competitive price appreciation," said Kamran Muhammad, CEO, adding that both the projects are set to be launched in the first quarter of 2026.

Surging Demand

Over the years, Mashriq Elite has established itself as a property developer focused on quality, excellence and innovation on the back of its expertise in real estate and telecom sectors globally in Saudi Arabia, Singapore, Indonesia and the UAE.♦

"ACROSS ALL PROJECTS, WE HAVE SEEN A HEALTHY AND DIVERSIFIED DEMAND FROM GLOBAL, REGIONAL AND LOCAL INVESTORS, BOTH FROM END-USERS AND INVESTORS, IN LINE WITH DUBAI'S REPUTATION AS A PREFERRED GLOBAL PROPERTY DESTINATION AND INVESTMENT HUB," SAID **KAMRAN MUHAMMAD, CEO.**

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

BIG 5 CONSTRUCT SAUDI PLAYS A STRATEGIC ROLE IN SUPPORTING THE KINGDOM'S CONSTRUCTION AGENDA AND VISION 2030.

AN EXCLUSIVE INTERVIEW WITH **FIRAS ABOU LTAIF**, PORTFOLIO DIRECTOR, DMG EVENTS

Big 5 Construct Saudi has evolved alongside Saudi Arabia's fast-moving construction sector. How do you see its role today in supporting Vision 2030 and the Kingdom's expanding project pipeline? Big 5 Construct Saudi plays a strategic role in supporting the Kingdom's construction agenda and Vision 2030 by providing a common meeting ground for engagement across the entire construction ecosystem. With Saudi Arabia's \$1.7 trillion project pipeline, including giga and mega projects such as Red Sea Global, Qiddiya, Diriyah, NEOM, New Murabba and King Abdullah Financial District, timely access to solutions, materials and expertise is critical. The exhibition connects government entities, developers, architects, contractors and consultants with suppliers and service providers, supporting knowledge transfer, procurement efficiency and project delivery at scale. By bringing international expertise and local requirements together, the exhibition helps stakeholders meet performance, regulatory and sustainability

standards while enabling collaboration that drives the sector forward.

The January 2026 edition introduces an expanded content programme. What sets this edition apart in terms of industry insight and value?

This edition expands the learning and knowledge offering with a CPD-certified programme spanning Architects Leaders Forum Saudi, Big 5 Talks and the new CIAAD Masterclasses. These sessions provide practical guidance on real-world challenges, including sustainable materials, digital workflows, project management and design leadership. By combining exhibition sourcing with structured knowledge exchange, the January edition enables attendees to engage directly with solutions and expertise that are immediately relevant to projects in the fit-out and finishing stages, ensuring actionable takeaways for professionals operating under tight timelines.

Architects Leaders Forum Saudi brings together senior architects



and urban leaders in a closed-door setting. Why is this platform especially important now and what conversations need to happen at leadership level?

Architects Leaders Forum Saudi is vital for driving leadership dialogue at a time when Saudi Arabia's urban and construction landscape is evolving rapidly. The forum enables senior architects and design leaders to discuss strategic topics, including innovation in practice, sustainability, AI adoption, urban planning and design ethics.

These discussions support informed decision-making on high-profile projects and encourage knowledge-sharing across the industry, helping ensure that design excellence and functional performance are delivered at scale. The speaker lineup includes Engr Abdulmohsin Almulhem, Director of Regional Initiatives, Sharqia Development Authority; Yehia Madkour, Middle East Director, Perkins & Will; Tariq Shaikh, Co-Managing Director & Principal, Gensler Middle East; Erik Hokanson, Principal, Design Director, Board of Directors, AE7; and Dr Albert Fakhoury, President of Council, Council for International Accreditation of Architecture & Design (CIAAD), among others.

AI and data led design are key themes across Big 5 Talks and the CIAAD Masterclasses. How is artificial intelligence beginning to influence real world design, planning and delivery decisions in Saudi Arabia?

AI is increasingly evolving workflows across architecture, engineering and construction by improving design efficiency, enhancing accuracy and supporting predictive decision-making. At Big 5 Talks and CIAAD Masterclasses, we highlight practical applications of AI, from automated design simulations and digital fabrication to project planning and resource optimisation. For Saudi Arabia, integrating AI into design and project delivery accelerates execution, improves quality and reduces risk, allowing stakeholders to respond faster to complex project requirements while maintaining compliance with local regulations and sustainability standards.

Sustainability features strongly across both the exhibition and knowledge programme. How is Big 5 Construct Saudi helping move sustainability from strategy into execution, particularly at the fit-out and finishing stages?

Sustainability is a core focus at Big

5 Construct Saudi, both on the exhibition floor and within the content programme. EcoTrail highlights real-world solutions, including low-impact glass from Saudi Guardian International Float Glass, recycled aluminium systems from ShiningPearl Industrial, engineered wood products from Alahmed Elite Venture and sustainable acoustic materials from Asona Middle East. These exhibits demonstrate how environmentally conscious approaches are integrated into specification, material selection and delivery practices, providing attendees with actionable insights to implement sustainability across projects.

The launch of CIAAD Masterclasses marks a new focus on accredited learning. How do these sessions respond to current skills gaps and evolving industry demands in the Kingdom?

CIAAD Masterclasses respond directly to the evolving needs of Saudi Arabia's construction and design sectors. The sessions equip professionals with accredited training on sustainability frameworks, ethical design, circular economy principles and AI-assisted workflows. By addressing both regulatory and

practical considerations, the masterclasses help fill skills gaps in project delivery, design management and technology adoption, enabling professionals to contribute effectively to high-quality, future-ready projects aligned with Vision 2030 priorities.

With Big 5 Construct Saudi now running two editions annually, how does this format better align with procurement cycles and support collaboration across the construction ecosystem?

The two-edition format allows us to align more closely with project cycles and sector priorities. The January edition focuses on fit-out and finishing solutions, supporting the delivery phase of active projects, while the May edition highlights general construction, heavy machinery, concrete, HVACR and facilities management. This segmentation provides more targeted engagement for suppliers and buyers, helping them connect when it matters most and ensuring efficient decision-making. Running two editions also enables ongoing collaboration, offering multiple touchpoints throughout the year to benchmark solutions, explore innovations and support project execution across the Kingdom.♦



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

UK PROPERTY FINANCE: TIPS FOR INTERNATIONAL INVESTORS

BY CRAIG SMITH, UK PROPERTY FINANCE SPECIALIST

The UK property market continues to attract international investors, including buyers from across the UAE and wider GCC. Long-term demand, a transparent legal system, and a mature rental market make the UK an appealing destination for overseas capital.

However, while purchasing UK property may seem straightforward, financing it as a non UK resident is often more complex than many investors anticipate. Even well capitalised buyers can face delays, reduced leverage, or unexpected conditions if they are unfamiliar with how UK lenders assess overseas borrowers.

Understanding these dynamics early can significantly improve deal certainty and long-term outcomes.

UK property finance is assessed differently to many international markets. While some jurisdictions rely heavily on formula-driven lending, UK lenders take a broader view. In addition to the asset itself, they assess borrower structure, transparency of funds, income

sustainability, and overall risk management. Strong net worth alone does not guarantee approval.

Borrower structure is one of the most common challenges for overseas investors. UK lenders generally prefer lending to UK registered special purpose vehicles with clear ownership and control. Offshore companies or trust structures can sometimes be accommodated, but they require careful positioning and early disclosure. Structural changes introduced late in a transaction often lead to delays or withdrawn offers.

Loan-to-value expectations are another area where international investors are often optimistic. Headline leverage figures rarely apply uniformly to non UK residents. Achievable leverage may be affected by overseas residency, foreign income sources, currency exposure, and asset type. Specialist properties, such as HMOs or mixed-use assets, may attract more conservative terms, particularly where rental income is still being stabilised.

For most international investors,



the objective is to secure stable, long-term mortgage finance against an income-generating asset. UK lenders offering longer-term facilities focus heavily on sustainable rental income, tenancy profiles, property condition, and affordability under stressed interest rates. Where these criteria are met, long-term finance can often be arranged from day one.

Bridging finance can play a useful supporting role in certain situations. It is commonly used where a property requires refurbishment, where



income needs time to stabilise, or where speed of acquisition is critical. In these cases, bridging is typically a temporary solution, with a clear strategy to transition onto a long-term mortgage once the property

reaches a suitable condition. Currency exposure is another factor international investors sometimes underestimate. UK lenders may apply haircuts to foreign income, require additional liquidity buffers,

or stress-test affordability based on exchange-rate movement. Finance planning must realistically account for cross-border income and currency risk, particularly where long-term commitments are involved.

The UK remains a highly investable property market for international capital, but it operates within a mature and tightly regulated lending environment. Investors who understand how UK lenders assess structure, leverage, income, and risk are far better positioned to navigate the market successfully. Early, informed finance planning is not just helpful, it is essential.

About the Author
Craig Smith is a UK property finance specialist with experience on both the lender and broker side of the market, advising international investors on accessing and structuring UK real estate finance.♦



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ATARA DEVELOPMENT BREAKS GROUND ON GCC'S FIRST SHERATON-BRANDED RESIDENCES

WITH ENABLING WORKS UNDERWAY AND 5% OF OVERALL PROGRESS COMPLETED, THE LANDMARK BEACHFRONT PROJECT IS ADVANCING STEADILY.

ATARA Development has officially broken ground on The Residences at Sheraton Al Marjan Island Resort, marking a major milestone for the GCC's first Sheraton Residences. With enabling works underway and 5% of overall progress completed, the landmark beachfront project on Al Marjan Island is advancing steadily under the leadership of ATARA's in-house construction arm, Rakhat Construction.

Significant on-site progress has already been recorded with soil improvement works and shoring completed and excavation progressing simultaneously. This momentum reflects ATARA Development's commitment to delivering a world-class development built on precision, quality, and timely execution.

Arch. Abdulla Al Abdouli, Group CEO of Marjan, said "The addition of the Sheraton Residences further strengthens Al Marjan Island's position as a premier lifestyle destination. This project contributes to our vision of bringing exceptional, world-class developments to the island, enriching its residential offering and international appeal."

In a distinct approach that sets ATARA apart within the UAE real estate landscape, the company has commenced groundbreaking prior to launching sales, a strategy that underscores its financial strength, construction readiness, and unwavering commitment to buyer confidence. This approach ensures project delivery remains on track regardless

of sales cycles, offering future buyers visible, tangible assurance of progress.

Umid Bazarov, Chief Operating Officer of ATARA Development, said "Breaking ground before launching sales reflects ATARA's philosophy of leading with action, not promises. By showcasing tangible construction progress from day one, we reinforce a sales strategy built on trust and visibility—giving future buyers the assurance that their ownership is supported by a developer fully committed to transparency, quality, and timely delivery. With the project scheduled for **completion by Q3 2028**, buyers can purchase with confidence knowing the timeline is clearly defined and closely adhered to. The Residences at Sheraton Al Marjan Island Resort sets a new benchmark for luxury developments entering the market."

Jaidev Menezes, RVP – Mixed-use Development, EMEA at Marriott International, added: "As construction begins, we are delighted to see the

Sheraton brand emerge in a new and iconic environment. This development will reflect Sheraton's design excellence and community-driven ethos, offering residents a uniquely elevated living experience on Al Marjan Island."

Featuring 159 premium beachfront units, the project is co-located with the Sheraton Al Marjan Island Resort and will offer modern architecture, refined interiors, and access to over 50 world-class amenities. As one of only a limited number of Sheraton-branded residences globally, it presents a rare opportunity for elevated waterfront living backed by ATARA's meticulous development standards.

The Residences at Sheraton Al Marjan Island Resort anchors ATARA Development's expanding portfolio, which includes **over 1 million square feet of new developments** planned across the next two years. The project further solidifies ATARA's position as a leading developer of premium properties in the UAE. ♦



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RAS AL KHAIMAH PROPERTY MARKET RECORDS STRONG GROWTH

PRICES INCREASED ACROSS ALL CATEGORIES, WITH THE AVERAGE PRICE OF FIVE-BEDROOM VILLAS EXCEEDING AED14 MILLION.

Ras Al Khaimah's real estate market recorded strong growth in 2025, driven by rising demand for integrated residential and tourism developments, according to a market report.

Al Hamra Village coastal community posted robust performance in the

villa segment, with the average price per square foot rising by around 42 percent. Prices increased across all categories, with the average price of five-bedroom villas exceeding AED14 million, reflecting sustained demand in the sector.

In the apartment market, Al Hamra Village and Al Marjan Island

recorded double-digit price growth. The average price per square foot rose by more than 30 percent in Al Hamra Village and around 21 percent on Al Marjan Island, supported by expanded supply in residential projects including Royal Breeze, Al Hamra Marina Residences and Bab Al Bahr Residences. ♦



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

PALACE GROUP ANNOUNCES THE LAUNCH OF AYA

LOCATED IN JUMEIRAH GARDEN CITY, AYA BY PALACE GROUP UNVEILS A LIMITED COLLECTION OF 70 EXCLUSIVE RESIDENCES.



Palace Group, a pioneering force in the UAE's luxury real estate sector, announces the launch of AYA, an exclusive new residential development in Jumeirah Garden City. Offering a contemporary, design-driven sanctuary in the heart of Dubai, AYA responds to a growing demand for residences that pair intentional luxury with balance, convenience and purposeful living.

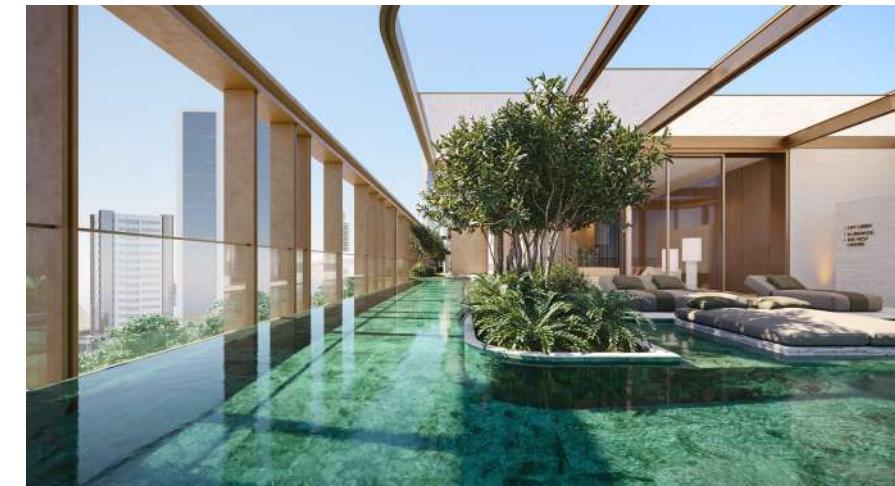
Designed by award-winning architects John McAslan + Partners and guided by the philosophy of "less to show, more to live," AYA by Palace Group brings together refined architecture and thoughtful spatial planning to create homes rooted in quiet, sophisticated authenticity. With just 70 one-to two-bedroom residences across 12 elegantly designed floors, AYA offers an intimate living experience centered around open-air terraces and calm landscaped pockets of green. Every detail supports holistic wellbeing, shaping a lifestyle without compromise where exquisite architecture becomes a vessel for modern, mindful living.

This commitment to intentional

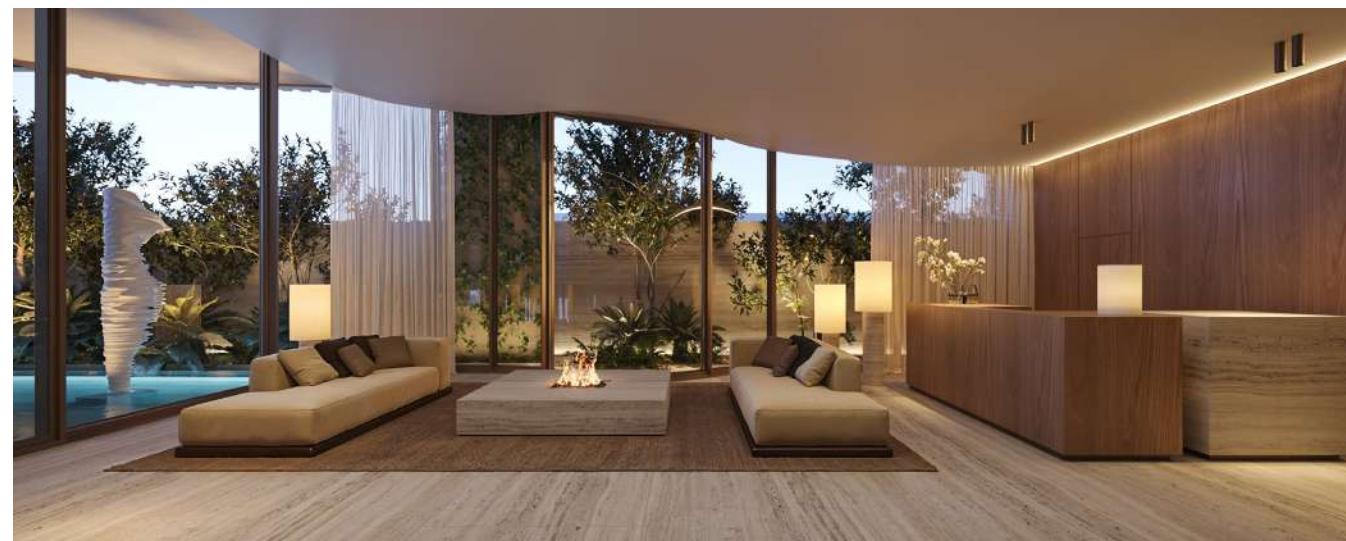
design carries through every residence. Natural materials, organic curves and generous light create intuitive, effortless living spaces, that offer balance and acoustic comfort. Open-plan layouts shift seamlessly from private retreat to social gathering, and extended balconies provide quiet moments of privacy, maintaining a continuous dialogue between inner calm and the world outside.

AYA sits at the heart of Jumeirah Garden City, one of Dubai's most desirable emerging districts, shaped by a masterplan of mid-rise buildings, landscaped corridors and abundant open space. This future-focused walkable community offers the convenience of central living with the calm of a private sanctuary. With immediate access to the city's key business and leisure hubs and just moments from DIFC and Dubai Downtown, it positions early buyers advantageously within Dubai's evolving residential landscape.

Some of the highlights of the projects include an art gallery, retail boutiques, rooftop pool, gym, spa and a lounge. It's scheduled for completion in 2027. ♦



"AYA IS A BOUTIQUE RESIDENCE ENVISIONED FOR A MINDFUL, HUMAN-CENTERED LIFESTYLE, WHERE QUALITY AND LONG-TERM WELLBEING SHAPE EVERY DETAIL," SAID **WISSAM DAMAA, FOUNDER AND OWNER OF PALACE GROUP**, ON ANNOUNCEMENT OF THE EXCLUSIVE RESIDENCES. "WITH OUR PROVEN TRACK RECORD IN HIGH-QUALITY DEVELOPMENTS, AYA REFLECTS OUR COMMITMENT TO CREATE DISTINCTIVE LIVING SPACES IN PRIME LOCATIONS THAT GO BEYOND CONVENTIONAL ULTRA-LUXURY. AYA IS DESIGNED TO STAND OUT, DELIVER LONG-TERM VALUE AND OFFER AN ELEVATED LIVING EXPERIENCE. WE TAKE PRIDE IN CRAFTING HOMES PEOPLE GENUINELY LOVE, ENRICHING THE NEIGHBORHOODS THEY BELONG TO AND SETTING A NEW BENCHMARK FOR MODERN LUXURY LIVING IN DUBAI."



Text & Images: Sourced by Team Property Time

ELEVATE BREAKS GROUND ON MONDRIAN AL MARJAN ISLAND BEACH RESIDENCES

CONSTRUCTION COMMENCES FOLLOWING RECORD-BREAKING PHASE 1 SELL-OUT OF AED 700M IN JUST TWO HOURS

ELIVATE, the visionary lifestyle real estate brand, has officially broken ground on the highly anticipated Mondrian Al Marjan Island Beach Residences,

marking the start of construction for a landmark residential destination delivered in partnership with Ennismore, the global lifestyle hospitality group behind Mondrian.

In a ceremony held on Al Marjan Island, ELEVATE announced the appointment of Pinnacle Piling as the shoring contractor for the project. The groundbreaking comes



just weeks after the development shattered market records, securing over AED 700 million in sales within just two hours of its launch. The swift transition from sales launch to groundbreaking underscores ELEVATE's commitment to rapid delivery and capitalizes on the unprecedented momentum within the Ras Al Khaimah property market. With Phase 1 fully committed, the developer has confirmed that **Phase 2 will be released imminently** to meet the surging demand from global investors and homeowners.

Arch. Abdulla Al Abdouli, Group CEO of Marjan, commented on the milestone: "The groundbreaking of Mondrian Al Marjan Island Beach Residences is another testament to the incredible velocity at which Al Marjan Island is transforming into a world-class destination. Every milestone of our developers who are investing in this island is a showcase

of our collaboration with them and contributes significantly to the growing trajectory of Ras Al Khaimah's real estate and tourism sectors which are set for remarkable expansion."

The AED 1.8 billion Mondrian development in Al Marjan Islands, a partnership with Ennismore the world's fastest-growing lifestyle hospitality company, has been received with an overwhelming response from global and local buyers, with more than 200 units allocated within 2 hours. With construction now underway, the project is on track for its **scheduled completion in Q4 2028**.

Zeeshaan Shah, Founder & Chairman of ELEVATE, said, "We promised our investors a new standard of execution, and today we are delivering on that promise. Breaking ground soon after our record-breaking launch reiterates

our commitment to our buyers as we move with speed and precision. We have started the process and are proud to appoint Pinnacle Piling, who come with 35+ years of experience in the region. As we move to release Phase 2, we remain focused on bringing this iconic landmark to life."

Pinnacle Piling, renowned for delivering complex, high-quality developments was strategically appointed to reinforce ELEVATE's commitment to execution excellence, quality, and on-time delivery. To date, Pinnacle has successfully **delivered over 650 projects**, with a portfolio that includes landmark developments such as **Dubai Creek Harbour Development, Marina Shores, and The Peninsula at Business Bay**.

Sai Kumar, Chairman and Owner of Pinnacle Piling, added, "We are happy to be appointed by ELEVATE on the Mondrian Al Marjan Island Beach Residences project. It is one of the most high-profile branded developments on the island, and we look forward to working closely with ELEVATE to deliver a landmark destination."



Following the lightning-fast absorption of Phase 1, ELEVATE is preparing to launch Phase 2. Residents will enjoy proximity to the upcoming Wynn Al Marjan Island and access to over 60,000 sq. ft. of curated amenities, including the Mondrian Sky Club, the region's first Fi'lia By the Beach, and an invitation to join Platinum Status in the Accor Owner Benefits Program.♦



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KHAMAS HOSPITALITY REVEALS KEY HOSPITALITY TRENDS FOR 2026

BRANDED RESIDENCES ARE THE KEY FORCES SHAPING THE INDUSTRY.

Khamas Hospitality, one of the UAE's leading hospitality management companies, has shared its outlook on the hospitality trends set to define 2026, highlighting artificial intelligence, cybersecurity, wellness, and branded residences as the key forces shaping the industry.

The insights, shared by Pratik Kachroo, Executive Director, Khamas Hospitality reflect the Group's continued focus on innovation that enhances efficiency while remaining firmly human-centric.

AI-Enabled Operations with a Human Focus

Across the hospitality sector, technology is increasingly being used to streamline routine processes and improve operational efficiency, from smarter forecasting to faster, more seamless arrivals. In markets such as the UAE, tools such as digital verification and biometric check-in are helping to reduce wait times and remove friction from the guest journey.

At Khamas Hospitality, these advancements are viewed as support tools rather than replacements, allowing teams to spend less time on administrative tasks and more time delivering attentive, personalised service. While systems handle the logistics, it is the people on the ground who shape the experience, ensuring hospitality remains warm, intuitive, and distinctly human.

Cybersecurity

As hotels increasingly rely on digital platforms across reservations, payments and guest services, cybersecurity has become an essential part of everyday operations. With large volumes of sensitive guest and business data handled ➤



daily, the focus is on putting robust safeguards and clear protocols in place, supported by strong internal awareness across teams.

For Khamas Hospitality, strengthening cybersecurity is not just about protecting information, but about maintaining guest trust and operational continuity in an increasingly connected hospitality environment.

Wellness

Wellness is evolving beyond traditional spa offerings, with

guests increasingly seeking experiences that support physical fitness, mental wellbeing and a sense of a sustainable community. Hotels are now being positioned as lifestyle destinations where movement, mindfulness, and social interaction come together in a sustainable environment.

Reflecting this shift, Mama Shelter Dubai, part of Khamas Hospitality, will host Form Fest Dubai, the city's first dedicated Pilates festival, taking place on 7–8 February 2026. The two-day

event will bring together Pilates enthusiasts, wellness professionals, and the wider community for immersive sessions and expert-led workshops.

Branded Residences and the Rise of Hotel-Led Living

Branded residences are set to play a growing role in the hospitality landscape, as guests and residents increasingly look for the service standards of a hospitality brand combined with the comfort, privacy, and permanence of a home. This shift reflects changing lifestyle preferences, including

rising demand for long-stay living, professionally managed residences and seamless access to hospitality amenities. This trend is reflected in Khamas Hospitality's active development pipeline, which includes The Ritz-Carlton Residences, Business Bay, and the Courtyard by Marriott Hotel and Marriott Residences in Jumeirah Village Circle. Together, these projects highlight the Group's focus on integrated hospitality and residential models that support longer-term relationships while delivering consistent service

standards and lifestyle values across to cater different people of standards.

As the industry continues to evolve, Khamas Hospitality remains focused on thoughtful innovation, strong digital foundations and people-led experiences. By balancing technology, wellbeing and long-term living solutions, the Group continues to shape its approach to hospitality while staying true to the rooted values that define its long standing identity. ♦



CROMPTON PARTNERS RELEASES FREE INVESTOR GUIDE FOR ABU DHABI

THE CITY EMERGES AS THE UAE'S MOST COMPELLING REAL ESTATE GROWTH MARKET.

As investors look ahead to 2026 and beyond, Abu Dhabi-based Crompton Partners Estate Agents has released a new in-depth report examining why Abu Dhabi is increasingly attracting major developers and long-term capital, and what this means for property investors seeking stability, resilience and sustainable returns.

Titled *Your Guide to Abu Dhabi Real Estate Investments*, the report explores the structural forces shaping the emirate's property market, from strong population growth and constrained supply to large-scale cultural, infrastructure, and entertainment developments that are redefining Abu Dhabi's global appeal.

The comprehensive new digital guide explains why Abu Dhabi is the go-to city for property in 2026, the federal and local legal framework, an economic forecast, supply and demand dynamics, and an explanation of the different types of visa available to property investors.

The report also features a ten-page

guide to buying property, from who can buy what and where, through the different types of property, and details of the buying process.

A second section of the 41-page report demystifies the complexities of financing property purchase in Abu Dhabi, including when and where to seek finance, what you'll need, a list of payments, and crucial information like timings and funds transfer information.

According to the guide, Abu Dhabi enters 2026 with demand continuing to outpace supply, supported by steady economic expansion, a growing professional population and rising international interest. This imbalance - combined with disciplined development pipelines - is drawing both regional and international developers to the capital, particularly in master-planned island destinations and mixed-use districts.

The report highlights how long-term government planning is translating into tangible investment confidence. Major cultural and lifestyle projects across Saadiyat Island, Yas Island, Hudayriyat, and emerging



waterfront communities are acting as sustained demand drivers rather than short-term catalysts. At the same time, Abu Dhabi's legal and regulatory environment, including the growth of ADGM under English common law, is reinforcing its position as a familiar and transparent market for global investors.

Looking ahead, Crompton Partners' analysis points to 2026 as

a year where investors are likely to become more selective, favouring markets with predictable growth trajectories over speculative gains. Abu Dhabi's combination of rental yields, capital appreciation potential, and currency stability is positioning it as a counter-cyclical option in a more cautious global investment climate.

Ben Crompton, Managing Partner at Crompton Partners, said the timing of the report reflects a shift in investor mindset. "As we move into 2026, we're seeing investors prioritise long-term fundamentals over short-term momentum. Abu Dhabi stands out because its growth is planned, diversified and backed by real economic and demographic drivers. This guide is designed to help investors understand not just where the opportunities are today, but how the market is likely to evolve over the coming years."

The guide addresses practical considerations for investors, including ownership structures, financing options, residency pathways and supply-and-demand forecasts through to 2028. By combining market data with



on-the-ground insight, Crompton Partners aims to provide a clear, balanced picture of Abu Dhabi's real estate landscape as it enters its next phase of development.

Your Guide to Abu Dhabi Real Estate Investments is available as a free download from Crompton Partners: <https://cromptonpartners.com/your-guide-to-abu-dhabi-real-estate-investments> ♦



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JAD GLOBAL LAUNCHES J188

THE DEVELOPER'S DUBAI INVESTMENTS CROSS AED1 BILLION.

JAD Global Real Estate Development, a UAE-based developer focused on holistic wellness, launched J188, its latest residential project in Dubai, offering elevated urban living spaces at the intersection of the emirate's heritage and modern skyline. Incorporating neuroarchitecture elements, the AED240 million J188 development is designed to create a seamlessly serene home environment while simultaneously energizing the lifestyles of its residents.

The announcement follows the successful sell-out of JAD Global's earlier residential project, 171 Garden Heights and comes alongside the introduction of JAD 288, a three-building community in Jumeirah Garden City. The value of JAD Global's Dubai real estate investment portfolio now stands at more than AED 1 billion.

J188 was launched at a VIP gala dinner at Jumeirah Burj Al Arab, bringing together senior officials,

investors, strategic partners, and media representatives. The event featured a range of wellness experiences which reflect JAD Global's brand and lifestyle offerings, including oxygen therapy and immersive meditative music.

Located in Al Jaddaf, J188 is a 13-storey residential building offering one- and two-bedroom freehold apartments, thoughtfully designed around wellness, comfort, and everyday living. The homes



offer sweeping views of Dubai Creek and Downtown Dubai from a location that boasts strong connectivity to transport links and key city destinations.

The project places a strong emphasis on thoughtful, value-oriented, and wellbeing-led design. This includes a curated range of lifestyle and community amenities such as a rooftop skyline pool, a sky view deck overlooking the creek, fitness and wellness spaces, a padel court, co-working areas, landscaped gardens, and family-friendly zones. Residences are designed to support privacy and long-term livability, reflecting JAD Global's focus on human-centric urban environments.

JAD Global CEO, Mohammed Al Sheikh said: "J188 marks the next phase of JAD Global's expansion as we continue to broaden our residential portfolio in Dubai, one of the fastest growing real estate investment destinations in the world. Institutional investor backing for this project highlights confidence in our business model and our

ability to deliver, while J188 itself represents our continued focus on well-designed, well-connected residential spaces that respond to how people want to live."

J188 offers freehold ownership for all nationalities, with the potential for 10-year UAE Golden Visa

eligibility, subject to applicable requirements, enhancing its appeal to both end-users and long-term investors. Buyers will also benefit from a flexible 50/50 payment plan, structured to support accessible ownership throughout the construction period, with completion anticipated in Q2 2028.♦



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

R.EVOLUTION UNVEILS EYWA WAY OF WATER

IT'S A WATER-FRONT RESIDENCE IN THE HEART OF DUBAI THAT REDEFINES ULTRA LUXURY LIVING THROUGH WELL-BEING, LONGEVITY, AND REGENERATIVE PRINCIPLES.

REvolution reveals the architectural concept for **Eywa Way of Water**, the second chapter in the Eywa Collection, the World's First Regenerative Civilization Platform, and a bold evolution of luxury living in Dubai. Rising along the Dubai Water Canal, this luxury

development is conceived as a holistic living ecosystem, where water, air, light, energy, and architecture come together to elevate the human experience. Inspired by the intelligence, beauty and rhythm of the ocean, Eywa Way of Water transcends conventional real estate. Every

element has been purposefully designed to support health, balance and longevity, positioning the project among the most wellness-driven, regenerative, and environmentally intelligent residential developments globally.

Shaped by Flow and Intention



Eywa Way of Water comprises of an exclusive collection of **65 private residences**, each crafted with the precision of luxury design and the philosophy of conscious living. Purified air, structured living water, abundant natural light, and carefully considered spatial flow work in harmony to support health and vitality, emotional well-being, and restorative living.

Designed by **Zane Tetere of OAD Architects**, the building's sculptural form draws from the fluid elegance of water. A façade of glazed sustainable ceramic panels and marine-inspired bas reliefs of stingrays, sea urchins, and organic forms - establishes a deep visual and symbolic connection to nature.

Inside, residences unfold as calm, light-filled sanctuaries. Flowing layouts mirror the movement of water, complemented by cascading terraces and private outdoor spaces overlooking the canal. **EMF shielded bedrooms** and grounded sockets promote deep, regenerative rest, seamlessly integrating ancient Vedic energy principles with contemporary architectural refinement. Interiors are defined by natural, non-toxic materials, including Roman marble, multilayer beech and oak parquet, and finishes selected to enhance indoor air quality and sensory comfort. Advanced home automation and **WiredScore Platinum connectivity** enable effortless modern living, where technology quietly supports well-being.

A Sanctuary for Longevity and Renewal

A full level of the building is devoted to longevity, wellness, and rejuvenation, offering more than 45 curated experiences designed to restore balance across body, mind, and spirit.

Residents can access a holistic

spa journey that encompasses 6 swimming pools, including a 25-meter infinity pool and an indoor pool, Himalayan salt, infrared and herbal saunas, cryotherapy, Ayurvedic and Japanese therapy suites, and a traditional hammam. Immersive spaces, including a 15 metre high **Crystal Sound Meditation Pyramid**, a contemplative meditation labyrinth, and a 500 metre **Tiger Eye barefoot pathway**, invite sensory recalibration and energetic alignment.

At the heart of the community, the **Eywa Clubhouse** serves as a hub of culture and connection, featuring a curated library of 2,500 volumes, private dining salons, a cinema and music terrace, and an intimate cigar lounge. Daily sound healing rituals, gong ceremonies, and candlelit gatherings establish a rhythm of conscious community living.

A New Global Benchmark
Eywa Way of Water sets a new benchmark for regenerative luxury. Each residence benefits from air purification with **MERV14+ filtration and ionisation**, and **Sound Vibration Harmonised Living Water systems**, ensuring exceptional purity throughout.

The project is on track to achieve **LEED Platinum and WELL Platinum certification** and has already received **WiredScore Platinum pre-certification**. Hydroponic micro farms cultivate thousands of plants using up to **90% less water**, while advanced energy strategies reduce consumption by approximately **40%**, demonstrating that true luxury is both intelligent and enduring.

Commenting on the unveiling of this next icon, **Alex Zagrebely, Chairman & CEO of R.Evolution**, said: "Eywa Way of Water is not simply a building. It is a living ecosystem where architecture, energy, ritual,

and nature work together to elevate life itself. This is the future of luxury real estate: regenerative, intentional, and deeply human."

With a delivered portfolio exceeding **€600 million GDV** and a pioneering development pipeline, R.Evolution continues to shape the future of longevity-led, regenerative luxury living.

Continuing the Eywa Legacy
Eywa Way of Water follows the global success of **Eywa Tree of Life**, named **World's Best Property 2024** by the International Property Awards and has been recognised at the **2025–2026 Arabian, Dubai & Saudi Arabian Property & Hotel Awards**, winning Apartment/Condominium Development

– Dubai, Residential High Rise Development – Dubai, and Single Apartment/Condominium – Dubai. ♦



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

SUN SECRET PRIVATE COLLECTION LAUNCHES IN THE GCC

ITS DEBUT UAE PROPERTY FEATURES THE K31 PENTHOUSE

The Sun Secret Private Collection, the leading luxury villa rental and concierge company, confirms its entry into the GCC market with a regional base opening in Q1 2026. In a further move of confidence in the market, it also announces the upcoming addition of the K31 Penthouse to its world-renowned portfolio, marking the brand's

first property in the UAE.

Available to rent from Q1 2026, the K31 Penthouse represents one of the most remarkable living spaces in Dubai. Situated high above Sheikh Zayed Road, crowning the S Tower, the property offers boundless views over the Palm Jumeirah and the Arabian Gulf, whilst delivering the tranquility, royal-inspired craftsmanship, and

wrap-around service sought after by the region's elite.

With its bespoke hospitality offering and superlative selection of properties, Sun Secret continues to champion curated living experiences for its global clientele, over a quarter of whom are now based in the Gulf. The brand is highly selective, maintaining a carefully curated portfolio that emphasizes privacy, quality, and emotional connection, supported by a personalized service philosophy focused on long-term client relationships.

Alfredo Miraglia, Founder of Sun Secret Private Collection, says: “The opening of our regional office in the GCC and the simultaneous launch of the K31 Penthouse marks an exciting new chapter for Sun Secret Private Collection in Q1 2026. This is a region that truly understands the value of travel as an opportunity for emotional resonance, family connection and personal transformation and we are delighted to be better servicing the market on the ground. Our fast-growing numbers of GCC clientele are seeking more than luxury; they are looking for



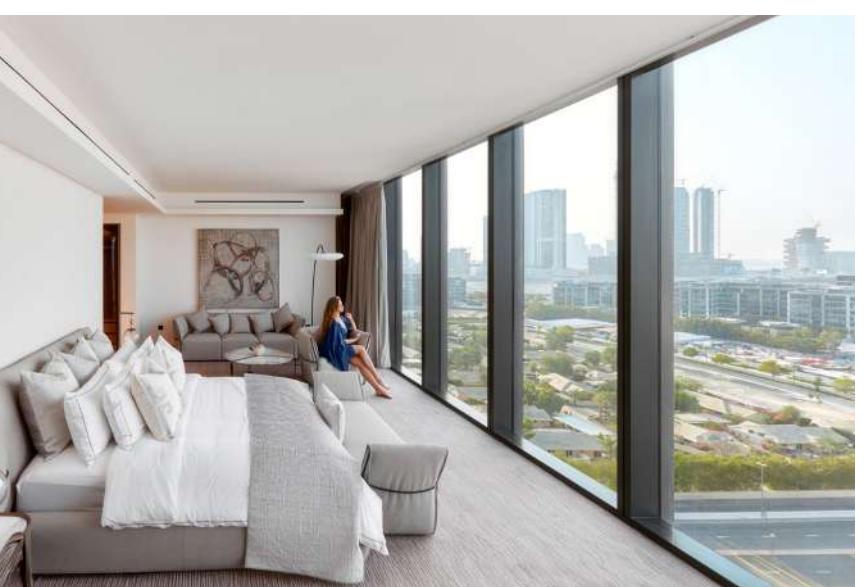
authenticity, cultural understanding and a sense of belonging. The K31 Penthouse was created with this in mind. In a city defined by spectacle, true luxury is found in stillness, and we are proud to offer a home in the clouds that blends cutting-edge technology with the effortless calm of contemporary design. It reflects our ongoing mission to offer residences that are not just places to stay, but places to feel.”

The four-bedroom, 480m squared residence is a collaboration with master developer PNC Menon, and accommodates up to eight guests in effortless comfort and style. Inside, light moves gently across natural stone and oak while floor-to-ceiling glass frames the horizon, with the living room extending into an open-air terrace, overlooking the Palm Jumeirah. Each room blends heritage with innovation, featuring advanced technology with timeless detail, including smart-glass windows, automated lighting and climate control.

Four lavishly designed bedrooms serve as private retreats, each tailored for comfort and tranquillity. The master suite commands a three-metre ceiling and features



chevron-cut oak flooring, sensor-lit wardrobes and spa-style bathrooms with mirror TVs and premium fittings. A private spa area features a gym and spa for a truly elevated wellness experience. Outdoors, a sky-high sanctuary unfolds with an infinity-edge pool, a sunken lounging area, outdoor cinema and lush greenery overlooking the city skyline. With its grand double-height lobby, round-the-clock concierge and dedicated parking, the K31 Penthouse offers a living experience



that is both rare and remarkable.

Every great escape begins above the city, where light, silence and space converge to define what true luxury means today.

The K31 Penthouse is available to rent from Q1 2026, priced upon request.♦

Text & Images: Sourced by Team PT

DLD LAUNCHES THE 'REAL ESTATE DIPLOMA' IN PARTNERSHIP WITH HCT

THE MOVE IS AIMED AT PREPARING QUALIFIED NATIONAL TALENT EQUIPPED WITH THE KNOWLEDGE AND PRACTICAL SKILLS REQUIRED TO WORK IN THE REAL ESTATE SECTOR.

The launch of the diploma comes as part of a shared approach that brings together the practical expertise of the Dubai Land Department and the academic excellence of the Higher Colleges of Technology to deliver an accredited professional programme that focuses on linking theoretical knowledge with practical application, in line with the evolving requirements of the real estate market in the UAE.



Two-year programme

The 'Real Estate Diploma' aims to qualify 40 participants per cohort through a programme spanning two years and comprising 90 accredited hours. The curriculum covers specialised areas including property management, real estate valuation and appraisal, real estate brokerage, dealings with property owners and tenants, in addition to promoting real estate services, thereby enhancing participants' readiness to enter the labour market with confidence and competence.

On the sidelines of the diploma launch ceremony, DLD signed cooperation agreements with some of the UAE's leading real estate developers such as Emaar Properties, Sobha Realty, Aldar Properties, Omniyat Developments, Azizi Developments, Danube Properties, and Ellington Properties.

These agreements aim to support the Real Estate Diploma programme by providing practical training opportunities, facilitating the transfer of professional expertise, and aligning educational outcomes with labour-market needs. This will contribute to the preparation of qualified national talent capable of effective integration into the real estate sector and to enhance its long-term sustainability.

Sustained growth

His Excellency Omar Hamad Bu Shehab, Director General of the Dubai Land Department, affirmed that true investment begins with people, noting that the strength of the real estate sector stems from the competence of its workforce and from providing ambitious talent with opportunities to develop their skills, broaden their horizons, and build clear career pathways based on knowledge, confidence, and empowerment ultimately contributing positively to the sector's sustainability and growth. "This approach comes at a time when Dubai's real estate sector is witnessing an unprecedented achievement, with the value of real estate transactions in 2025 surpassing AED917 billion, a performance that reflects the market's resilience, clarity of vision, and full alignment with the objectives of the Dubai Real Estate Sector Strategy 2033," he said.

He added: "Dubai Land Department continues to play its pivotal role in empowering national talent. Since the launch of the Real Estate Empowerment programme in 2024, DLD has contributed to the employment of 1,800 Emiratis in the real estate sector, in addition to strengthening the presence of Emirati talent within the real estate brokerage ecosystem,

which today includes 2,028 Emirati brokers, among them 426 women. This reflects Dubai Land Department's commitment to building a more inclusive and sustainable sector, one that is human-centric, and enhances its competitiveness for the future."

He noted that the launch of the 'Real Estate Diploma' forms part of a practical approach aimed at linking theoretical knowledge with practical application, and at preparing individuals with the understanding, capability, and readiness to navigate market realities and transformations with a responsible professional mindset and a clear future vision, thereby enhancing participants' preparedness for effective integration into the labour market. He added that the diploma, launched in partnership with the HCT, reflects the DLD's commitment to supporting applied learning pathways and building practical expertise that fosters professional stability and excellence.

Responsive to evolving market

For his part, His Excellency Dr. Faisal Al Ayyan, the President and CEO of the Higher Colleges of Technology, explained that the partnership with Dubai Land Department reflects HCT's strategic direction, which focuses on

building effective partnerships with the labour market and industry sectors to support the achievement of its development plans through qualified Emirati talent. This is achieved through collaboration in launching and developing new programmes that align with the current and future needs of these sectors. He noted that the introduction of the 'Real Estate Diploma' underscores the success of the Colleges' 'comprehensive' approach, which aims to diversify educational options for students by adding a professional diploma track alongside its academic pathways, responding to the evolving nature of the market, whose workforce needs are no longer limited to specific academic degrees, but increasingly prioritise applied and technological skills.

Dr. Al Ayyan also highlighted the importance of the new diploma in light of the remarkable growth witnessed by the real estate sector in the UAE, describing it as a vital, investment-attractive sector supported by stability, advanced infrastructure, and enabling government policies that have positioned it as a key driver of economic growth. He noted that preparing national talent to work professionally in this field will enhance excellence, competitiveness, and development across the sector.



He also expressed his appreciation for the Department's trust in the Higher Colleges of Technology as a leading institution in applied education and in empowering its graduates for the future, and encouraged young people, particularly those with a passion for real estate, to seize the opportunity to begin realising their ambitions, as the diploma will enable them to advance both academically and professionally.

Opening new academic pathways

The programme aims to attract individuals interested in the real estate sector who seek to advance their professional careers by equipping them with the knowledge and practical tools needed to understand market dynamics and transformations, and to contribute effectively to the sector's development with a high level of professionalism and responsibility. The programme also provides graduates with pathways to continue their academic studies or to apply for professional licences in accordance with approved requirements.



The launch of the 'Real Estate Diploma' forms part of DLD's ongoing efforts to develop human capital, in alignment with the Dubai Real Estate Sector Strategy 2033 and the Dubai Social Agenda 33, which aim to empower national talent and enhance their readiness to participate in the emirate's economic and social development journey. ♦

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

LALS GROUP'S NEW STANDARD OF URBAN LIVING IN DUBAI LAND

90%-PLUS OF PURE BLISS DEVELOPMENT'S FLAGSHIP RESIDENTIAL TOWER SOLD OUT

Lals Group has marked a pivotal moment in Dubai's residential landscape

with the topping out of Bliss Tower, the flagship offering within its Pure Bliss Development

at Dubai Land Residence Complex (DLRC). The completion of the main structure signals a



transition into the next phase of development, bringing the project closer to its scheduled handover while highlighting sustained demand for thoughtfully designed urban homes.

The milestone was celebrated by Lal Ganwani, Chairman of Lals Group, and Jayant Ganwani, Vice Chairman, at a ceremony that underscored the project's significance in one of Dubai's fastest-growing residential corridors. Developed in collaboration with GRID, which acted as the Development Lifecycle Management Partner, Bliss Tower has already seen more than 90% of its units sold, a testament to its strong market appeal.

Strategically situated within a master-planned community aligned with Dubai's 2040 Urban Master Plan, Bliss Tower is surrounded by verdant open spaces, with over 60% of the development dedicated to greenery. Drawing inspiration from Japanese minimalism, the residences emphasize clarity, comfort, and functional living, catering to modern urban dwellers seeking balance between style, convenience, and community.

Bliss Tower features a mix of one-bedroom, premium two-bedroom, and 2.5-bedroom apartments, priced from AED 1.1 million and supported by an attractive 20:80 payment plan, positioning it as a compelling choice for both end-users and investors. "Bliss Tower truly meets the evolving needs of residents and investors, with timely supply meeting clear demand," noted Jayant, highlighting the project's connectivity to key destinations such as Downtown Dubai, Dubai Academic City, Dubai Outlet Mall, IMG Worlds of Adventure,

and Dubai Silicon Oasis. The development is overseen by GRID, ensuring high standards from design and construction to marketing and sales. GRID's Founder and CEO, Shreen Gupta, added that the project embodies the Ganwani family's vision of creating a development defined by quality, comfort, and thoughtful design.

Bliss Tower's rapid sales performance reflects a market appetite for mid-market, well-planned homes at a time when spacious, thoughtfully designed one- and two-bedroom apartments remain limited. As Maurya Krishna, Board Member and Partner at GRID, observed, nearly 90% of units have been sold, with notable price appreciation achieved in just four months, marking Bliss Tower as one of DLRC's standout success stories.

Beyond its residences, Bliss Tower offers a comprehensive lifestyle ecosystem, including an infinity lap pool, sunlit fitness studio, yoga and meditation zones, indoor and outdoor play areas, banquet hall, landscaped pathways, and community lounges. Environmentally responsible features are integrated throughout, aligning with Dubai's sustainability vision.

The development represents the convergence of strategic planning, lifestyle-driven design, and timely delivery, positioning Bliss Tower as a defining address within DLRC. For buyers and investors alike, it offers a rare combination of connectivity, community infrastructure, and quality living in one of Dubai's most promising growth corridors. ♦

Text/images: Sourced by Team PT

DUBAI REAL ESTATE SURGES TO RECORD AED 681 BILLION IN 2025, SIGNALING A NEW ERA OF STRUCTURAL GROWTH

ACCORDING TO PROVIDENT ESTATE'S 2025 MARKET OVERVIEW, THE EMIRATE RECORDED 213,700 RESIDENTIAL TRANSACTIONS LAST YEAR, REPRESENTING A 6.9% YEAR-ON-YEAR RISE.

Dubai's property market entered a new phase of growth in 2025, marking one of the most transformative years in the city's real estate history. Population expansion, end-user migration, and strategic supply execution collectively pushed the market to record transaction volumes, firmly establishing Dubai not only as a global investment hub, but as a long-term home for a new generation of residents.

According to Provident Estate's 2025 Market Overview, the emirate recorded 213,700 residential transactions last year, representing a 6.9% year-on-year rise, with total sales value reaching AED 681 billion. Prices continued their structural upward trend, with average sale prices climbing 7.6%, reflecting sentiment guided by lifestyle-driven relocations rather than speculative turnover.

Dubai crossed a historic population milestone in 2025, surpassing 4.03 million residents, with over 208,000

new arrivals choosing the city for work, lifestyle, and long-term settlement. More than 1.35 million residents have relocated to the emirate since 2014, creating a sustained demand base that continues to reshape housing needs.

The core buyer demographic aged 31–45 dominated transactions, with the 36–40 segment holding the strongest share — a clear indication that purchasing decisions are driven by stability, career maturity, and family planning.

Across the market, apartments remained the primary force in transaction activity, with Jumeirah Village Circle, Business Bay, and Dubai Marina absorbing much of the demand.

One-bedroom units led both secondary and off-plan performance, reflecting the needs of incoming residents and young professionals.

Meanwhile, villas continued to solidify end-user commitment, with

"DUBAI'S REAL ESTATE STORY IS NO LONGER JUST ABOUT OPPORTUNITY — IT'S ABOUT PERMANENCE," SAID **LOAI AL FAKIR, CEO OF PROVIDENT ESTATE.** "PEOPLE ARE NOT ONLY INVESTING HERE; THEY ARE BUILDING THEIR FUTURES HERE. THAT SHIFT HAS REDEFINED DEMAND, RESHAPED COMMUNITY PRIORITIES, AND POSITIONED DUBAI AS THE MOST RESILIENT REAL ESTATE MARKET GLOBALLY."



four-bedroom layouts taking the lead in both completed and off-plan transactions. Communities such as Wadi Al Safa, Al Hebiah Fifth, and Dubai South remained key destinations for family buyers seeking long-term community living.

Developers remained disciplined in delivery forecasts, with 96,500 units expected to hand over in 2026, concentrated across:

- Dubai Creek Harbour
- Dubai Hills Estate
- Damac Lagoons
- Arabian Ranches 3
- Arjan
- Business Bay

Future pipeline remains measured, with 84,979 units projected for 2027 and 45,480 for 2028, reaffirming alignment between real occupancy needs and market delivery.

"2025 confirmed that Dubai is no longer in a price cycle — it is in a population cycle."

Demand is anchored in resident growth, resale continues to reflect lived-in preference, and off-plan remains powered by strategic communities rather than speculation. With population momentum showing no signs of slowing, fundamentals position 2026 as another year of structural market expansion" said Loai Al Fakir, Provident Estate's CEO. ♦

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AMIS GPD DEVELOPMENT ENTERS INTO AGREEMENT WITH JACOB & CO.

THE COMPANIES HAVE JOINED HANDS TO BUILD A LUXURY VILLA COMMUNITY IN THE MEYDAN, DUBAI

AMIS GPD Development, a part of AMIS Group, entered into an agreement with high watchmaking, high jewellery brand Jacob & Co. to build a luxury villa community in the Meydan, Dubai.

The signing ceremony, held at the AMIS Sales Centre on Sheikh Zayed Road, was attended by Jacob Arabo, Founder, Chairman and Creative Director of luxury brand Jacob & Co., Neeraj Mishra, Founder and CEO of AMIS GPD Development and Shah Azim Hameed shareholder of AMIS GPD Development.

The collaboration between Jacob & Co. and AMIS GPD Development will craft a high-end residential community in the exclusive Meydan area of Dubai. The community embodies the uppermost level of luxury, exclusivity and modern living. Situated in one of Dubai's most prestigious districts, the project will integrate the finest materials, design and technology, setting a new standard for Dubai's luxury villa market.

Speaking at the event, **Jacob Arabo, Founder and Chairman of Jacob & Co.**, commented: "Our collaboration with AMIS GPD

Development represents a fusion of two brands that share a passion for excellence. We are creating a truly unique living experience. The community we'll build together will be a beacon of sophistication and luxury in Dubai."

Neeraj Mishra, Founder & CEO of AMIS GPD Development, added: "This cooperation marks a key milestone for AMIS as we continue to expand our footprint in Dubai's luxury market. Our joint efforts with Jacob & Co. ensure that this project will be

unparalleled in design, craftsmanship and innovation."

Shah Azim Hameed, shareholder of AMIS GPD Development stated: "This collaboration is a clear reflection of our long-term conviction in Dubai's luxury real estate sector. This project allows us to combine strong development fundamentals with global design excellence. Together, we are laying the foundation for a distinctive residential offering that is both enduring and future-focused." ♦

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

SHARJAH'S PALACE RESIDENCES AL MAMSHA LAUNCHED

ALEF GROUP IS THE DEVELOPER OF THIS UXURY BRANDED DEVELOPMENT IN COLLABORATION WITH EMAAR HOSPITALITY.

Alef Group, a premier real estate developer in Sharjah, has announced the official launch of Palace Residences Al Mamsha, a luxury-branded residential project developed in collaboration with Emaar Hospitality. This landmark project marks the debut of the prestigious Palace Residences brand in Sharjah, redefining urban living through a timeless blend of cultural heritage and modern luxury.

The AED500 million development offers spacious one-, two-, and three-bedroom apartments, thoughtfully designed with modern layouts and premium finishes. Residents will enjoy an exclusive

sanctuary of refined living, enhanced by renowned branded hospitality services synonymous with Emaar's Palace Residences.

Located in Sharjah's thriving Al Mamsha district, the project completes the final component of the city's meticulously planned urban master development along University City Road. With its pedestrian-friendly community design, Palace Residences Al Mamsha prioritises wellness, sustainability, and seamless access to vibrant cultural, retail, and F&B destinations, reflecting Alef Group's human-centric vision and commitment to shaping a more liveable, people-focused urban landscape in Sharjah. ♦



RAED KAJOOR AL NUAIMI, CEO OF ALEF GROUP, SAID: "THIS COLLABORATION MARKS A DEFINING MOMENT FOR SHARJAH'S REAL ESTATE SECTOR, AS BRANDED RESIDENCES CONTINUE TO GAIN MOMENTUM, DRIVEN BY RISING DEMAND FOR QUALITY, SERVICE-LED LIVING AND LONG-TERM VALUE. PALACE RESIDENCES AL MAMSHA ALIGNS WITH THIS EVOLVING RESIDENTIAL TREND IN SHARJAH. BY BRINGING THE BRAND TO AL MAMSHA, WE ARE INTRODUCING A DEVELOPMENT THAT SEAMLESSLY BLENDS GLOBAL HOSPITALITY STANDARDS WITH THE EMIRATE'S CULTURAL AND COMMUNITY VALUES. OUR VISION IS NOT ONLY TO DELIVER A PROJECT OF DISTINCTION BUT ALSO TO ESTABLISH SHARJAH AS BOTH A DESTINATION FOR SOPHISTICATED URBAN LIVING AND A KEY CONTRIBUTOR TO THE DYNAMIC GROWTH OF THE UAE'S REAL ESTATE MARKET."



AL ZORAH REAL ESTATE DEVELOPMENT RECORDS MOST EXPENSIVE TWO RESIDENTIAL UNIT SALES IN AJMAN

THE PROJECT LUXURY WATERFRONT PALACE AND A BEACHFRONT PENTHOUSE WITHIN AL ZORAH CITY, NEAR THE ANTICIPATED FOUR SEASONS AL ZORAH RESORT.

Al Zorah Real Estate Development, the joint venture between the Government of Ajman and Solidere International, has announced the

completion of the sale of the two most expensive residential units ever in the Emirate of Ajman, comprising a luxury waterfront palace and a beachfront penthouse within Al

Zorah City, near the anticipated Four Seasons Al Zorah Resort.

These record transactions reflect the rising momentum witnessed in the emirate's luxury real estate market and the growing demand for the integrated coastal lifestyle offered by Al Zorah, combining exceptional location, low-density urban planning, design quality, and sustainable investment value.

The first transaction included the sale of an ultra-luxury five-bedroom beachfront palace within the Sea Glints Mansions project, valued at approximately AED30.8 million, setting a new record for residential properties in Ajman. The palace has a built-up area of 7,338 square feet and is situated on a 14,000 square foot plot, featuring high-end finishes including marble flooring, custom-designed woodwork, fully landscaped gardens with a private pool



and jacuzzi, as well as kitchens and bathrooms equipped with international brands and advanced smart home systems.

The Sea Glints Mansions project comprises seven exclusive beachfront palaces and is located directly adjacent to the anticipated Four Seasons Al Zorah Resort. It recently won the award for Best Residential Development (2-9 Units) – Ajman at the Arabian Property Awards 2025–2026.

The company also announced the completion of the sale of a four-bedroom penthouse within the Sea Line Residences project, a luxury waterfront residential development in the tourist area of Al Zorah City, valued at AED9 million. The penthouse has an area

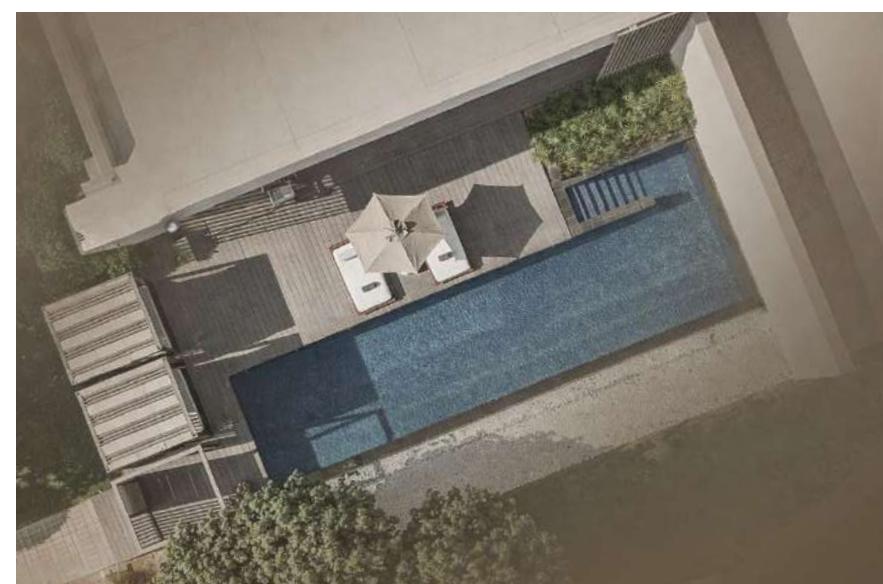
of 4,612 square feet and offers spacious indoor and outdoor living spaces, high ceilings, and direct panoramic sea views with direct beach access. The project comprises only 99 residential units, scheduled for delivery in December 2026.

George Saad, Chief Executive Officer of Al Zorah Real Estate Development, stated, “These exceptional sales reflect the growing confidence in Al Zorah's vision, which places nature at the heart of urban planning and offers an integrated coastal living model that combines design quality and long-term value for residents and investors.”

Al Zorah City is located on an area extending to 5.4 million square meters of protected coastal

landscape and is distinguished by an urban plan that respects environmental sustainability, comprising a natural mangrove reserve covering one million square meters, alongside integrated sports and recreational facilities, including Al Zorah Golf and Yacht Club, which features an 18-hole championship golf course designed by Nicklaus Design, a yacht marina, and an anticipated beach club.

This urban and environmental integration has contributed to attracting a diverse base of buyers and residents from multiple nationalities, thereby reinforcing Al Zorah's position as one of the most prominent emerging residential and investment destinations in the UAE.♦



ME FITOUT, a fast-growing interior fit-out company, successfully completed the joinery and fit-out works at Reem Eleven, a 25-storey residential tower with a built-up area of over 20,000 sqm, developed by SAAS properties at the heart of Reem Island, Abu Dhabi. The project serves as a testament to the company's growing capacity to execute complex, large-scale residential interiors that combine precision, craftsmanship, technology and sustainability.

The first phase of the project encompassed complete joinery installations across 20 floors, which includes bespoke wooden doors, wardrobes, kitchen units and cabinets. These units were custom-built at ME FITOUT's state-of-the-art manufacturing facility in Dubai Investment Park. The second phase of the project focused on public areas, including the installation of premium wall claddings, integrated seating, decorative joinery, and cabinets, tailored to deliver timeless design

precision and durability.

Sherif Nagy, CEO of ME FITOUT, said: "The successful delivery of Reem Eleven's joinery and fit-out works demonstrates the scale of precision, discipline and innovation needed for high-rise residential projects in the UAE's competitive market."

The country's interior fit-out industry is projected to surpass USD 4.13 billion by 2030, driven by accelerated urban growth and the country's evolving appetite for sustainable, high-performance living spaces. Aligning with Saas Properties' vision of creating unparalleled living and working environments has enabled us to



raise execution standards across design quality and craftsmanship throughout the project."

As part of the project, ME FITOUT leveraged advanced European machinery and digital production-tracking systems to achieve maximum precision across large-volume outputs while minimising material waste. Every component of the project was manufactured using FSC-certified boards, low-VOC finishes, and recycled materials, reflecting the

company's commitment to sustainable manufacturing and compliance with the UAE's environmental standards.

The company's in-house design and production offered seamless alignment between structural layouts and interior details, helping ensure on-time delivery without compromising creative vision or craftsmanship quality. Along with its unwavering focus on safety and excellence, ME FITOUT continues to reinforce

its reputation as a trusted partner for developers and consultants across the UAE.

As ME FITOUT expands its residential, commercial, and hospitality portfolio, the joinery and fit-out project at Reem Eleven marks a significant milestone for the company. It showcases the company's capability to deliver future-ready interiors that align with the UAE's objectives for innovation-driven construction, sustainable practices and world-class design standards. ♦

"BEYOND ADDRESSING MARKET DEMANDS, OUR FULLY INTEGRATED MANUFACTURING AND PROJECT DELIVERY MODEL IS ADVANCING THE OBJECTIVES OF 'WE THE UAE 2031' VISION, UAE'S GREEN AGENDA 2030 AND THE 'MAKE IT IN THE EMIRATES' INITIATIVE BY REINFORCING LOCAL PRODUCTION CAPABILITIES, CUTTING DOWN RELIANCE ON IMPORTS AND RAISING THE BAR FOR QUALITY, SUSTAINABILITY, AND DESIGN EXCELLENCE," ADDED SHERIF.

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ME FITOUT SETS NEW BENCHMARK IN UAE'S HIGH-RISE INTERIORS

THE COMPANY SUCCESSFULLY DELIVERS REEM ELEVEN



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TOMORROW WORLD APPOINTS SAVILLS AS EXCLUSIVE COST CONSULTANT FOR DUBAI PROJECTS

THIS STRATEGIC PARTNERSHIP ENHANCES COMMITMENT TO EXCELLENCE AND SUSTAINABLE GROWTH

Tomorrow World Real Estate Development has appointed Savills – one of the top five global firms in commercial real

estate – as the exclusive cost consultant for all current and future projects in Dubai. This collaboration marks a significant

milestone in Tomorrow World's mission to positively impact the standards of real estate development in the region.

A ceremonial signing took place at Savills' office, Arenco Tower in Sufouh 2, Dubai and featured prominent leaders from Tomorrow World, including Xu Ma, Chairman; Yuan Zhou, Operation Director; and Fiona Fu, Chairman's Assistant. Savills was represented by industry experts Stuart Healey, Cost Management Regional Director, and Justin Ng, Cost Management Director.

This strategic partnership exemplifies Tomorrow World's dedication to meticulous project execution, underscoring our commitment to delivering exceptional products and services in the market. Unlike many smaller or newer developers, the collaboration with a renowned international firm like Savills highlights a serious



approach to real estate development. By partnering with such a prestigious consultancy, Tomorrow World ensures that every aspect of design, specification, and quality is expertly managed, reinforcing its reputation for trustworthiness and reliability.

Tomorrow World continues to lead the way in responsible development practices in Dubai, where a keen focus on cost management is essential. By prioritising comprehensive cost analysis and evaluation from the outset, the company aims to deliver projects that not only meet but exceed market expectations, setting a new benchmark for quality and innovation in real estate. ♦

"AS WE EMBARK ON A SERIES OF INNOVATIVE PROJECTS, INCLUDING BOUTIQUE RESIDENTIAL DEVELOPMENTS ON DUBAI ISLANDS AND PREMIUM COMMERCIAL TOWERS IN INTERNATIONAL CITY, THIS PARTNERSHIP IS CRUCIAL FOR MAINTAINING OUR HIGH STANDARDS OF EXCELLENCE," STATED **YUAN ZHOU, OPERATION DIRECTOR OF TOMORROW WORLD.**





Text & Images: Sourced by Team PT

AL GHURAIR DEVELOPMENT APPOINTS GEO FOUNDATION GROUP AS ENABLING WORKS CONTRACTOR FOR THE WEAVE

THE WEAVE COMPRISSES 130 ONE-, TWO- AND THREE-BEDROOM+ RESIDENCES.

Al Ghurair Development, Al Ghurair's freehold real estate arm, has appointed Geo Foundation Group as the enabling works contractor for The Weave, its design-led residential development in Jumeirah Village Circle (JVC). The appointment comes six weeks after the project's official launch, which saw its first release sell out. It marks a key construction milestone as the company's first premium freehold project transitions from planning to on-ground activity, with site works set to commence immediately.

Geo Foundation Group, a UAE-based specialist in geotechnical and foundation engineering with a track record spanning major developments across the Emirates, will oversee the full enabling works for the development.

Commenting on the appointment, **Sultan Al Ghurair, Chief Executive Officer of Al Ghurair Development**, said: "The Weave is a project that demonstrates practical design and long-term value, and every partner we bring on board plays a crucial role in achieving that vision. Geo Foundation's track record and technical expertise give us confidence as we move into the construction phase. This is where the project starts to take shape on the ground, and we are committed to setting a strong foundation for the development ahead."

The Weave comprises 130 one-, two- and three-bedroom+ residences

ranging from approximately 700 to 2,200 sq ft, with prices starting from AED 1.2 million. The first release has already sold out, reflecting strong buyer response to the project's contemporary design ethos and focus on thoughtful living.

Designed in collaboration with award-winning Australian architect Joe Adsett, marking his first Middle East project, The Weave draws inspiration from 'safafa', the traditional weaving of palm fronds, reinterpreted through a contemporary façade of sculptural, interwoven balconies. Each residence is shaped around natural light, privacy, and comfort, with access to a rooftop club offering wellness amenities, an infinity pool, a private cinema, and social spaces.

Located along the fringe of JVC, The Weave places residents within reach of Circle Mall, with easy access to Al Khail Road, while offering convenient access to key business hubs including Dubai Media City and Dubai Internet City, as well as both of the city's international airports. The Weave is the first project under Al Ghurair Development's premium residential portfolio, set to be completed in 2028, with additional developments planned near Al



Barari and The Wilds scheduled for launch in 2026. Further construction

milestones will be announced as works progress.♦



NOLTE FZE ACHIEVES AED 250 MILLION IN SALES IN KEY MIDDLE EAST MARKETS

THE COMPANY STRENGTHENED ITS POSITION IN THE UAE AND ADVANCED LARGE-SCALE INITIATIVES IN SAUDI ARABIA.

Nolte FZE, Germany's leading premium kitchen brand, concludes 2025 marked by strategic growth across the Middle East and key global markets. The company strengthened its position in the UAE, advanced large-scale initiatives in Saudi Arabia, expanded its dealer and project networks, and entered new territories across Africa and Southeast

Asia. These developments form part of a long-term global strategy focused on driving growth in high-potential regions while reinforcing Nolte Küchen's established international footprint.

Across its active regions, Nolte Küchen recorded AED 250 million in sales, supported by a healthy mix of 45% retail and 55% project



demand. The company delivered more than 3,000 kitchens across the Middle East, Southeast Asia and Africa alone, reflecting strong operational scale. In the UAE, Nolte FZE confirmed an investment of more than AED 25 million to expand its long-term presence in the market. The company also achieved direct market entry and was appointed the exclusive kitchen supplier for MERED's ultra-luxury tower, ICONIC Residences, designed by Pininfarina. With the UAE's premium kitchen segment projected to reach \$200 million by 2030, the kitchen designer is intensifying its regional investment strategy.

Selva Kumar Rajulu, Managing Director of Nolte FZE, said: "Nolte FZE is one of the few European kitchen brands to have maintained a fully established presence in the Middle East for more than 15 years. Our ongoing investment across the region and our progress this year have strengthened our market credibility. As we enter 2026, our focus remains on deepening our



presence in the UAE and Saudi Arabia, supporting the region's growing residential and hospitality sectors, and ensuring Nolte FZE Kitchens remains the first choice for both project developers and retail customers seeking trusted European design and quality."

Saudi Arabia also recorded solid progress; the project team expanded its capabilities, and the retail network grew to 18 showrooms. Major projects across the Middle East advanced steadily, with deliveries completed in Bahrain, Kuwait, Morocco, Oman, Qatar, and more. Partnerships with leading developers supported large-scale installations across residential and mixed-use communities, reinforcing Nolte FZE's reliability, technical expertise, and longstanding presence in the region.

In 2025, Middle East and global clients showed a clear shift toward sustainable materials and green-certified finishes, greater interest in smart kitchens that integrate with wider home-automation systems, and higher demand for customised colours and bespoke design elements. These preferences shaped buying decisions across retail and project clients, prompting Nolte Küchen to introduce focused technical and design upgrades that improved durability, flexibility, and customisation.

Looking ahead to 2026, Nolte FZE will accelerate its expansion in the UAE with the launch of a flagship showroom on Sheikh Zayed Road, followed by planned openings in Abu Dhabi and Sharjah. The company aims to deliver 3,000 kitchens through project developments,

supported by a dedicated engineering and design team. Demand for European design continues to rise in Dubai, where ultra-luxury real estate transactions have grown tenfold in five years, reinforcing Nolte's strategic focus.

Saudi Arabia will continue to be a priority, with plans to add two or three additional showrooms and pursue major project opportunities aligned with the Kingdom's ongoing development pipeline. Kuwait will see further project work, while controlled global expansion will continue across India, Southeast Asia, and Africa.

The company moves into 2026 with strong momentum, expanded capabilities, and a defined roadmap to reinforce its leadership across the Middle East. ♦

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

ARTHOUSE HOTEL NYC EXPANDS TO DUBAI WITH ARTHOUSE HILLS ARJAN

IT'S A AED550 MILLION LANDMARK AND THE BRAND'S LARGEST, MOST AMENITY-RICH RESIDENTIAL DEVELOPMENT.

Arthouse Hills Arjan is the **second Arthouse-branded residential development in Dubai**, following the success of the first Arthouse residence in Meydan. It brings the iconic design and creative heritage of **Arthouse Hotel New York** to one of the city's fastest-growing communities. The tower stands as **one of the tallest and most amenity-rich in Arjan**, offering a wellness-focused, culturally inspired lifestyle experience.

Blending Manhattan's creative legacy with a premium, design-driven, and aspirational living philosophy, Arthouse Hills Arjan marks a significant expansion of the Arthouse brand in the UAE. Backed by a trusted network of established industry leaders, the development highlights global brand alignment while focusing on lifestyle, culture, and architectural excellence.

Announcing the official signing ceremony marking the strategic alignment of all key partners bringing Arthouse Hills Arjan to life:

Arthouse – Global Brand Partner. **Adaan Developments** – Developer, launching its first development in Dubai with Arthouse Hills, signaling long-term ambitions in premium residential offerings. **Tuscany** – Strategic Partner, providing development structure and market expertise. **Cledor** – Development Partner (Founded by Omar Gull), and the official **Brand Partner for Arthouse in the UAE**, serving as the gateway for all Arthouse-branded projects in the country.

Santosh Punuru - Partner & Development Manager, a respected industry leader, strengthening execution confidence.

NSE - Construction Contractor, ensuring technical quality and delivery capability. With 25 years of experience, the company has completed more than 120 projects for leading clients including Emaar, Deyaar, and RAK Properties, and is currently managing over 130 commercial and residential developments.

Arthouse Hills Arjan strengthens the brand's presence in the UAE while positioning Arjan as a maturing micro-market attractive to both end-users and investors. Reinforcing Dubai's status as a hub for design-led, wellness-focused residential offerings, the development stands out for its deep amenity integration, wellness-driven design, and commitment to design-led living. Arthouse Hills Arjan emerges as a landmark, globally aligned entrant in the luxury residential market, delivering a uniquely integrated, two-level lifestyle ecosystem that is premium, design-driven, and thoughtfully curated.

Podium Amenities
 Adults' and kids' pools with play area
 Men's and women's sauna & steam rooms

- Sound healing zone
- Movement & mobility studio
- Wellness bar
- Library and games lounge

Rooftop Amenities

- Infinity pool with elevated views
- Separate men's & women's gyms with hot & cold plunge pools
- Japanese rooftop garden
- Yoga deck and meditation & Zen Garden

Few developments in Arjan match this level of depth, diversity, or integration of lifestyle amenities, placing wellness and experiential living at the heart of the Arthouse Hills experience.

Omar Gull, Founder & Chairman, Cledor said, "Arthouse Hills Arjan is more than a project. It is a new benchmark for design-led, amenity-rich living in one of Dubai's fastest-growing communities. We are proud to introduce the Arthouse brand here in partnership with Adaan, Tuscany, and NSE. With

Arthouse, we aim to create a lifestyle rooted in creativity, balance, and global design culture."

Omar is the Former Head of Sales at Dubai Holding and Emaar. He has led over 100-billion-dirham in sales, driving the commercial success of major developments across the Middle East. He has also held senior leadership roles at Damac, JLL, and Kolte Patil, overseeing sales strategy, market expansion, and business development.

Bhaskara Santosh Punuru, Partner & Development Manager, Arthouse Hills Arjan said, "Arthouse Hills reflects our belief that Arjan is ready for a globally aligned, design-forward development. This partnership brings together some of the strongest names in the

Dubai market, and we are proud to deliver a project that elevates both the skyline and residential experience of the community."

Bhaskara Santosh is the Former Head of Sales Emaar. He brings decades of real estate leadership experience across the UAE, India, and China, including heading residential sales for Emaar in Dubai and Ras Al Khaimah. He has led over 150-billion-dirham in sales, crafted high-impact launch strategies, and built a reputation for precision in pricing, luxury sales, and market execution.

Eng. Imad Khalil, Founder of New System Engineering (NSE), said, "We remain committed to exceptional top-tier quality and to delivering the building well ahead of time." ♦



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

SOBHA FURNITURE UNVEILS 'THE GALLERY'

IT'S THE FIRST FLAGSHIP SHOWROOM AT THE S IN DUBAI.

Building on its debut at Dubai Design Week, where Sobha Furniture introduced a new benchmark for precision, design clarity, and manufacturing excellence, the brand recently revealed its next chapter with the launch of The Gallery, its first flagship showroom located at The S, on Sheikh Zayed Road.

Conceived as an experience design environment, The Gallery redefines the concept of a showroom. It is not a retail destination nor a staged display of lifestyle settings; rather, it is a creator's space built specifically for architects, interior designers, developers, and project partners. The Gallery invites them into an environment where ideas can be explored in depth, materials can be experienced firsthand, and concepts can be shaped collaboratively from the earliest stages of design.

A New Kind of Space for a New Kind of Industry Approach

The Gallery departs from traditional furniture showrooms in the UAE, which are largely consumer-oriented, and instead establishes a distinctly B2B-focused platform. The space reveals Sobha Furniture's capabilities through environments that can shift, adapt, and respond to different project needs. Its unique layout, featuring illuminated box mock-ups, purpose-built configurations, and a range of modules representing various project typolo-

gies, demonstrates the brand's ability to support vastly different design and functional requirements.

Each area within The Gallery serves a specific purpose. The mock-up zones replicate real project conditions; material and finish libraries enable in-depth exploration; and dedicated working areas provide a space for discussing concepts, technical details, and project development. This approach positions The Gallery as a place where dialogue naturally unfolds, where professionals feel at home, and where collaboration fuels creativity.

A Home for the Region's Creators

"It feels like a return to where it all began," said Mr. PNC Menon, Founder of Sobha Group, during the opening ceremony.

"My journey began with crafting complete interior environments, where furniture was always central to the story. With Sobha Furniture, that passion for detail finds new expression, one that merges artisanal roots with modern precision and scale. The Gallery represents this philosophy: a space where heritage and innovation coexist, and where our meticulous approach is shaped for the world."

This vision is reflected in every part of The Gallery. Rather than presenting furniture as isolated pieces, Sobha Furniture showcases



fully realized, functional spaces that express proportion, material richness, and intentional detailing. The environment welcomes visitors into the heart of the brand's design language, where materials narrate the story, proportions guide performance, and hospitality elevates the overall experience.

A Platform for Collaboration from Concept to Completion

"The Gallery is where concepts come to life," said Anuj Jain, CEO of Sobha Furniture. "It is a collaborative playground where

architects, interior designers, developers, and project partners can sit with our teams, explore possibilities, experiment with materials, and transform concepts into executed realities. We are here to co-create with them. This is not a showroom; this is where projects begin."

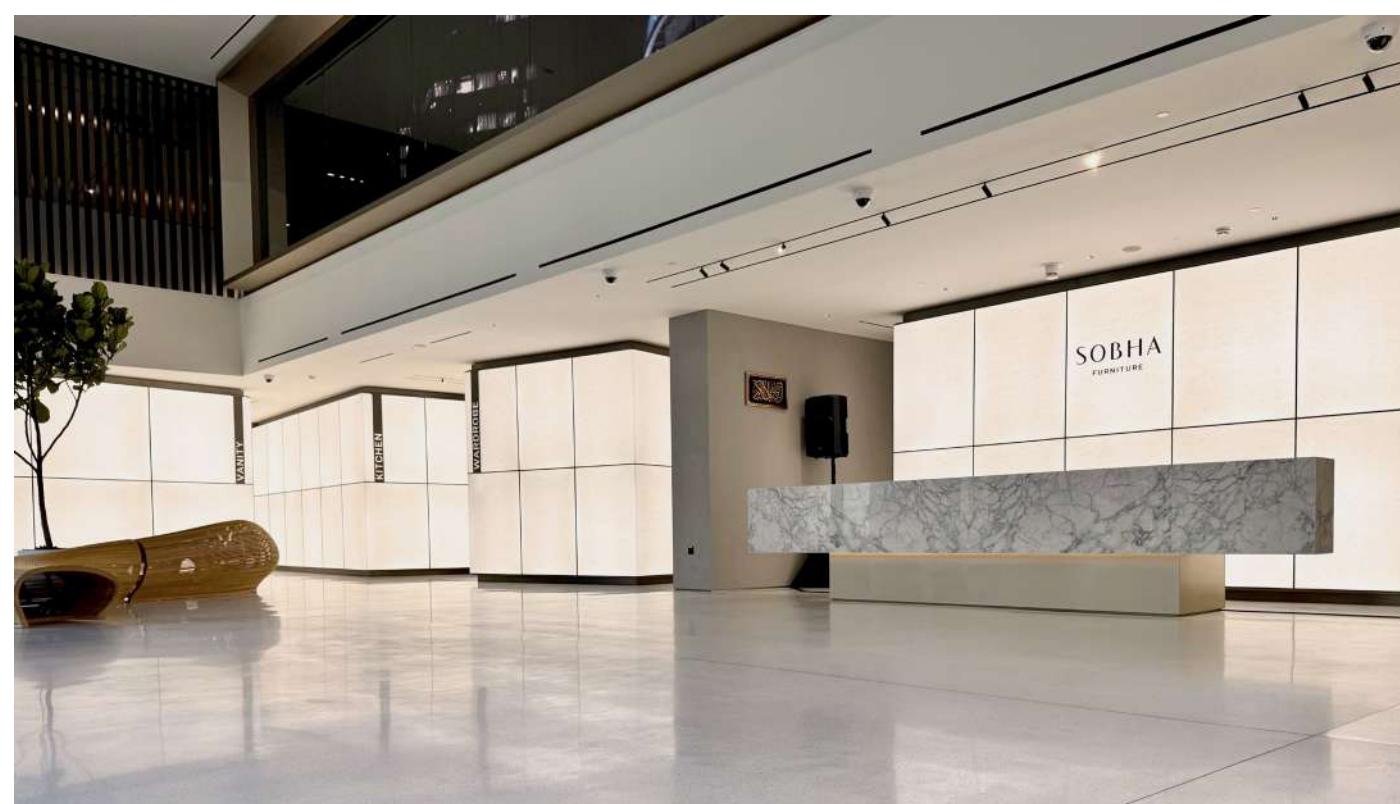
The Gallery demonstrates Sobha Furniture's readiness for partnership, from early conceptual stages to technical development, prototypes, and final delivery. It signals to the market that the brand is not positioning itself as a catalogue or product vendor, but as a creative and technical collaborator capable of supporting complex, large-scale, design-led projects.

Built in the UAE, Engineered for the World

Sobha Furniture continues to expand its presence as one of the

UAE's most advanced furniture manufacturing ecosystems. Leveraging European engineering principles, Industry 4.0 automation, and fully integrated production capabilities, the brand has already delivered across 20 Sobha Realty developments and is currently executing 17 major projects across the region. Every product undergoes a rigorous seven-stage QA/QC process designed to guarantee precision, repeatability, and reliability.

The upcoming 53,000 sqm flagship factory at Dubai Industrial City will be one of the region's largest and most advanced manufacturing hubs, and the only facility of its kind to house the full spectrum of furniture production processes under one roof. With its launch, Sobha Furniture's total manufacturing footprint will reach 73,000 sqm, enabling exceptional scalability, faster project timelines, and seamless category expansion.



Shaping the Region's Design Future

As interest continues to grow from real estate developers, hospitality operators, and government institutions, Sobha Furniture is preparing to broaden its portfolio and extend its regional footprint. The Gallery signifies the brand's commitment to shaping the future of design and manufacturing in the UAE, elevating what the region can achieve with its own talent, technology, and production power.

"Our mission is clear," Jain added. "To set the foundation of a new standard defined by precision, design, and reliability. Through The Gallery, we want to inspire our partners, support their creative ambitions, and collaborate on exceptional work that represents the finest of what the UAE is capable of." ♦

Text & Images: Sourced by Team PT

BANYAN GROUP UNVEILS NEW RESIDENTIAL BRAND: BELLAGUNA

THE BRAND'S FIRST PROJECT IS BELLAGUNA LAKE RESIDENCES LOTUS, WHICH OFFERS CONTEMPORARY LAKESIDE CONDOS AT ICONIC LAGUNA PHUKET.

Banyan Group, a pioneer in purpose-driven hospitality and upscale branded residences is proud to announce the launch of **Bellaguna**, its newest residential brand.

Created to meet the lifestyle aspirations of modern global

homeowners who seek a refined and purpose-driven, living experience, Bellaguna is a collection of premium residences designed for year-round living which are professionally managed by Banyan Group, but operated independently from hotel inventory. This provides residents with a private,

flexible lifestyle which still allows them to experience the high quality living environments which Banyan Group is famous for.

“Bella” reflects the beauty of the residences and their surroundings, while “Laguna” celebrates the iconic Laguna Phuket – Southeast Asia’s leading integrated resort destination. Together, the name “Bellaguna” represents a brand where timeless elegance, tranquillity, and purposeful living are combined.

“Standalone premium residences have become a rapidly expanding part of our business, and it was important to create a dedicated identity for this segment,” said Stuart Reading, Managing Director of Banyan Group Residences. “Bellaguna marks a new chapter in our evolution – offering refined homes that answer the needs of today’s international lifestyles while maintaining the service standards Banyan Group is known for.”

While some Bellaguna developments will be located within Laguna Phuket,



the brand is positioned to operate independently across varied destination – which could be anywhere homeowners are seeking beauty, sophistication and a deeper connection to both nature and community.

Banyan Group continues to be a leader in branded residential development, ranked No.1 in Asia by volume and 5th globally. In Phuket alone, the Group anticipates launching up to USD 1 billion in new luxury residential projects over the next 2-3 years.

Introducing Bellaguna Lake Residences – Lotus

The first development under the new brand is Bellaguna Lake Residences – Lotus, a chic contemporary project set beside a shimmering lake within Laguna Phuket, steps from Bang Tao Beach.

Five elegantly elongated buildings, inspired by the clean lines of modern yachts and the movement of water, offer panoramic lagoon and sea views.

Dark wave-like façades reflect shifting light, while interiors in warm neutral tones are flooded with natural illumination. Generous terraces and balconies echo the flowing curves of the lake, marrying natural beauty with understated luxury.

Residential options include one- to three-bedroom condominiums, two- to three-bedroom penthouses with private rooftop pools. Rooftop infinity pools with private cabanas crown each building, while lush landscaped gardens feature quiet relaxation spaces, family play zones, and a signature boardwalk and dock which connects residents directly to Laguna Phuket’s shuttle ferries.

Ownership also includes benefits such as :

- First-year complimentary property management and insurance
- Exclusive discounts on international school fees, healthcare, golf, and more through the Laguna Advantage Programme
- Membership in the global Sanctuary Club, which provides privileged access and benefits across

- Banyan Group’s global network
- Exclusive membership to the newly launched RAVA Beach Club, Thailand’s largest beach-front private club at Laguna Phuket.

The new homes are set within Asia’s premier integrated resort, surrounding residents with world-class dining, spas, boutiques and shops - as well as the award-winning Laguna Golf Phuket. They offer secure family-friendly living just 30 minutes from Phuket International Airport.

A Lifestyle Investment with Professional Rental Services

While Bellaguna residences are designed for year-round living, owners can also benefit from strong investment returns by participating in Banyan Living, Banyan Group’s new rental platform. The programme, which is free to enter, offers professionally managed residential hospitality experiences, providing flexibility for owners, while at the same assuring guests a trusted, hotel-level standard of service. ♦



OUR BRAND NEW WEBSITE IS NOW LIVE!

UAE'S ONLY DEDICATED REAL ESTATE MEDIA PORTAL

A laptop is open on a dark, round, marble-topped table. The screen displays the PROPERTY TIME website. The website has a dark header with the 'PROPERTY TIME' logo and 'FIABCI' badge. The main content area shows various news articles and features. One article is titled 'Al Ghurair Unveils Al Ghurair Collection' with a sub-headline 'WEDYAN, RENOWNED JAPANESE ARCHITECT KENGO KUMA'S FIRST PROJECT IN THE UAE, HAS BEEN OFFICIALLY LAUNCHED.' Another article is titled 'In Dubai And Ras Al Khaimah, That Future Is Already Taking Shape.' The laptop is positioned next to a glass with a faceted base and a folded maroon napkin with a gold napkin ring.



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