REAL ESTATE
MARKET TIMES

November 2025

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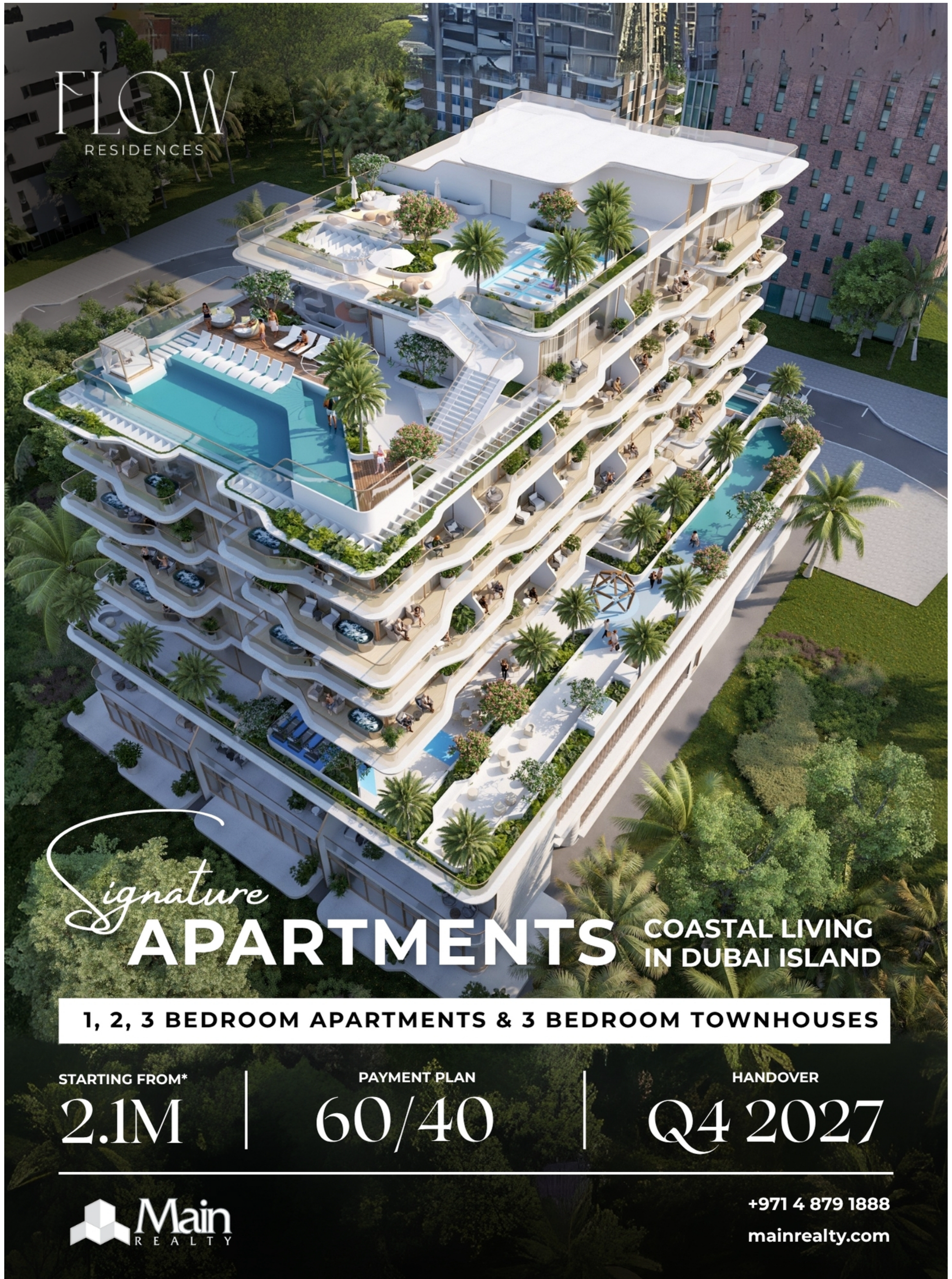
World Realty Congress 2025

The Biggest Gathering of Real Estate Minds in Dubai



From the Editor

Dear REM TIMES Readers,

There's something different about the momentum we're witnessing today.

It's not just the record-breaking transactions, the skyline racing upward, or the billion-dirham launches, but it's the clarity behind the growth that we see. The UAE's real estate industry has entered a more deliberate, more human phase, one defined not only by ambition, but by awareness.

That spirit is at the heart of this issue of **REM TIMES**, as we count down to World Realty Congress 2025, a global platform that continues to inspire collaboration, learning, and leadership. This December, we welcome a remarkable lineup of voices, including five-time Emmy® Award-winning producer and digital-rights pioneer Neil Mandt, who will take the stage in Dubai for the first time to explore a frontier few have yet considered: the digital ownership of real estate. It's a conversation that perfectly captures the Congress's essence, where creativity meets commerce and ideas shape new realities.

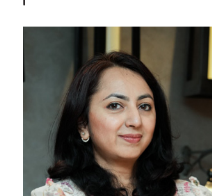
Beyond Dubai, our lens widens. We spotlight Ras Al Khaimah's renaissance, the Kingdom of Saudi Arabia's urban transformation, and the emerging African investment corridors redefining regional opportunity. Each story reveals a common thread, the rise of places built not just for growth, but for connection, culture, and continuity.

This issue also marks a milestone for us. **REM TIMES** steps into a new era with a refreshed design and a renewed commitment to storytelling that feels closer, more authentic, and more in tune with the people who shape this industry. Our readership is growing, our conversations are deepening, and our mission remains clear: to capture the pulse of progress through a human lens.

Here's to learning without limits, to cities that breathe innovation, and to the visionaries building the future with purpose.

Here's looking into the future.

Until then,
Happy Reading!



Megha S Anthony
Senior Editor
REM TIMES

Sales Office:
E: sales@remtimes.com
T: +44 7411549641

Head Office:
Crestus, Suite 803, 8th Floor,
Hennessy Tower, Pope Hennessy
Street, Port Louis, Mauritius

Rental Disputes Center Announces New Principle on Real Estate Service Fees

Unit holders required to pay service charges prior to formal possession of property


His Excellency Judge Abdulqader Mousa Mohammed

New Rule

- Owners required to pay charges even before unit handover to ensure continuous services
- The decision aims to safeguard the rights of both landlords and developers
- The RDC closed 49,817 execution files in jointly owned properties in 2024

The Dubai Rental Disputes Center has introduced a new legal principle concerning real estate service fees, resolving recurring disputes between owners and property developers over responsibility for the cost of operating and maintaining shared building facilities.

Under the new ruling, unit holders are obliged to pay service charges even if they have not formally taken possession of their property, particularly when the delay in handover is due to reasons attributed to the buyer. This interpretation is anchored in Law No. (6) of 2019 on Jointly Owned Properties, which regulates the payment of such fees to cover management, operation, and maintenance costs. According to the law, either the developer or the owner must bear these charges for unsold units, with funds directed to management companies to ensure uninterrupted services and efficient building upkeep.

While the legislation has been generally clear, a unique situation had sparked legal uncertainty: units sold via installments that were completed but not yet registered under the buyers' names. In several cases, developers withheld delivery due to outstanding dues, raising the question of who should cover the service fees - the buyer or the developer.

To settle this ambiguity, the case was referred to the General Authority for Unifying Principles within the Center. Following a comprehensive review of the relevant legal provisions, the Authority determined that the buyer whose name appears in the preliminary register of the residential unit is liable for service charges starting from the date of project completion or from the moment of default on payment obligations, even if final ownership has not yet been transferred. This ensures continuous facility operations and protects developers and compliant owners from financial burdens.

His Excellency Judge Abdulqader Mousa Mohammed, President of the Rental Disputes Center, said: "The General Authority has addressed this legislative gap by interpreting the law's underlying intent to secure the stability of jointly owned properties and guarantee the uninterrupted provision of essential services. Holding defaulting buyers accountable for service charges aligns with the spirit of the legislation. By doing so, we have established a clear judicial precedent that eliminates confusion, strengthens practical approach, and reaffirms our commitment to justice and fair dispute resolution."

In line with its role in setting clear legal foundations that strengthen the sustainability of jointly owned properties, the center also closed 49,817 execution files related to joint ownership in 2024.

HH Sheikh Hamdan Appoints Abdullah Al Shehi as RERA CEO

This appointment signifies a strategic move within Dubai's leadership


His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum


Abdullah Ahmed Mohammed Saleh Al Shehi

> RERA plays a crucial role in formulating policies and legal frameworks that protect the rights of investors, developers, brokers, and tenants.

Abdullah Ahmed Mohammed Saleh Al Shehi has been transferred from his position at the Mohammed Bin Rashid Housing Establishment and appointed as the new Chief Executive Officer of the Real Estate Regulatory Agency (RERA).

This change comes under Executive Council Resolution No. (73) of 2025, issued by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister, Minister of Defense, and Chairman of the Executive Council of Dubai.

This appointment signifies a strategic move within Dubai's leadership, placing Al Shehi at the helm of a crucial regulatory body.

RERA plays a vital role in overseeing and regulating Dubai's dynamic real estate market. The appointment marks a significant step in strengthening Dubai's real estate regulatory framework, reflecting the leadership's commitment to enhancing governance, transparency, and investor confidence in the sector.

The Dubai Real Estate Regulatory Agency (RERA) is a vital regulatory body within the emirate's real estate sector, operating under the umbrella of the Dubai Land Department (DLD). Established to ensure a transparent and well-regulated property market, RERA plays a crucial role in formulating policies and legal frameworks that protect the rights of investors, developers, brokers, and tenants.

The responsibilities of RERA include licensing real estate professionals, overseeing project registrations, and managing escrow accounts to safeguard investor funds. By enforcing clear regulations and promoting transparency, RERA strengthens trust and stability in Dubai's dynamic real estate market.

Additionally, it monitors property advertisements, resolves disputes, and supports sustainable development to maintain the emirate's position as a global, investor-friendly real estate hub. Through these comprehensive measures, RERA helps create an efficient, transparent, and competitive environment that fosters confidence among all stakeholders involved in Dubai's property industry.

Dubai Real Estate Market Q3 2025: Record Transactions, Steady Growth and Global Confidence

Data Snapshot Q3 2025

01 Total Transactions: **55,389 (+60% YoY)**

02 Total Value: **AED 154.17 billion**

03 Average Price per Sq.ft: **AED 1,913**

04 Highest Sale: **AED 350 million** *(7-bed mansion at Jumeirah Asora Bay, La Mer)*

05 Top Performing Area: **Jumeirah Village Circle** *(5,238 transactions)*

Sources: Morgan's International Realty – Dubai Residential Market Report Q3 2025 | Provident Estate – Dubai Real Estate Market Report Q3 2025

Dubai's property market continues to defy expectations, closing Q3 2025 with a remarkable 60 percent year-on-year surge in transactions and sustained price appreciation across both off-plan and ready segments.

According to reports shared by Provident Estate and Morgan's International Realty, this surge reflects a market that has matured beyond cyclical trends—driven instead by population growth, investor confidence, and the city's long-term vision under the Dubai Economic Agenda D33 and Urban Master Plan 2040.

"Dubai is not just growing in numbers—it's growing in global influence," notes **Laura Adams, Associate Partner, Provident Estate** in a report.

Apartments Lead, Villas Flourish

Apartments remain the market's cornerstone, comprising 85 percent of all sales, led by established and high-density communities such as JVC, Business Bay, and Dubai Marina.

Meanwhile, the villa and townhouse segment continues to flourish, with Dubai Hills Estate, Mohammed Bin Rashid City, and Damac Lagoons driving activity—particularly for four-bedroom homes catering to end-users and family investors seeking long-term value.

Off-Plan Dominates Investor Interest

Off-plan sales accounted for 69 percent of total transactions, underscoring strong developer and investor confidence.

Data from Morgan's International Realty places the value of primary market transactions at AED 79.3 billion, with an average price of AED 2,053 per sq.ft notably higher than the AED 1,577 average in the secondary market.

Leading developers Emaar, DAMAC, Sobha, Binghatti, and Samana spearheaded this momentum, reflecting sustained appetite for branded and master-planned communities.

Luxury Market Reaches New Heights

According to Provident Estate, Dubai is expected to welcome 9,800 new millionaires by year-end 2025, positioning the emirate among the world's busiest markets for USD 10 million-plus transactions.

Prime areas such as Palm Jumeirah (AED 8,136 per sq.ft) and Jumeirah Bay Island (AED 6,302 per sq.ft) continue to attract global ultra-high-net-worth buyers seeking security, lifestyle, and yield—all within an increasingly transparent regulatory framework.

Leasing Market Remains Robust

The rental market sustained its upward rhythm, recording 138,493 transactions valued at AED 12.8 billion.

Median annual rents ranged from AED 42,000 for studios to AED 283,000 for four-bedroom units, reflecting healthy occupancy and stable yields.

Renewals accounted for nearly 40 percent of total leases, an indicator of resident retention and satisfaction.

Supply Pipeline: Growth with Balance

Dubai's development ecosystem continues to expand methodically. More than 81,000 units are expected to be handed over by year-end 2025, contributing to a total of 302,000 residential units currently under construction across 989 projects.

Emerging hotspots such as Emaar Beachfront, Business Bay, and Jumeirah Village Circle are expected to absorb new stock swiftly, ensuring equilibrium between demand and delivery.

The Bigger Picture

With its population surpassing four million and its infrastructure aligning with the city's visionary plans, Dubai's real estate sector continues to set global benchmarks in performance and resilience.

High liquidity, developer discipline, and a deepening pool of international buyers have created a market defined by confidence rather than speculation—cementing Dubai's reputation as the world's most compelling real estate destination.

(From left) Aman Chhabra - Head Development, Deepak Batra - Founder & CEO, Ramanjeet Singh - COO and Deepak Arora - Sales Director

AUM Development — Redefining Wellness and Living Through VEDA

Deepak Batra, the visionary behind AUM Development, speaks to **REM TIMES** about his dream for mindful living and the inspiration behind VEDA

> Quality is non-negotiable for us. Whether it's a villa, an apartment, or a commercial space, our standards never change.

In an industry that often measures success in towers and timelines, Deepak Batra, the visionary behind AUM Development, has chosen a quieter approach, one built on balance, mindfulness, and meaning. With over two decades in Dubai's real estate landscape, Batra's journey has evolved from creating beautiful buildings to crafting experiences that touch human lives.

His latest project, VEDA, stands as a reflection of that evolution. With this new project, AUM Development dares to ask: what if homes could heal, not just create a house? Rooted in the principles of wellness and intentional design, VEDA is Batra's most personal expression yet. This is where architecture meets emotion and luxury finds a new definition in stillness.

In this candid conversation, Deepak shares what inspired VEDA, how AUM is integrating mindfulness into modern living, and why he believes the future of real estate lies in building with purpose.

Excerpts from the interview:

VEDA marks a new chapter for AUM Development. What was the inspiration behind this project and how does it reflect your overall vision for the brand?

VEDA represents a defining moment for AUM Development. It reflects our commitment to crafting spaces that go beyond architecture and become part of people's daily rhythm. The inspiration came from observing a shift in how people want to live today by seeking more meaning, balance, and connection in their homes.

At AUM, we've always believed that true luxury is not about excess, but about intentional design and emotional value. VEDA brings that philosophy to life. It's where wellness, sustainability, and timeless design meet. It reflects our brand vision to create developments that are not just visually exceptional, but genuinely life-enhancing.

VEDA focuses on wellness and mindful living. How did you bring that idea to life through its design and amenities?

VEDA is designed to make residents feel grounded the moment they step inside. From the gentle textures and natural tones to spaces that breathe, everything has been created with mindfulness in mind. We focused on how a home feels, not just how it looks.

Every corner of VEDA tells a story of calm and renewal from morning yoga terraces and landscaped pathways to peaceful water features. It's a place that restores rhythm and reminds you that luxury can also mean stillness.

What kind of buyers do you see being drawn to VEDA, and how does it cater to their lifestyle needs?

VEDA naturally appeals to those who value sophistication with substance; professionals, families, and investors who appreciate thoughtful design and purposeful living. These buyers aren't just looking for a home; they're looking for a sense of belonging.

The residences are modern, smart, and connected yet intentionally tranquil. With prime access to key city hubs and a community rooted in calm, VEDA offers the perfect balance between connection and retreat.

Sustainability is becoming a key focus in Dubai's real estate scene. How is AUM Development integrating sustainable and future-ready practices in VEDA?

At AUM, sustainability starts with design intelligence. VEDA integrates energy-efficient systems, water-saving technologies, and locally sourced materials that reduce environmental impact.

But sustainability for us goes beyond efficiency. It's about building homes that last and communities that thrive. We've created spaces that promote physical and emotional well-being, supporting Dubai's vision for a greener and more sustainable future.

VEDA has created a lot of buzz. What's next for AUM Development? Are there new projects or areas you're looking to expand into?

We're deeply encouraged by the response to VEDA. It reinforces our belief that the future of luxury lies in mindfulness and meaning.

Our upcoming projects will continue this philosophy by combining elegant design, technology, and wellness-led thinking. We're also expanding into new zones such as Dubailand and Academic City, with projects like Ryze, each carefully curated to reflect the same AUM signature: refined aesthetics, quality craftsmanship, and purposeful development.

At AUM, our goal has never been to build more but to build better.

About AUM Development

AUM Development is a Dubai-based luxury real estate company with over two decades of experience in design-led, high-quality developments. Known for its focus on wellness, innovation, and sustainability, AUM creates homes that combine architectural excellence with human connection. From boutique residences to landmark communities, AUM continues to shape Dubai's skyline with integrity and vision.

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WORLD REALTY CONGRESS

The Biggest Gathering of Real Estate Minds in Dubai

Inside the Global Conversation at World Realty Congress 2025

All set to take place from **December 8-12, 2025, World Realty Congress** is one of the biggest conferences and awards that brings the entire ecosystem of real estate on one platform

In a world where cities are racing to reinvent themselves and technology is redrawing the real-estate landscape, Dubai once again takes center stage. This December, the **World Realty Congress 2025 (WRC)** returns for its most ambitious edition yet — five transformative days bringing together the sharpest minds, boldest ideas, and most influential voices in global real estate.

From the rise of AI-driven asset management to the tokenization of property finance, this year's World Realty Congress embodies the spirit of Dubai's Vision 2033 — a vision built on innovation, sustainability, and inclusivity.

> World Realty Congress 2025 is not just an event, it's a movement shaping the global real estate narrative

A Legacy of Excellence - Government support

Since its inception in 2019, the World Realty Congress has grown into a cornerstone event for the real estate sector, consistently supported & attended by the Dubai Land Department. This year's congress promises to be the most impactful yet, reflecting Dubai's evolving real estate landscape and its strategic role on the global stage.

World Realty Congress in a Snapshot

5 Days of Power Packed Programs

10+ Visiting Countries

6 Immersive Formats

35+ Categories

40+ Speakers

700+ Delegates

EVENT FORMATS

- Property Launches
- Masterclasses
- Conference
- Roundtable Discussions
- Real Estate Channel Partners' Meet & Greet
- Gala Awards

DIVERSIFIED SECTORS

- Regulatory Authorities
- Property Developers
- Real Estate Brokerage
- Real Estate Channel Partners
- PropTech
- Consultants

Keynote Spotlight - Neil Mandt

Protecting the New Frontier of Real Estate

When Hollywood meets PropTech, the conversation changes. Five-time Emmy® Award-winning producer and digital-rights pioneer Neil Mandt will headline the 2025 Congress with a keynote that's equal parts cinematic and visionary. As founder of Digital Rights Management (DRM), Mandt has redefined how property owners protect and monetize their digital airspace — the unseen layer of value above every physical asset.

In his keynote, "Guarding Dubai's Digital Real Estate" Mandt will unpack how emerging technologies like AR, VR, and AI are expanding what ownership truly means — and why safeguarding digital property rights could become the next multi-billion-dollar frontier. It's a conversation that places Dubai at the crossroads of creativity, commerce, and code.

Conference Themes 2025: Where Technology Meets Urban Living

The World Realty Congress Conference this year deep-dives into the trends shaping the next decade of urban life. Across panels, workshops, and masterclasses, one clear message resonates; real estate is no longer just about location; it's about evolution.

The Defining Tracks Include:

- Community 3.0 – The New Blueprint for Real Estate Management: How AI, talent, and sustainability are converging to redefine urban living.
- The 2026 Compliance Survival Guide: Navigating RERA updates, risk management, and revenue protection.
- The FM Revolution: From cost-cutting to value-creation — how facilities leaders are shaping asset longevity and ESG performance.
- Developers & Communities: Designing future neighborhoods that reflect global ambition and local identity.
- Tokenization & Finance: Breaking down how blockchain is unlocking new models of property investment.
- Ras Al Khaimah Renaissance: Exploring the northern emirate's next growth chapter and investor momentum.

Agenda at a glance:

DAY 01 December 8
Abu Dhabi Community Tour hosted by Colliers

DAY 02 December 9
Dubai Community Tour hosted by Dubai Holding Community Management

DAY 03 December 10
IRECMS Masterclasses & CAM G10 Summit

DAY 04 December 11
World Realty Congress Conference feat. IRECMS

DAY 05 December 12
World Realty Congress Awards

Scan here for detailed agenda

Who's Showing Up?

With over 700 delegates, 40 industry speakers, and a guest list that reads like a 'Who's Who' of global real estate, this summit is set to be a networking goldmine. Whether you're a property developer, broker, real estate management professionals, this is where the magic happens.

Some of the brands attending:

Here's your chance:

Book Your Spot at the World Realty Congress (Scan the QR Code)

Learning That Counts: CPD & CMCA Accreditation

Professionals attending the Congress can earn Continuing Professional Development (CPD) Points and CMCA credits, reaffirming World Realty Congress's position as not just a networking event but a recognized platform for certified growth and global competency.

The World Realty Congress Awards – Celebrating Excellence Without Compromise

This year's edition saw a record-breaking 360 submissions, 80 hours of jury assessment, and a final shortlist of companies battling it out before a live jury to claim the industry's highest honor. From developers and brokers to facilities managers and PropTech innovators, the awards spotlight those who are not only leading the market but reshaping its values.

Spotlight Speakers:

An exceptional line-up of global thinkers and industry leaders takes the stage at World Realty Congress 2025 — sharing insights, foresight, and bold ideas that will shape the future of real estate.

Prof Jeevan D'Mello
CEO, Zenesis Corp & Past President, CAI

Ali Al Suwaidi
VP, MEFMA

Babul Akhtar
Director of PM & CM, Red Sea

Salma Aboul-ela
Director of Development, Modon

Dr Salwa
CEO, Co-Founder Women of Vision & Regional Director, Next Level Real Estate

Said Elhousali
CEO, Land Sterling

Looking Ahead

As the curtains rise on World Realty Congress 2025, Dubai reaffirms its role not just as a real-estate hub, but as the heartbeat of global urban innovation. With its unmatched lineup of leaders, groundbreaking themes, and an awards program setting the gold standard for integrity, WRC continues to shape what the world will build next.

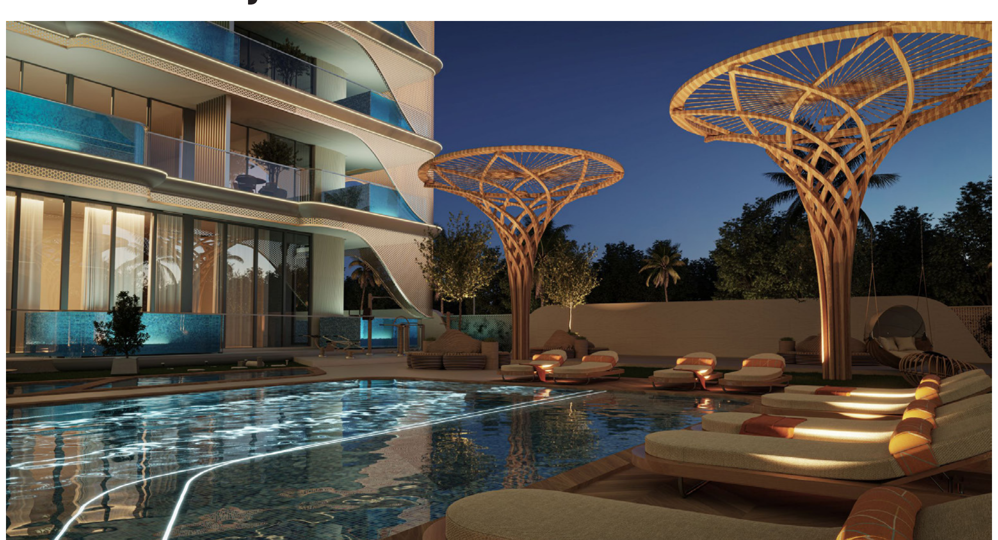
Ellington Properties Unveils Soto Grande in RAK

Ellington Properties has unveiled Soto Grande, its newest residential development in Al Hamra, Ras Al Khaimah. The project will offer an elevated living experience through a curated selection of lifestyle amenities. Joseph Thomas, Co-Founder of Ellington Properties, said, "With Soto Grande, we wanted to rethink what it means to live in Ras Al Khaimah at a time when the emirate is entering a new phase of growth. For us, architecture is never just about aesthetics; it is about creating a sense of place and identity that people feel proud to call home. The bridge is symbolic of that idea as it is a bold design feature that also represents balance, connection, and belonging. Through this development, we are adding a new chapter to Al Hamra while providing residents a refined living experience rooted in design, community, and the spirit of Ras Al Khaimah."

WHAT'S HOT?

- Prices starting at **1,200,000 AED**
- **20/80 Payment Plan** (20% on down payment, 80% on handover)
- Handover scheduled for **Q2 2026**

SAMANA Imperial Garden: Flexible Homes with Private Pools in Arjan



Samana Developers has unveiled SAMANA Imperial Garden, a resort-style residential project in Arjan, Dubai, introducing the innovative concept of 'Flexible Homes.' This development features 344 premium units, including studios, 1-, and 2-bedroom apartments, many equipped with private plunge pools. Designed to adapt to evolving lifestyles, the layouts can be reconfigured using integrated smart furniture, allowing spaces to transform as needed. The project is set to be completed in Q4 2028, with prices starting from AED 859,000. Located near Dubai Miracle Garden, the development offers excellent connectivity and a range of amenities, including resort-style pools, gyms, and wellness areas.

WHAT'S HOT?

- Prices starting from **AED 859,000**
- **Flexible payment plans** with 15–20% down payment and 1% monthly installments until handover
- Handover scheduled for **Q4 2028**

Amirah Commences Piling and Shoring Works for Bonds Avenue Residences

Amirah Developments has commenced piling and shoring works for its flagship project, Bonds Avenue Residences, situated in the heart of Dubai Islands. This luxury waterfront development offers a range of residences, including one-, two-, and three-bedroom apartments, three-bedroom townhouses, and four-bedroom penthouses. Each unit is designed with corner-less layouts, ensuring panoramic sea views and abundant natural light. Residents will enjoy amenities such as infinity pools, wellness zones, landscaped gardens, yoga decks, children's play areas, and padel courts. Strategically located near Dubai International Airport and Downtown Dubai, Bonds Avenue Residences provides seamless connectivity to key city hubs. The project's commencement underscores Amirah Developments' commitment to delivering high-quality, contemporary living spaces that reflect Dubai's coastal heritage.

WHAT'S HOT?

- Prices starting from **AED 1,63,0000**
- Payment plan: **60/40** (60% during construction, 40% upon handover)
- Handover scheduled for **Q1 2027**

GFS Launches Coventry Residence in Dubai Industrial City

GFS Developments has announced the launch of Coventry Residence, a new residential project located in Dubai Industrial City, adding to the city's growing pipeline of affordable housing developments. The project, which is scheduled for completion in the third quarter of 2027, is set to deliver a total of 163 units, comprising 145 studios and 18 one-bedroom apartments, with prices starting from AED 450,080.

The development is designed to combine affordability with lifestyle features, offering residents access to a range of community amenities. Coventry Residence will include a rooftop outdoor cinema, yoga and meditation center, landscaped podium gardens, a swimming pool, fitness center, indoor games area, children's play spaces, a poolside fireplace, and dedicated zones for barbecues and gatherings. The project will also feature a multipurpose hall and clubhouse to encourage social interaction among residents.

WHAT'S HOT?

- Prices starting from **AED 470,000**
- **Flexible payment plan:** 5% booking, 15% first month, 1% monthly for 60 months, 20% on completion plus a three-year post-handover option
- Handover scheduled for **Q3 2027**

Dubai's Off-Plan Apartment Sales Jump 43%

JVC, Business Bay and Dubai Residence Complex among top-performing communities as investor appetite remains strong

Christopher Cina, Director of Sales, Betterhomes

Dubai's off-plan residential real estate market recorded a stellar performance in the second quarter of 2025, with apartment transactions surging 43% quarter-on-quarter to reach a total value of AED 60.15 billion, according to Betterhomes' Residential Real Estate Market Report. This marks a 37% increase compared to the same period last year, underscoring sustained investor confidence and the city's global real estate appeal.

Apartments remained the dominant asset class, accounting for 80% of total residential sales. The average price for off-plan apartments rose to AED 2,023 per square foot—up 12.5% since early 2023. Two-bedroom units led transaction value at 33%, followed closely by one-bedroom units at 30%.

Among the top-performing apartment communities, Jumeirah Village Circle (JVC) captured 12.2% of all off-plan apartment transactions, followed by Business Bay (6.4%), with Dubai Residence Complex, Motor City, and Production City each recording around 5%.

"The off-plan market continues to be one of Dubai's biggest growth stories," said Christopher Cina, Director of Sales at Betterhomes. "Buyers are showing greater discernment, focusing on quality, developer reputation, and long-term rental yield potential. We're seeing high absorption of newly launched projects, especially in well-connected, master-planned communities."

Betterhomes attributes the segment's strength to a combination of strategic launches from top-tier developers and flexible, investor-friendly payment plans that have broadened the appeal to both local and international buyers.

While overall off-plan villa and townhouse activity was more moderate, townhouses emerged as the clear favourite within the segment—capturing 75% of total sales. The Valley led all villa and townhouse transactions with a 30% share, followed by Emaar South (15.5%) and Athlon by Aldar (8%).

The total value of off-plan villa and townhouse sales stood at AED 8.06 billion in Q2 2025, with average prices at AED 1,368 per square foot for townhouses and AED 1,947 for villas.

Market analysts note that the off-plan boom reflects a broader trend of investor confidence in Dubai's long-term growth trajectory, buoyed by population expansion, infrastructure development, and the city's positioning as a global business and lifestyle hub.

Buyers are showing greater discernment, focusing on quality, developer reputation, and long-term rental yield potential. We're seeing high absorption of newly launched projects, especially in well-connected, master-planned communities.

– Christopher Cina
Director of Sales at Betterhomes

With high absorption rates, rising prices, and sustained international interest, industry observers expect the off-plan market—particularly in prime and emerging communities—to remain a key driver of Dubai's residential sector through 2025 and into 2026.

RAK RISING:

The Northern Emirate's Real Estate Renaissance

REM TIMES takes a look at Ras Al Khaimah's meteoric rise as a real estate destination exploring how luxury developments, visionary leadership, and investor confidence are transforming the northern emirate into one of the UAE's most dynamic property markets.

Once considered the UAE's best-kept coastal secret, Ras Al Khaimah (RAK) is no longer content with being a tranquil escape. Over the last few years, the northern emirate has witnessed an extraordinary transformation—one that blends the appeal of its pristine beaches and natural landscapes with the momentum of a robust, investor-driven property market.

From luxury waterfront developments to infrastructure advancements and investor-friendly reforms, RAK is emerging as one of the UAE's most compelling real estate stories. As the world's attention turns toward its sun-drenched shores, the emirate is building not only homes, but a powerful new identity: that of the UAE's next global investment and lifestyle hub.

Where Luxury Leads the Way

While many real estate cycles begin with affordable housing and urban expansion, RAK's growth story is being written at the top end of the market. The emirate's steady rise in branded residences and ultra-luxury developments has redefined expectations for a region once known primarily for its quiet charm.

40% Increase

In off-plan transactions in 2025 YTD

> The rise in demand for branded and ultra-luxury residences is positioning Ras Al Khaimah as a leading investment and lifestyle destination

Siddharta Banerji, Managing Director and Co-owner of The Luxe Developers

As **Siddharta Banerji, Managing Director and Co-owner of The Luxe Developers**, observes, luxury is doing far more than turning heads—it's shaping the emirate's trajectory. "The rise in demand for branded and ultra-luxury residences is positioning Ras Al Khaimah as a leading investment and lifestyle destination. The high-end luxury sector has played a key role in enhancing Ras Al Khaimah's international reputation. It is responsible for delivering growth that has seen average per-square-foot prices appreciate in the emirate. At the same time, the mid-market housing sector is also fundamental in driving population growth."

The Luxe Developers' projects on Al Marjan Island are among the clearest indicators of RAK's appetite for upscale living. "This trend is apparent in our projects on Al Marjan Island. Oceano, an AED 1.5 billion development, has sold out well before completion, highlighted by the AED 180 million sale of The Celest and The Stellar, Ras Al Khaimah's most expensive residences. La Mazzoni, our AED 2.3 billion wellness-integrated development, is also attracting global UHNWIs."

The numbers tell a story of confidence—and of evolution. Investors are no longer drawn solely by affordability or speculative returns. They are, as Banerji puts it, buying into an experience. "We believe this trajectory reflects a broader trend: today's investors are not merely purchasing square footage, they are investing in lifestyle, privacy, and long-term value. With the upcoming Wynn Al Marjan Resort projected to attract over 3.5 million annual visitors and boost regional tourism, branded and ultra-luxury assets are increasingly being viewed as the most strategic investment class in the emirate."

AED 6 billion+

In announced waterfront and resort-linked projects (2024–2025)

RAK's luxury market, then, is not an anomaly—it's a signal. And it's one that developers, investors, and policymakers are all responding to.

Infrastructure, Policy, and the Power of Vision

Behind every thriving property market lies a foundation of foresight and infrastructure. Ras Al Khaimah's leadership has demonstrated both in abundance. From road expansions and utility upgrades to innovative tourism projects, the emirate's strategic approach is reshaping investor sentiment.

Elie Naaman, Co-founder and CEO of Ellington Properties, credits this vision with creating real momentum. "Ras Al Khaimah's growth is driven by visionary leadership, strategic policies, and major infrastructure projects. The Emirate's long-term focus on tourism, hospitality, and residential communities has strengthened confidence among investors and residents. Enhanced road connectivity to Dubai, upcoming public transport, and landmark projects

> Ras Al Khaimah's growth is driven by visionary leadership, strategic policies, and major infrastructure projects.

Elie Naaman, Co-founder and CEO of Ellington Properties

AED 180 million
Price tag for The Celest and The Stellar, RAK's most expensive residences

such as Al Marjan Island's integrated resorts and Wynn Resorts are placing RAK on the global map as a lifestyle and investment hub."

On the policy side, the emirate has worked to match its physical growth with regulatory clarity. "On the policy front, investor-friendly regulations, freehold ownership, ease of doing business, and transparency—together with residency-linked visas—have broadened access for international buyers. For Ellington Properties, this trajectory reflects our own vision. Our expansion into Ras Al Khaimah mirrors the confidence investors and residents share in the Emirate's future."

Naaman adds that RAK's future-ready mindset is already taking flight—literally. "Looking ahead, RAK is set to launch an air taxi service by 2027, with Al Marjan Island hosting the first vertiport. This will cut travel time from Dubai to RAK from one hour to just 15 minutes, further boosting accessibility and appeal."

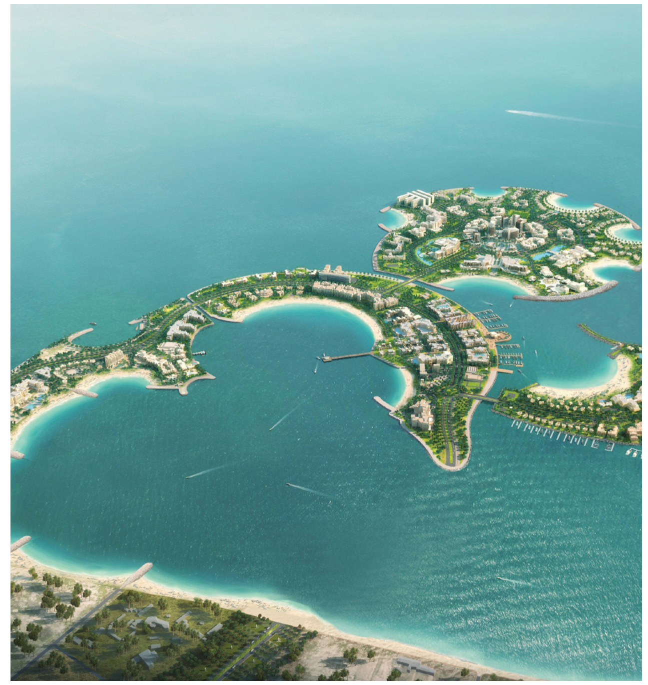
Madhav Dhar, COO and Co-founder of ZaZEN Properties

In the short term, Ras Al Khaimah is attracting investor attention largely due to the Wynn resort, which is expected to drive a significant influx of tourists in the lead-up to 2027

Balancing Optimism and Realism

Still, as the market surges forward, some experts urge a balanced perspective. The emirate's growth, while impressive, is still relatively young compared to Dubai's deeply established property ecosystem. **Madhav Dhar, COO and Co-founder of ZaZEN Properties**, brings this nuance into focus. "In the short term, Ras Al Khaimah is attracting investor attention largely due to the Wynn resort, which is expected to drive a significant influx of tourists in the lead-up to 2027. This has created optimism around housing demand from businesses setting up to support that tourism ecosystem. With infrastructure projects being prioritised in and around the area, such as new road links, public parks, and upgrades to utilities, investors see clear advantages in the run-up to the grand opening."

However, Dhar cautions that true sustainability comes from end-user demand and market maturity. "The long-term fundamentals, including sustainable end-user demand, the depth of the rental market, and proven capital appreciation, are still relatively untested. At ZaZEN, our philosophy has always been to prioritise communities where residents want to live for the long term. Dubai, with its strong governance, world-class infrastructure, global financial hub status, and consistent end-user demand, continues to offer a more stable foundation for sustainable development and ownership. RAK's growth story is compelling, but investors should approach with both optimism and caution given the market's nascent stage."



3.5 billion+
Visitors expected annually after the Wynn Al Marjan Resort opens

Dhar's comments encapsulate a truth every emerging market must face: the transition from promise to permanence requires time, trust, and tested demand.

A Future Built on Momentum

In many ways, Ras Al Khaimah stands at the same crossroads Dubai once faced two decades ago—armed with vision, investment, and global attention. With the Wynn Al Marjan Resort projected to become a global tourism magnet and residential developments selling out ahead of schedule, the emirate's story is quickly shifting from potential to performance. Its ability to balance rapid growth with thoughtful urban and community planning will determine not just the durability of its property market, but its identity as a city of the future.

Smart Growth, Real Returns

In this engaging episode of **Property Pulse, CEO Jatin Deepchandani** sits down with **Abhishek Jalan** to uncover how **Grovy Developers** is turning smart design and investor trust into Dubai's next growth story

Abhishek Jalan, CEO of Grovy Developers

> We don't build for trends; we build for tenancy, usability, and legacy. When our investors see a minimum of 25% IRR across projects.

When Abhishek Jalan speaks about real estate, it's not just in the language of square footage or ROI. It's about value that grows with time. As the CEO of Grovy Developers, a UAE-based company recognized among the Top 10 Most Promising Real Estate Brands, Jalan has built a reputation for combining engineering precision with investor-focused vision.

Founded in India in 1985 and expanded to the UAE in 2015, Grovy has quietly evolved into one of Dubai's most consistent developers—delivering projects on time, on budget, and increasingly, ahead of the curve.

In an exclusive interview for **Property Pulse**, powered by **REM TIMES, Abhishek** spoke to **Jatin Deepchandani, CEO, REM TIMES**, on the trends in the market and the company's vision for the future.

You've been recognized for both speed of construction and the quality of delivery. How do you balance the two?

At Grovy, we never chase speed for its own sake. We chase discipline. When we completed ARIA in just 800 days and it was ranked among Dubai's top 10 fastest projects by the Land Department, it wasn't about being quick, it was about being precise.

We focus heavily on smart space planning and engineering accuracy. Our process is built on what we call the Handshake-to-Handover philosophy, a commitment that once we shake hands with an investor, they know exactly when, how, and what they'll receive. That trust is what sustains long-term relationships and repeat buyers.

What key trends are shaping investor decisions right now?

There's a lot of smart capital looking for consistency rather than speculation. The UAE market has matured. Investors now analyze asset performance—rental yields, lifecycle costs, and quality of management—before buying. Projects that deliver transparency and predictability are the ones that stand out. With 200,000 Golden Visas issued and Dh400 billion in property investment potential, it's clear that Dubai is still the region's most attractive investment ecosystem. But the developers who thrive will be the ones who can blend innovation with accountability.

Grovy's projects have often been described as "spaces that grow value." What does that mean in practice?

It's our core philosophy. Real estate, at its best, should create wealth that endures beyond the initial sale. Every decision from site selection to space efficiency is made with long-term appreciation in mind.

We don't build for trends; we build for tenancy, usability, and legacy. When our investors see a minimum of 25% IRR across projects, it's because we design with value creation as a science, not a slogan.

What's next for Grovy as you expand across Dubai?

We're entering an exciting phase. With five projects across JVC, Dubailand, and Dubai Islands, we're continuing to build selectively—never chasing volume. The next chapter for Grovy is about scaling thoughtfully, integrating sustainability, and deepening our partnerships across the ecosystem.

Our 2030 vision is simple: to be known not just as a developer of luxury properties, but as a developer of trust.

Scan this QR code to view the interview

Not Just Real Estate. Real Vision

REM TIMES talks to **Sergey Avayan, CEO, HOLM Developments,** in an exclusive **Property Pulse episode**

From left on: Jatin Deepchandani, CEO of REM TIMES and Sergey Avayan, CEO of HOLM Developments

> Dubai is known for its pace, and rightly so. It's part of the city's DNA. But when you're building homes meant to stand the test of time, rushing rarely leads to excellence.

Dubai real estate has a lot of flash. But every now and then, you meet someone who's building something spectacular, quietly. Someone focused on shaping the future, not just the skyline.

During the latest episode of **Property Pulse**, powered by **REM TIMES**, the **CEO, Jatin Deepchandani,** sat down with **Sergey Avayan, CEO of HOLM Developments,** to explore how his philosophy of quality, wellness, and longevity is redefining what it means to create value in Dubai's fast-paced property landscape.

With over two decades of experience and a career that's spanned sectors from medical technology to agrotechnology, Sergey has built a reputation for turning bold visions into enduring projects. He now leads HOLM with a focus on sustainable growth, thoughtful design, and creating homes that truly stand the test of time.

Excerpts from the interview:

Dubai rewards speed, fast launches, & fast handovers. Yet HOLM seems to play the long-term game. Why?

Dubai is known for its pace, and rightly so. It's part of the city's DNA. But when you're building homes meant to stand the test of time, rushing rarely leads to excellence. We study each site deeply before designing, understanding not only its commercial potential but also its emotional one, like how the light moves, how people will interact with the space. Our goal is to create developments that remain relevant and desirable ten or twenty years from now. That takes patience, precision, and a mindset focused on quality over speed.

You've mentioned that buyers today aren't just seeking the wow factor. They want homes that work. What defines that for you?

Today's customer is much more discerning. They've seen luxury, they've travelled, they know what works. A home, at its core, is not about brand names or marble finishes, it's about livability. When we design, we ask: Does the space breathe well? Is it efficient? Is it comfortable? The wow factor, for us, is when someone walks into one of our homes and instantly feels at ease.

When starting a new project, before a single render is drawn, what's the first question you ask yourself?

The first and most honest question is: Would I live here myself? It's the ultimate filter. If the answer is no, we go back to the drawing board. If I would be proud to call it home, then I know we're on the right path.

You've worked across healthcare, agriculture, and now real estate. What's the common philosophy running through all these ventures?

The common thread is wellness. Whether it was distributing medical equipment, developing sustainable agriculture, or building homes; each industry, in its own way, is about improving people's quality of life. At HOLM, we translate that philosophy into design.

Scan this QR code to view the interview

Exclusive vs. Distributed Brokerage:

Which Strategy Wins in Today's Real Estate Market?

Dubai's property market continues to set new records — both in sales volume and broker activity. In 2024 alone, the emirate witnessed nearly 180,900 real estate transactions worth over AED 522 billion, marking a 36% rise in volume and 27% increase in value compared to 2023. Off-plan deals dominated, accounting for 63% of all residential transactions, while in the AED 10 million-plus luxury segment, 69% of sales were off-plan, a 240% surge over two years.

Behind this momentum is a fiercely competitive brokerage landscape — more than 42,000 transactions in the first half of 2025 were facilitated by brokers, earning a staggering AED 3.23 billion in commissions, nearly double the previous year's figures.

In such a high-velocity market, one strategic question is gaining new relevance: Should developers tie up with one exclusive brokerage partner or open their listings to multiple agencies?

The Power of One: Why Exclusivity Still Works

In a marketplace saturated with listings, exclusivity can serve as a beacon of focus and clarity. For many developers, appointing a single major brokerage isn't just about convenience — it's a branding decision.

Ritish Arora, Director of Sales at Marquis Developers, believes exclusivity delivers a sharper edge. "Tying up with one major brokerage exclusively can provide strong market visibility and reach as they have built an impactful brand over the years with a wide client network, and a proven marketing system," he says.

Such partnerships often come with a dedicated marketing team, a unified promotional strategy, and high-level client events that elevate a project's perception. "This focused partnership often ensures dedicated team engaged in marketing the project and premium positioning of listings," adds Arora.

> *Exclusive listings close 30% faster on average than open ones, according to agency data.*

> *Dubai recorded 180,900 real estate transactions worth AED 522 billion in 2024 — up 36% year-on-year.*

For boutique developments, branded residences, or ultra-luxury villas where brand positioning and storytelling are key, exclusivity ensures consistency. It also allows developers to retain control over pricing and presentation — crucial in markets where oversupply and inconsistent messaging can quickly erode value.

When One Isn't Enough

However, exclusivity can have its downsides — particularly for high-volume or mid-market projects where velocity matters more than image. "Exclusivity also limits exposure to other performing brokers' networks and their potential buyers and markets," warns Arora.

That's where a distributed or semi-exclusive approach can be more effective. Allowing a select number of agencies to represent the same property expands visibility, drives healthy competition, and brings diverse buyer bases into play.

Ritish Arora, Director of Sales, Marquis Developers

> Tying up with one major brokerage exclusively can provide strong market visibility and reach as they have built an impactful brand over the years with a wide client network

Richard Soderlund, Managing Director, Henn&Rich Properties

> While partnering exclusively with a major brokerage can offer access to their extensive client databases and brand exposure, distributing your listing across select agencies often increases your chances of finding the right buyer

DATA POINTS

What the market tells us?

Agencies such as Allsopp & Allsopp recommend limiting listings to **a maximum of three agents** to maintain consistent pricing and messaging.

Metropolitan Premium Properties reports that **exclusive mandates close up to 30% faster** than open listings, driven by better accountability and focused marketing.

The launch of Dubai's **Multiple Listing Service (MLS)** adds a new layer of transparency, allowing wider reach without losing control of data or pricing integrity.

In Brief

Strategy	Strengths	Risks & Challenges
Exclusive Mandate	Strong brand control, unified marketing, dedicated sales focus	Limited reach if broker underperforms
Selective Distribution	Broader buyer exposure, healthy competition, diverse networks	Risk of inconsistent messaging and brand dilution

The Case for Controlled Distribution

Richard Soderlund, Managing Director at Henn&Rich Properties, argues that diversification, when managed well, can be the smarter route. "While partnering exclusively with a major brokerage can offer access to their extensive client databases and brand exposure, distributing your listing across select agencies often increases your chances of finding the right buyer."

He points out that no two agencies work the same way — and that's precisely the opportunity. "Each agency has its own network, style and approach to marketing, and that diversity can open doors to different buyer segments," Soderlund explains.

For developers targeting both investors and end-users, that variety of reach can make a measurable difference in absorption rates. Still, Soderlund cautions that distribution must be done with structure, not abandon.

"In Dubai's competitive market, strategic collaboration, when managed with consistency and clear communication, creates wider visibility and stronger results. Boutique firms like ours ensure that even when listings are distributed, they are represented with care, accuracy and a personal touch."

> *Brokers earned AED 3.23 billion in commissions in H1 2025 alone, nearly double of 2024's figure.*

The Hybrid Advantage

In reality, the most successful strategies often lie between the two extremes. Many developers now appoint a lead exclusive agency responsible for marketing, branding, and sales oversight, while granting co-broker rights to two or three additional firms. This model safeguards control yet expands reach — effectively merging exclusivity's focus with distribution's dynamism.

> *Most developers now use a "maximum three-agent" rule to balance exposure and control.*

As Arora succinctly concludes, "Ultimately, the better approach depends on the project's scale and target audience — exclusivity works well for premium or niche developments with limited inventory, while broader distribution suits mass-market properties."

It's a sentiment that captures the modern brokerage equation: not one size fits all, but one strategy fits right.f

The Bottom Line

In an era where visibility, reputation, and conversion speed all matter equally, there's no universal formula. Exclusive tie-ups work best when the story needs coherence; distributed listings thrive where speed and scale take precedence.

Either way, the winning strategy is the one that treats real estate not as inventory, but as a brand — sold through relationships, trust, and precision.

When Miami Meets the Middle East:

Inside Shoma-Reportage Alliance

When two powerhouse markets come together, the result is nothing short of transformative. **Shoma Bay,** the newest addition to Miami's waterfront skyline, is born from a landmark partnership between **Florida's Shoma Group and Cosmo Developments**, the flagship brand managed by **Reportage Group,** one of the UAE's largest private developers.

Masoud Sholajee, CEO of Shoma Group and Andrea Nucera, CEO and Managing Director of Reportage Group

Announced on October 10, the collaboration marks Reportage's first venture into the U.S. market and signals a new era of cross-continental real estate design — where Miami's vibrancy meets Abu Dhabi's precision. Rising along the shores of Miami Bay, Shoma Bay redefines modern waterfront living with its blend of ambition, craftsmanship, and livability.

In this exclusive conversation with **REM TIMES, Masoud Shojaee, CEO of Shoma Group, and Andrea Nucera, CEO and Managing Director of Reportage Group,** reveal how their alliance is reshaping not just a skyline — but the very idea of global luxury living.

Excerpts from the interview:

The launch of Shoma Bay has been described as a defining moment for both your companies. What does this partnership represent?

Andrea Nucera: This partnership is more than a collaboration; it's a convergence of philosophies. From Abu Dhabi to Miami, our vision at Reportage has always been to create homes that combine elegance with functionality — and that approach translates perfectly into a city like Miami.

Entering the U.S. market is not just a business expansion for us; it's part of a longer-term growth story — one where we aim to build a legacy across continents. Our entry through Cosmo Developments symbolizes our confidence in bridging regions, cultures, and design sensibilities.

Masoud Shojaee: For Shoma Group, this project captures Miami's soul — bold, diverse, and always evolving. Shoma Bay is not just another high-end development; it's a lifestyle experience that responds to the way people actually live. While it's undeniably luxurious, every aspect has been designed with practicality in mind — from traffic flow to amenities that enhance day-to-day livability. The needs of residents come first.

> Miami and Dubai share more similarities than most realize. Both are global gateways, culturally diverse, and deeply aspirational.
>
> *– Masoud Shojaee*

Miami is no stranger to ambitious developments. What sets Shoma Bay apart in such a competitive landscape?

Masoud Shojaee: Miami thrives on reinvention, and Shoma Bay embodies that spirit. It blends the pulse of this city with the precision and global vision that Reportage brings from the UAE. Together, we've envisioned a community that's modern yet grounded a place that reflects both ambition and comfort.

It's designed not just for investors, but for residents who want to live, work, and thrive in Miami. Every space from the waterfront promenades to the curated amenities is meant to foster connection and convenience.

Andrea Nucera: For Reportage, the project is also a statement of intent — that we can deliver the same quality and value that define our developments in the UAE to a global audience. Shoma Bay will serve as a showcase for our design ethos: clean lines, efficient layouts, and luxury that feels accessible and human.

Andrea, you've mentioned that this marks Reportage's first major step into the U.S. market. What motivated this move?

Andrea Nucera: The U.S. is a dynamic and mature real estate environment. Entering it required finding the right partner — one that shares our values of quality, transparency, and community-first development. With Shoma Group, we found that alignment.

> We're not chasing scale; we're pursuing substance. Shoma Bay will be the first of several projects under our global development roadmap
>
> *– Andrea Nucera*

This expansion is part of our long-term vision to extend the Reportage philosophy to newer regions where we can make a lasting impact. We're not chasing scale; we're pursuing substance. Shoma Bay will be the first of several projects under our global development roadmap, designed to resonate with both local and international buyers.

This collaboration feels symbolic, connecting two of the world's most dynamic real estate markets. Was that intentional?

Masoud Shojaee: Absolutely. Miami and Dubai share more similarities than most realize — both are global gateways, culturally diverse, and deeply aspirational. Our partnership with Cosmo Developments and Reportage Group isn't just about building a tower; it's about creating a bridge between regions that share the same rhythm of ambition. Together, we're setting a precedent for cross-border collaboration in real estate one that merges expertise, culture, and a shared passion for innovation.

Andrea Nucera: In many ways, this project mirrors how cities like Dubai and Miami define the future of living cosmopolitan, connected, and conscious. Our goal is to bring the best of both worlds to residents: Middle Eastern craftsmanship and design integrity, combined with Miami's vibrancy and energy.

Immersive Luxury, Redefined

Abdulla Lahej, Chairman of Amaal, shares how the brand's collaboration with MANSORY is redefining Dubai's ultra-luxury living through immersive design and lifestyle experiences.

Abdulla Lahej, Chairman of Amaal

Dubai's ultra-luxury real estate market continues to push boundaries, and Amaal is setting a new benchmark. With the launch of the Amaal–MANSORY Experience Centre, visitors can explore a fully immersive journey into the brand's design philosophy and lifestyle vision. From VR walkthroughs and mock-up apartments to a 2.5-metre scale model, the centre allows high-net-worth buyers, investors, and brokers to experience firsthand the craftsmanship, exclusivity, and innovation behind every Amaal residence. In this exclusive interview, **Abdulla Lahej, Chairman of Amaal**, shares insights into the collaboration with MANSORY, the role of the Experience Centre in shaping Dubai's ultra-luxury landscape, and how the brand is elevating expectations for bespoke living.

With the launch of the Amaal Experience Centre, how do you envision giving visitors a first-hand understanding of the lifestyle and design ethos behind your residences?

True luxury is never just imagined; it must be seen, felt, and experienced. The Amaal–MANSORY Experience Centre was created to demonstrate our vision for ultra-luxury living in a way that is both tangible and inspiring. Positioned against the Ras Al Khor Wildlife Sanctuary and the Downtown Dubai skyline, it sets the tone for exclusivity from the outset. Visitors can tour a fully built mock-up apartment, explore a detailed 2.5-metre project model, and immerse themselves in virtual walkthroughs of every unit type. Authentic finishes, curated materials, and MANSORY automotive artistry are all on display, giving visitors a journey through a curated showcase of the brand's vision, craftsmanship, and lifestyle. For a young developer like Amaal, the Centre also signals that ambition matches delivery. Dubai recorded AED 51.1 billion in property sales in August 2025 alone, and this space positions us to engage directly with the high-net-worth individuals driving that momentum.

How does Amaal translate its commitment to craftsmanship, exclusivity, and luxury into the design of your homes?

Each residence is a manifestation of our unwavering commitment to luxury, designed with meticulously selected materials, precision detailing, sophisticated spatial planning and bespoke interiors. Visitors to the Experience Centre interact directly with curated samples of flooring, wall treatments, and custom fixtures, providing tactile evidence of the elevated standards and aesthetic rigor that underpin every Amaal home. From the striking architecture set against the Ras Al Khor Sanctuary to layered lighting and brushed metals, every feature is chosen to echo the bold design language of MANSORY while maintaining residential comfort. In Dubai's luxury market, where buyers are paying premiums of 40–60% for branded residences, craftsmanship must be paired with a design philosophy that feels truly unique. Advanced home automation, seamless service, and amenities match the lifestyle expectations of HNW buyers. For us, luxury means homes that stand apart as lifestyle assets and long-term investments.

> *With the UAE now home to 130,500 millionaires, the demand for ultra-luxury living will only intensify.*

What inspired the decision to integrate immersive experiences, such as VR rooms and mock-up apartments, into the way potential residents engage with your projects?

We wanted to rethink how ultra-luxury real estate is experienced at the point of sale. Investors and buyers in Dubai's ultra-luxury segment expect certainty when committing to a property of this scale, and traditional brochures no longer deliver that confidence. It acts as a space where high-net-worth buyers, brokers, and investors can see, touch, and virtually explore every detail of MANSORY Residences, giving them clarity and confidence before making investment decisions. Integrating the VR Room and mock-up apartments reflects Amaal's philosophy of transparency and innovation in client engagement, offering assurance, delight, and a deeper appreciation of the project vision. The result is a sales experience that mirrors the exclusivity of the residences themselves, setting a higher standard for how luxury projects are introduced in Dubai.

How does the collaboration with MANSORY influence the aesthetic and design philosophy of Amaal Residences?

MANSORY, the renowned automotive atelier, brings a design language shaped by decades of reimagining supercars. Together, we distill a high-performance aesthetic into more sophisticated, softer spatial environments that layer boldness with comfort and precision with warmth. The collaboration also extends to lifestyle elements, such as VIP parking designed with showroom-style display and vehicle well-kept services, which directly link automotive artistry with the residential experience. This cross-pollination introduces a rare sense of individuality and collectability to each residence, echoing the exclusivity of bespoke supercars in living space form. For Amaal, this partnership allows us to go beyond conventional luxury and push into new territory where engineering precision and artful living meet. Together, this represents the world's first project of its kind, reinforcing the city's role as a global leader in design-led living.

As Dubai continues to lead the global luxury real estate market, what role do you see the Amaal Experience Centre playing in shaping the city's ultra-luxury property landscape?

Dubai is now the global capital for branded residences, with the UAE ranked as the world's third-largest market in this segment. The Amaal–MANSORY Experience Centre sets a new benchmark not just for presenting ultra-luxury homes, but as a dynamic hub for client engagement and international launches. As Amaal builds its AED 5 billion pipeline of projects, the Centre will showcase future launches, keeping clients connected to our wider portfolio. It has been designed to stay relevant to Dubai's ever-growing appetite for world-class property and lifestyle investment, while positioning the Ras Al Khor district at the heart of the city's next wave of global, collectable living.

With the UAE now home to 130,500 millionaires, the demand for ultra-luxury living will only intensify. By anchoring our brand with a centre that demonstrates quality and vision, we reinforce Dubai's reputation as the most dynamic luxury property market globally, while contributing to its ongoing leadership in real estate innovation.

Holo's New AI Platform Rewires Real Estate Experience

The platform empowers mortgage advisors and concierge teams to move faster and decide smarter

Holo, the digital-first platform reinventing how people buy homes in the region, has unveiled a new AI-powered platform that's not just enhancing operations, but redefining how real estate works from the inside out. The system is Holo's internal engines and backbone, powering everything from client conversations to mortgage submissions with a single, seamless interface, built for speed.

Arran Summerhill and Michael Hunter, Founders of Holo

> *UAE's PropTech market is currently valued at $607.1 million and is forecasted to reach $1.55 billion by 2030*

This platform acts as a real-time command center, empowering both mortgage advisors and concierge teams to move faster, decide smarter, and deliver exceptional service at every touchpoint. From mortgage applications to property comparisons, it eliminates the hurdles most buyers never see, but always feel.

"Our mission has always been to remove friction from the home-buying journey," said Michael Hunter, CEO & Co-Founder of Holo. "With this new mobile-first AI platform, we're not just improving speed, we're rewriting the experience itself. It gives our team the power to support buyers in real time, whether they're managing approvals or guiding a family through their first viewing. It's become the central nervous system of our business, and that makes all the difference when someone's making one of the biggest decisions of their life."

Holo's platform enters the market at a crucial time when the UAE's AI sector is on a sharp upward trajectory, expected to grow from $3.47 billion in 2025 to $46.33 billion by 2030, with the government investing heavily in AI infrastructure under its national strategy. As the PropTech market accelerates, the UAE is experiencing rapid growth, with the local market currently valued at $607.1 million and is forecasted to reach $1.55 billion by 2030, driven largely by digital mortgage platforms, tools, and AI-powered innovations like Holo's.

> *The UAE's AI sector is expected to grow from $3.47 billion in 2025 to $46.33 billion by 2030*

"What we've built isn't a trend piece or a PR stunt," said Arran Summerhill, COO & Co-Founder of Holo. "This platform solves a real problem: operational drag. In a digital-first world, slow processes kill momentum. Our AI system puts speed and precision where it matters most, into the hands of our team."

"This isn't about replacing the human touch," added Arran Summerhill, Co-Founder of Holo. "It's about amplifying it. Our mortgage experts and concierge team are here to reassure, guide, and simplify. By using AI to take care of the grunt work behind the scenes, we free them up to deliver insights and empathy, the things that really close deals. That's the innovation the industry's been missing."

The platform blends multiple AI-powered features into one cohesive experience. Team members can dictate post-viewing notes that are automatically summarised and tagged. Concierge reps can log buyer preferences and broadcast them across Holo HUB to receive property matches in under an hour. Mortgage advisors can validate and submit documents in a few taps, while built-in deal health alerts ensure nothing slips through the cracks.

From data entry to decision-making, the AI agent reduces turnaround times, removes inefficiencies, and unlocks greater visibility for everyone involved. Whether it's a mortgage advisor in the field, a concierge representative coordinating viewings, or a case manager at their desk, Holo's team can now update, respond, and deliver clarity faster than ever.

Dubai's Holiday Home Market:

Growth, Flexibility and Experience-Led Stays

In an exclusive with **REM TIMES, Katherine Read, Founder of The Holiday Mode & Short Stay Circle**, reveals how Dubai's holiday home boom rewards investors who offer guest-first, memorable, and experience-led stays that go beyond mere occupancy

Dubai's holiday home sector is riding a wave of unprecedented growth, fueled by a surge in tourism, evolving regulations, and a heightened appetite for flexible accommodation options. According to **Katherine Read, Founder of The Holiday Mode & Short Stay Circle**, the market is no longer just about occupancy rates—it's about crafting distinctive, experience-led stays that resonate with both leisure and business travellers.

"The city's tourism boom has created fertile ground for holiday home investors," Katherine notes. "But success today hinges on offering more than just a place to sleep. Guests are increasingly willing to pay a premium for properties that combine seamless management with memorable experiences."

This trend is evident in the rising demand for short-term rentals that do more than provide convenience—they create a story. Investors and operators who prioritize guest-first strategies, focusing on personalization, sustainability, and local partnerships, are seeing stronger returns. Properties that stand out often do so by integrating curated experiences, from bespoke interior designs and wellness offerings to collaborations with local artisans and brands.

Dubai's regulatory environment has also matured significantly, providing clarity and reassurance for investors. With clearer licensing frameworks and compliance guidelines, property owners can confidently operate in the short-term rental space while maintaining quality and safety standards. "The strengthened regulatory framework is a game-changer," Katherine explains. "It ensures guests feel secure and investors can focus on innovation and service excellence rather than administrative hurdles."

The financial appeal of the holiday home market extends beyond occupancy rates. ROI is increasingly linked to how effectively operators differentiate their offerings. Sustainability, technology-driven convenience, and unique guest experiences are becoming key determinants of success. Repeat bookings, positive reviews, and brand loyalty are now essential metrics for long-term profitability.

Looking ahead, the market shows no signs of slowing. As more travellers seek flexibility, comfort, and immersive stays, operators who embrace a holistic, guest-focused approach are likely to reap the rewards. Katherine emphasizes, "Those who invest in quality, guest-first thinking, and collaborative partnerships with local businesses are poised to see the strongest returns in the coming years."

Dubai's holiday home market is evolving from a niche rental segment into a sophisticated ecosystem where experience, design, and operational excellence drive growth. For investors, the message is clear: success lies in creating stays that are not just booked—but remembered.

The Growth Equation:

Balancing Ambition, Strategy and Delivery in FM

Mohannad Hameed, Head of Commercial and Business Growth at iFM, explores the principles that turn ambition into measurable, lasting growth in facilities management

Mohannad Hameed, Head of Commercial and Business Growth at iFM

Growth in facilities management isn't a coincidence; it's a calculated outcome. Behind every expansion, every new contract, and every market milestone lies a balance between ambition and discipline, between the drive to win and the capacity to deliver.

At **iFM**, our trajectory in recent years reflects not the start of a journey but the evolution of one. Backed by over two decades of operational experience, we have achieved strong double-digit growth across both our managed portfolio and workforce. This progress stems not from

> Innovation plays a defining role in transformation. At iFM, it is not a stage in the process, but an enabler embedded in the way we think, design workflows and deliver solutions.

volume alone but from intelligent strategy, structured delivery models, and a deep commitment to measurable performance.

In a sector where expectations are high and delivery defines reputation, true growth is defined by the ability to translate commercial success into lasting partnerships. It is not about reach; it is about relevance, ensuring every engagement reinforces the strength of our delivery ecosystem and the confidence our clients place in us.

> ***Behind every market milestone lies a balance between ambition and discipline***

Behind every milestone lies the structure that makes growth sustainable. Success in facilities management is never achieved in isolation; it is built on the alignment between business development and delivery. Growth becomes predictable when strategy and execution move in unison. This internal coordination transforms individual wins into organisational momentum and creates a framework where reliability becomes repeatable.

> ***Sustainable growth, however, extends beyond structure and systems.***

Innovation plays a defining role in that transformation. At iFM, it is not a stage in the process, but an enabler embedded in the way we think, design workflows, and deliver solutions. This approach is supported by advanced technologies that enhance performance and transparency. Through IoT integration, real-time monitoring, and data-driven asset management, we have strengthened the way outcomes are measured, predicted, and improved. This continuous commitment to innovation enables our teams to respond faster, perform smarter, and deliver measurable value across every square foot.

Sustainable growth, however, extends beyond structure and systems. Culture is the element that turns processes into purpose. Expansion without culture risks fragmentation, but when people understand the "why" behind growth, they become its most powerful driver. At iFM, we focus on building a mindset of accountability, empowerment, and clarity where teams do not just execute tasks; they uphold a shared mission of reliability and impact.

The challenge, and the art, lies in balance. Growing fast means little if quality, safety, and responsiveness weaken along the way. That is why our focus remains constant: to expand ambitiously while keeping our service standards uncompromised and our delivery systems unified under one operational culture.

The growth equation, as I see it, rests on three fundamentals: **Ambition fuels momentum. Strategy sets direction. Delivery sustains reputation.** When these forces converge, growth is not a possibility but a certainty; the result of determination, focus, and consistency, where every achievement builds the foundation for the next.

Leading with Vision:

How Ziad Haddad is Redefining Community Living

Ziad Haddad, Senior Vice President – Facilities Management at LOAMS, speaks about innovating community living through sustainability and a deep commitment to resident well-being

Ziad Haddad, Senior Vice President – Facilities Management at LOAMS

As **Senior Vice President of Facilities Management at LOAMS, Ziad Haddad** has been at the forefront of transforming how communities are built, managed, and experienced. Overseeing 128 projects across five countries, he combines operational precision with a people-first philosophy that has redefined community living in the region. Under his leadership, LOAMS has championed sustainability, safety, and digital innovation—launching solar initiatives, introducing drone-based inspections, and creating vibrant, connected neighbourhoods where over 600,000 residents feel at home.

With nearly two decades of experience in facilities and community management, Haddad's approach blends data-driven decision-making with human-centric values. His vision is clear: to create living environments that are safe, sustainable, and truly engaging. In this conversation, he shares insights on leadership evolution, the power of resident experience, and how LOAMS continues to set new benchmarks for excellence in the Middle East's dynamic real estate landscape.

With nearly two decades of experience in community and facility management, how has your leadership philosophy evolved in driving excellence across LOAMS managed communities?

With more than two decades in the industry, my leadership philosophy now centres on proactive engagement, data-driven decisions, and empowering teams to deliver consistent excellence. At LOAMS-managed properties, my role goes beyond operations—it's about creating environments where residents feel truly valued. Excellence is a moving target; it demands adaptability, continuous improvement, and listening to both residents and teams. I focus on building collaborative; accountable teams aligned with LOAMS' high standards and customer-centric values. By leveraging technology, instilling ownership, and fostering responsiveness, we ensure communities exceed expectations. Leadership here means being present, forward-thinking, and deeply committed to service excellence - qualities I strive to embody daily.

> Innovation is embedded in LOAMS' strategy as we evolve into a digitally driven, customer-centric organization. Technology is redefining expectations of modern living.

Resident experience is central to LOAMS' brand. How do your community management practices contribute to customer satisfaction and community engagement?

At LOAMS, resident experience is central to everything we do. Our approach to community management is built on the belief that well-maintained environments foster satisfaction, pride, and belonging. We focus on three pillars: proactive maintenance, transparent communication, and lifestyle enhancement. Smart FM technologies and predictive models ensure minimal disruptions and high service standards. Our teams anticipate needs, transforming FM into a resident-centric service. Communication is key—through updates, feedback channels, and mobile platforms, residents feel heard and valued. We also support events, wellness initiatives, and sustainability programs, reinforcing LOAMS' role as a curator of premium living. This drives satisfaction, engagement, and brand loyalty.

Technology and digital tools are transforming Community Management globally. How is LOAMS leveraging innovation to optimize operations and improve service delivery?

Innovation is embedded in LOAMS' strategy as we evolve into a digitally driven, customer-centric organization. Technology is redefining expectations of modern living. We've adopted integrated platforms for maintenance, service-provider management, and service tracking-empowering teams with real-time data for predictive maintenance and faster resolutions. Smart building tech like IoT sensors, automated systems, and AI analytics optimize resources and ensure safety and sustainability. Our mobile apps allow residents to log requests, track updates, and share feedback—bringing transparency and convenience. Through these innovations, LOAMS elevates the living experience, sets new service benchmarks, and aligns with global best practices in smart community management.

Sustainability is a growing priority in the industry. How are eco-friendly practices and ESG principles integrated into LOAMS community management strategy?

Sustainability is central to LOAMS' community management strategy, guided by our ESG commitment. Environmentally, we implement energy-efficient lighting, smart irrigation, and recycling programs, while promoting green landscaping and sustainable procurement. Socially, we foster inclusive, wellness-focused communities through health events, accessibility audits, and resident education. Internally, we prioritize employee well-being and fair practices. Governance is upheld through ESG-integrated KPIs, digital dashboards, and transparent reporting. Ethical oversight ensures compliance and accountability across operations. Through this holistic approach, LOAMS redefines luxury living—balancing comfort, innovation, and conscience. Our goal is to deliver sustainable excellence, where residents enjoy premium experiences while contributing to a responsible future.

What are some of the unique challenges in managing large-scale, luxury residential and mixed-use developments, and how do you address them?

Managing Dubai's premier luxury communities requires more than operational expertise - it demands emotional intelligence, hospitality, and brand alignment. LOAMS navigates complex governance structures involving multiple stakeholders, including residential, retail, and commercial owners, as well as the developer. To address this, we've established clear frameworks, aligned principal bodies, and implemented KPI-driven contracts. Monthly governance reviews and digital dashboards ensure transparency and timely action. These measures unify diverse interests while maintaining a seamless resident experience. Our approach ensures every property reflects LOAMS' commitment to excellence, community, and luxury.

Ziad Haddad, Senior Vice President – Facilities Management at LOAMS

Future of Living:

How Technology Is Redefining the Way We Live

Karan Nag, Vice President – MENA, Anacity, shares his insights on how technology is reshaping real estate, driving smarter living spaces, sustainable communities and connected urban experiences

Living Spaces Transformed

- Real estate is shifting from buildings to tech-driven, responsive experiences
- Smart homes and workplaces adapt to comfort, wellness, and energy use
- AI, sensors, and digital twins allow spaces to anticipate resident needs and moods

For decades, real estate has been defined by buildings. Today, it is defined by living, working and leisure experiences, underpinned by technology. The modern city is no longer a collection of concrete structures. It's a living network of data, sensors, and experiences woven seamlessly into our built environment. The future of living isn't just about where we stay, but how our spaces respond, adapt, and evolve with us.

From Structures to Systems

Real estate has always been about permanence and for most people that meant brick and mortar buildings. This reality has slowly been evolving with the function of real estate now shifting from ownership to experience, from transactional to responsive. Smart homes, connected workplaces, and AI-managed communities are turning every square foot into a service that is measurable, optimisable, and personal.

Digital twins, predictive maintenance systems, and AI-driven design tools are changing the rules of development. They allow planners to test scenarios before breaking ground, anticipate energy needs, and even simulate resident satisfaction. The result is a more customer or resident-centric approach.

The New Human-Technology Relationship

Over the years, technology has become increasingly personalised - community apps to meet your needs, social media algorithms meant to appeal to you, and fitness apps that track every aspect of your health.

In the built space, technology has been a powerful force behind the scenes. While community apps may form our primary interface with our residential and workplace spaces, technologies like AI, machine learning, voice interfaces, sensor-based lighting, and adaptive HVAC systems have been working in the background, predicting comfort preferences, managing energy use, and ensuring security - while freeing residents from the daily frictions of urban life.

But beyond convenience, technology is starting to influence how we feel inside buildings, enabling designs that respond to mood, wellness, and circadian rhythm. The home of tomorrow may not just house you - it may understand you.

Building a Community

Ironically, the more digital our spaces become, the more they must prioritise human connection. The future of living will depend on how well technology enhances social belonging - not replaces it.

Smart community platforms, shared digital services, and hybrid social spaces are turning residential and commercial complexes into thriving micro-ecosystems. They enable people to share amenities, discover neighbours, and engage in community governance - all powered by technology that fosters inclusivity and transparency.

Sustainability as a Digital Outcome

Technology is also the most powerful tool we have to fight climate change in the built environment. According to the IEA, AI and smart controls like smart thermostats and controllers, could decrease total energy use in residential and commercial buildings by as much as 10% by 2040. Another McKinsey report found that smart algorithms managing HVAC and lighting can cut CO emissions by up to 20% in commercial buildings.

The buildings of the future will be self-auditing — automatically adjusting resource consumption, tracking carbon output, and aligning performance with ESG benchmarks. Sustainable design will no longer be a one-time certification, but a continuous, data-driven practice.

The City as a Living Organism

We see real estate as brick and mortar - living spaces that are inanimate. But the future cities will be alive - With technology that connect people with buildings, anticipating our needs, talking to us through a digital interface, responsive to our needs, moods and desires. Technology will not just power our buildings; it will shape how we experience belonging, wellness, and identity in the urban world.

So, the future of living is about symbiosis between humans and machines, between buildings and ecosystems, and between the digital and the deeply human.

Karan Nag, Vice President – MENA, Anacity

Powering UAE's Shift to Digital-First Property Management

For real estate developers and property management companies, adopting enterprise resource planning is imperative, writes **Moossa M. Alavi, Founder & CEO of software provider Techbot ERP**

Moossa M. Alavi, Founder & CEO of software provider Techbot ERP

The UAE real estate sector is undergoing a decisive shift to digital-first operations. Transaction volumes are rising, off-plan sales are accelerating, and tenants now expect faster service and clearer communication. In this environment, efficiency and transparency are no longer advantages — they are requirements.

That is why real estate developers and property management companies are adopting enterprise resource planning (ERP) systems integrated with property management platforms. Beyond managing daily workflows, ERP now underpins compliance too — from e-invoicing and corporate tax to audit-ready portfolio reporting. The result is a single source of truth that improves tenant experience, speeds decision-making, and builds investor confidence across fast-growing portfolios.

Market Momentum: Rising Scale and Expectations

The UAE property market continues to expand, with high demand for Grade A office spaces, new residential launches, and increased investor appetite. This growth also brings complexity: larger portfolios, diverse tenant needs, and regulatory oversight. To manage scale without losing efficiency, developers and property managers require systems that standardize processes, eliminate manual bottlenecks, and ensure compliance.

ERP platforms now serve as the backbone for this transformation, enabling centralized data, automated workflows, and real-time reporting.

Finance and Compliance First

On the finance side, ERP automates accounting, e-invoicing, collections, and portfolio reporting. With rents and sales values rising, even small errors can lead to costly consequences. Real-time dashboards give developers and investors instant visibility into cash flows, receivables, service levels, and project budgets — reducing risk and improving governance.

Compliance has become equally critical. With corporate tax and e-invoicing now part of the UAE's regulatory framework, businesses need accurate, auditable records. ERP provides that assurance, reducing manual effort while ensuring every transaction is transparent and traceable.

Elevating Tenant Experience

ERP systems, when integrated with digital property management tools, are reshaping how core functions are delivered. Tenant management has become more streamlined, with centralized platforms handling lease renewals, rent collection, and customer engagement in real time. This reduces administrative lag and enhances tenant satisfaction through self-service portals and automated reminders.

For tenants, experience is everything. ERP platforms enable integrated portals for renewals, payments, and service requests, while automating maintenance work orders and vendor management. Property managers can respond faster, track service levels, and even forecast maintenance needs. This not only improves satisfaction but also drives retention and builds trust with both residents and commercial tenants.

Beyond Compliance: Real Estate ERP in Action

For real estate developers and property management companies, ERP goes beyond finance and compliance, managing the entire property lifecycle in one integrated platform. A modern ERP captures website leads and property enquiries, promotes properties with live availability and pricing, nurtures leads with CRM and structured follow-ups, and showcases ready units to accelerate sales. It streamlines proposals, negotiations, approvals, contract creation, and e-signing, while efficiently managing leases, renewals, rent adjustments, and collections. This end-to-end visibility reduces downtime, boosts tenant satisfaction, and strengthens investor confidence.

Challenges Alongside Growth

Despite the clear benefits, the transition is not without hurdles. The delivery of tens of thousands of new units in 2025—Dubai alone is expected to see its largest annual supply since 2019—places significant pressure on developers to manage operations at scale. Migration to cloud ERP does require investment and careful change management, especially as thousands of new units come online in 2025. Data consistency is critical: systems must interface with municipal registries and land department platforms, while cybersecurity safeguards are essential for protecting tenant and financial data.

Why ERP Matters in UAE Real Estate?

- Transaction volumes and off-plan sales are accelerating.
- Tenants expect faster service and clear communication.
- ERP ensures efficiency, transparency, and compliance across portfolios.

Outlook: Raising the Bar for Tenants and Investors

ERP is no longer an add-on. It has become the operating layer for digital-first property management in the UAE: transparent contracts, seamless rent payments, proactive maintenance, and audit-ready reporting. For investors, ERP integration delivers the transparency and audit-ready reporting increasingly expected in one of the world's most dynamic property markets.

For real estate developers and property management companies, adopting ERP is not just about keeping up with digital transformation — it is about staying competitive in a market where transparency, efficiency, and compliance define success.

Backed by government initiatives that encourage smart cities and sustainable development, the UAE is laying the groundwork for an ecosystem where technology, efficiency, and trust converge. In this landscape, developers and property managers who adopt ERP systems are not just improving operations—they are positioning themselves as leaders in a market that prizes agility, accountability, and tenant satisfaction.

Reclaiming Public Spaces

Architecture's Role in Nurturing Urban Development

Dr. Harpreet Seth, Head of Architecture at Heriot-Watt University, Dubai, explores how architecture can reclaim and reimagine these vital shared spaces, nurturing urban well-being and cultural vibrancy in an increasingly digital, fast-paced world

"First life, then spaces, then buildings, the other way round never works."

Jan Gehl, Danish Architect and Urban Designer

The quote is a reminder of the role of meaningful architecture in fostering a sense of community, promoting well-being, cultural identity, urban livability and inclusivity by reclaiming public spaces in our cities.

Public spaces are centers of civic life. The dictionary defines these as areas that are open and accessible to everyone, serving as vital community hubs for social interaction, physical activity, and cultural events. These public spaces include the streets, parks, playgrounds, beaches, public squares, transport stations, and common service areas where people from varied backgrounds come together for a dialogue with the city, defining the city's urban identity and its distinct character. This is vital to our sense of belonging and shared identity through social encounters and collective experiences in the public domain. Architecture can respond to, shape and transform these civic areas while helping to create community and inspire change. Every city has a soul, its unique music, and memories associated with it. More than the tangible aspects of people, buildings and infrastructure, it is the intangible aspects that leave an imprint, creating an enduring image of a city. The music of the city is the unique experiences that the city offers to the people within the public domain, within its in-between spaces, where people encounter life and their city.

> Public spaces deal with cultural richness, identity and diversity but also inequalities, contradictions and conflicts.

Architects and designers are increasingly mindful of the value of public space and its role in social and cultural vitality. The focus on shared public space in the development of our buildings and cities is vital for the health of the city and well-being of people. The city needs to provide vibrant, dynamic public areas and places of transition for people from the private to the public. Public greens, shaded pedestrian walkways, are not only the essential lungs for the city but also spaces of rest, pause and slowing down for the residents. Safe, accessible, and vibrant public amenities are often prized possessions for residents, fetching a higher value in the real estate market. Inclusivity is the key driver in the design of these shared "living rooms", which need to be accessible to all.

As the influential urbanist Jane Jacobs once said, "Cities have the capability of providing something for everybody, only because, and only when, everybody creates them." Her words resonate deeply with the idea that public spaces are not just designed structures but are shaped and defined by the people who use them, contributing to the unique identity of a city.

Dr. Harpreet Seth, Head of Architecture at Heriot-Watt University, Dubai

Burj Khalifa in Dubai, Big Ben in London, Times Square in New York, the Eiffel Tower in Paris, the Marine Drive in Mumbai, or the Sydney Harbour in Sydney are the iconic images that instantly come to mind when one thinks of any of these cities. These icons have become the physical landmarks that are not only prime attractions but also vibrant public spaces that provide vast urban space for people to interact, indulge and celebrate.

Public space for civic empowerment or a little rest remains more essential than ever, as our lives increasingly move online away from in-person interactions. Pedestrians are walking 15 per cent faster and stopping to linger 14 per cent less than they used to, according to a study from MIT's Senseable City Lab that hopes to guide the design of public spaces. According to the researchers, the study suggests that urban designers will have to work harder than in previous decades to encourage people to slow down and have positive social experiences. This trend suggests a growing perception of city streets as corridors for movement rather than spaces for social interaction. These findings highlight a changing urban dynamic, where efficiency increasingly shapes public space usage, potentially impacting social connections and the community-building role of these environments.

Public spaces deal with cultural richness, identity and diversity, but also inequalities, contradictions and conflicts. Public spaces can be drivers of social rebirth for people, neighbourhoods and communities, with context-based design interventions and a sensitive approach.

Thoughtful design that responds to unique environmental, social and urban conditions is required in this age of polarisation to counter the trend for isolation and hurriedness in public space that comes from a prevalent screen time and cafe culture, which focuses on the private rather than the public. Co-existence with each other and nature is vital to our existence, and designers need to explore dynamic ways to think about architecture and public life by harmonising functionality, inclusivity, and sustainability.

Shaping the Future of Community Management in Saudi Arabia

Community management expert **Garry Murray** speaks to **REM TIMES** on evolving communities, smart solutions, and Vision 2030 impact

Community management expert Garry Murray

A seasoned leader in community management with extensive experience across the GCC and UAE markets, **Garry Murray** has been at the forefront of shaping how residential communities are managed, particularly in rapidly evolving markets. As the Kingdom of Saudi Arabia experiences unprecedented growth in property development, Murray's insights provide a roadmap for elevating community management standards, aligning them with Vision 2030, and integrating sustainability, smart solutions, and resident-centric services.

In an interview with **REM TIMES**, he discusses the rapid evolution of community management in Saudi Arabia, highlighting the sector's growing sophistication, the shift from traditional compound living to multi-owner developments, and the increasing role of sustainability, smart solutions, and resident engagement in shaping modern communities.

Can you share your perspective on the current state of community management in Saudi Arabia? How has it evolved over the years?

The community management industry in Saudi Arabia is evolving rapidly. While services such as managing shared areas and overseeing funds for maintaining assets have long existed, the rise of giga-projects and increased property development is redefining the sector. We are moving toward fully fledged community management services. As more homeowners invest, there will be a greater need for management services that satisfy both residents and investors.

This growth is evident in recent data too: the Real Estate General Authority (REGA) has reported an 185% increase in H1 2025 compared to last year, highlighting the exponential expansion of the market—a trend that is expected to continue in the coming months and years.

> Competition among developers also drives excellence. Successful developers combine best-in-class service with resident engagement.

Saudi Arabia has traditionally had a strong culture of gated or compound living. The shift now is toward homeownership rather than the traditional rental model. Developing projects with multiple owners will naturally increase engagement in the services provided and the associated costs. The education cycle—covering governance, insurance, banking, and administration—that community management delivers will be critical for this development.

Additionally, the service provider model is evolving from frameworks and cost-plus structures to a more service-level approach, where every expense is reviewed and approved by the owners.

With Vision 2030 driving major changes in Saudi Arabia, how is the community management sector adapting to the Kingdom's focus on sustainability, urbanization, and modernization?

Developers are increasingly aligning their projects with Vision 2030. As we enter the early stages of delivering giga-projects over the next 1–5 years, community management will play a crucial role in shaping operational models and service delivery from the construction phase. Early involvement ensures real-life value for end-users and helps developments meet the Vision 2030 objectives.

The concept of smart cities is gaining traction globally. How do you see Saudi Arabia integrating sustainability and smart solutions into community management?

Smart city concepts offer many interesting use cases. It's important to focus on the lifecycle and operational benefits these solutions bring, ensuring they deliver tangible value to both the asset and residents.

Integrating smart initiatives can improve service delivery and customer experience, particularly in larger giga-developments. They can help reduce OPEX and CAPEX costs while maintaining high customer satisfaction—key factors in the successful rollout of smart city projects.

What strategies have proven effective in fostering engagement and building trust among residents in communities within Saudi Arabia?

Saudi Arabia already has a strong culture of community among both local and expatriate populations. The nation's heritage, hospitality, and pride in its culture make resident engagement a natural process. Building trust comes down to honest, transparent service delivery—this is the cornerstone of community management.

Management companies should actively embrace engagement functions, including organizing gatherings, family events, and consistently providing amenities. While world-class service fundamentals remain crucial, focusing on the resident experience is increasingly important.

Competition among developers also drives excellence. Successful developers combine best-in-class service with resident engagement, strengthening both their brand and the reputation of the management company. This presents a significant opportunity for management firms to grow their credibility in a developing market.

As a seasoned professional, where do you see the future of community management heading in Saudi Arabia, especially with the rapid development of mega-projects like NEOM and The Red Sea Project?

The sector still has significant room to grow. Initially, some developers may self-deliver community management services, but as the market matures, specialist players will emerge. Current market experts from the GCC and UAE can contribute knowledge and experience to help develop the industry.

The future will also allow exploration of different business models, including traditional outsourcing to third parties, advisory services for developers, and white-label or joint-venture approaches.

Saudi Arabia Freezes Rents for Five Years in Riyadh

The move is to tackle the surging real estate prices in the capital

> Rents have risen by 30-40 per cent over the past two to three years, said Faisal Durrani, Head of Middle East and North Africa research at Knight Frank.
>
> *– Faisal Durrani*
> *Head of Middle East and North Africa, Head of MENA Research, Knight Frank*

Saudi Crown Prince Mohammed bin Salman has ordered a five-year freeze on rent prices in Riyadh after pledging to tackle soaring real estate costs in the capital. Under the new rules, which came into effect on Thursday, rent for vacant space will be fixed at its most recent price, according to the official Saudi Press Agency. The prince told the consultative Shura Council this month that the recent rapid increases were "unacceptable". He vowed to deal with them through a set of policies that would "rebalance the sector, reduce costs, encourage real estate development and provide diverse housing options for citizens and investors".

Real estate prices have soared in the capital as a result of the prince's ambitious economic diversification programme, including plans to make Riyadh one of the one of the world's top 10 city economies. The boom has complicated the crown prince's goal of a 70 per cent home ownership rate by 2030. "Rents have risen by 30-40 per cent over the past two to three years," said Faisal Durrani, Head of Middle East and North Africa Research at Knight Frank. The growth was driven by "some 250,000 Saudi nationals migrating to the capital over the last five years, combined with the rising tide of expats moving to the city."

"The more exclusive northern districts have experienced even higher increases of around 50-60 per cent during the same period," he said. The government has sought to address the supply shortage by tightening rules on idle plots, known as "white lands". Rules announced last month will quadruple the annual tax rate on undeveloped land larger than 5,000 square metres in some areas of Riyadh. Authorities are currently developing several large projects in the capital, including a new national park and an entertainment zone with a Formula 1 track. They plan to expand Riyadh's airport ahead of major international events, including Expo 2030 and the 2034 FIFA World Cup.

Saudi Arabia Approves Digital ID Use for Foreigners to Own Property

The move aims to allow its use ahead of the implementation of the Non-Saudi Real Estate Ownership Law

Saudi Arabia's Cabinet has approved the use of a digital ID to enable non-Saudi, non-resident foreigners to own real estate in the Kingdom. The General Real Estate Authority will coordinate with the Ministry of Interior, the Saudi Data and Artificial Intelligence Authority (SDAIA), the National Information Center, and other relevant bodies to develop mechanisms for activating the digital ID.

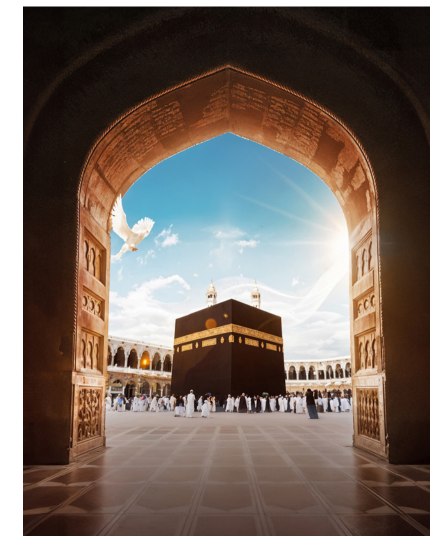
The move aims to allow its use ahead of the implementation of the Non-Saudi Real Estate Ownership Law. The Cabinet also endorsed a decision by the Strategic Committee of the Council of Economic and Development Affairs on governance for non-Saudi property ownership and usufruct rights, including forming a committee within the authority's board to oversee these matters.

The board of the General Real Estate Authority has been restructured under its CEO's chairmanship, with members from several ministries, government bodies, and three private-sector representatives.

In July, the Cabinet approved the Non-Saudi Real Estate Ownership Law, which will take effect in January 2026. Last month, the authority also released a draft of the law's executive regulations, requiring non-resident foreigners to obtain and activate a digital ID via the Absher platform, open a Saudi bank account, and secure a local contact number before acquiring or using property.

Riyad Capital, Saudi Railway to Launch $1.6b Real Estate Fund in Makkah

The collaboration reflects Riyad Capital's commitment to supporting major development projects in the holy cities



Riyad Capital, one of the kingdom's largest asset managers and a leading company in real estate investment, has announced that it will join hands with the Saudi Railway Company (SAR) to establish a real estate fund aimed at developing a mixed-use project based on the Transit Oriented Development (TOD) model, a global concept focused on creating integrated urban communities adjacent to public transport stations.

The project will be developed on a 90,000-sq-m land plot located in the Al Rusifah district near the Haramain High-Speed Railway Station in Makkah at a total investment of up to SAR6 billion ($1.6 billion), said the top asset manager in a statement.

This collaboration reflects Riyad Capital's commitment to supporting major development projects in the holy cities and strengthening its role as a key partner in advancing the kingdom's real estate infrastructure, in line with the objectives of Saudi Vision 2030 to stimulate strategic investments and diversify the national economy, it stated.

On the strategic tie-up, Abdullah Alshwer, the CEO of Riyad Capital, said, "This project marks a strategic milestone in Riyad Capital's efforts to strengthen its presence in the real estate development sector, particularly in cities of religious and economic significance."

Riyadh Residential Sales Values Surge 63% to $17.5b

The city recorded **35,600** sales transactions in H1 this year

Residential property sales values in Saudi Arabia's capital Riyadh have surged 63% year-on-year to SAR65.7 billion ($17.5 billion) in the first half of this year, says leading real estate advisory and property consultant, Cavendish Maxwell.

The city recorded 35,600 sales transactions in H1 this year – an increase of 10% on the same period in 2024. In Jeddah, sales values between January and June this year reached SAR18.3 billion ($4.9 billion), 34% up on last year, with transactions climbing by a quarter (25%) to 15,200, the company said.

> *Apartment and villa prices in Riyadh and Jeddah rose YoY in H1 2025*

Sales prices and rental rates were also up year-on-year in both Riyadh and Jeddah according to Cavendish Maxwell's KSA Residential Real Estate Market Performance report, published recently.

The research, which complements Cavendish Maxwell's regular, trusted market analyses for Dubai, Abu Dhabi and Oman, comes as the company expands its consultancy services in KSA, where a nationwide real estate transformation is under way as part of Vision 2030.

Demand for real estate in the Kingdom, fuelled by population growth and upcoming events like Riyadh Expo 2030 and FIFA World Cup 2034, is at unprecedented levels. The country is targeting 70% home ownership among Saudi nationals by 2030, and the new law allowing foreigners to invest in real estate in certain zones, which comes into effect in January 2026, will further heighten demand, Cavendish Maxwell says.

72,000 new units are set for delivery across Riyadh and Jeddah by 2027, with 48,000 of them in Riyadh, where key giga and mega projects like Diriyah, New Murabba and Sedra District will significantly contribute to the city's housing supply. In Jeddah, major developments such as Jeddah Central, Al Arous by ROSHN and Government housing initiatives are gradually reshaping the city's residential offering.

> *72,000 new units are set for delivery across Riyadh and Jeddah by 2027*

Riyadh-based Sean Heckford, Director of Built Asset Consulting at Cavendish Maxwell, said, "The unprecedented growth of KSA's residential sector reflects a deeper story: a region balancing tradition with modernity, where investment fuels progress while retaining the country's charm and culture. More than just a property trend, this is a catalyst for regional development, driving improvements in infrastructure, services and lifestyle."

"Policy reforms are also transforming the Kingdom's real estate landscape. Under the new foreign property ownership law, non-Saudi's will be able own property in designated areas, significantly broadening market access, while the increased White Land Tax and Vacant Property Tax should stimulate supply, discourage speculative holding, and promote more efficient land use. These measures are expected to accelerate housing delivery, stabilise long-term price growth, and reinforce the Kingdom's Vision 2030 objectives, which include 70% home ownership in the next five years."

> *Riyadh delivered around 6,000 new homes in the first half of 2025*

In Riyadh, apartment prices jumped 10.5% and villas 12.4% compared to H1 last year. In June 2025, apartments averaged SAR6,100 ($1,600) and villas SAR5,396 ($1,439) per square metre. There was modest but steady price growth in Jeddah: SAR4,376 ($1,167) per sqm for apartments and SAR5,114 ($1,364) for villas, a year-on-year rise of 1.8% and 2.5% respectively.

Rental rates

Rental prices for apartments in Riyadh rose 10.3% year-on-year, with villas commanding 14.4% more in rent – the result of continued growth in families and professionals moving to the Saudi capital for employment and enhanced quality of life, Cavendish Maxwell said. The launch of the Riyadh Metro also boosted the appeal of homes near metro lines. In Jeddah, apartment rental rates rose 4.7%, but there was a drop of 2.7% for villas.

Delivery in 2025 and beyond

Riyadh delivered around 6,000 new homes in the first half of 2025, with 18,000 more expected to come to market in H2. Another 48,000 new properties are projected by 2027, by which time the capital's total residential real estate supply will reach an estimated 1,995,000. As of June 2025, Riyadh's inventory stood at 1,922,000.

Jeddah added 2,100 new units to its inventory in H1, with 12,700 more on the way this year and an additional 24,000 by 2027. Jeddah's current supply of 1,092,000 units is set to grow to 1,131,000 by the end of 2027.

> *The Kingdom's population is projected to exceed 38 million by year-end*

Sean Heckford pointed out, "Riyadh is already firmly established as the Kingdom's primary growth engine, reinforced by the Government's Regional Headquarters (RHQ) programme, which is attracting multinational firms to the capital, giga projects like New Murabba and Diriyah, and Expo 2030. With rising levels of foreign direct investment also supporting the city's diversification, Riyadh is set to evolve into a thriving hub of over 12 million people by 2035, and its property sector is set to expand in parallel with its economic and demographic growth."

Jeddah too is not far behind, he added. "The city is building on its cultural heritage and pursuing ambitious urban and waterfront developments to support a projected population of over 6 million by 2035."

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REAL ESTATE MARKET TIMES

Sidharth Pansari:

Building Ecosystems, Not Just Estates

Sidharth Pansari, the visionary MD of Primarc Group, discusses sustainable development, community-centric spaces, and the future of urban living in an exclusive interview with **REM TIMES**

Deepa Natarajan Lobo

Sidharth Pansari is not just building structures; he is meticulously crafting the fabric of modern urban life in Eastern India. As the **Managing Director of the diversified Primarc Group and the youngest President of CREDAI Bengal,** Pansari's leadership is defined by a multidimensional vision that seamlessly integrates real estate, retail, and hospitality into vibrant, community-focused ecosystems.

An alumnus of Harvard Business School, he champions a philosophy where the measure of success is not merely in square footage, but in the quality of human experience. Under his guidance, Primarc has become synonymous with developments that prioritise wellness, sustainability, and meaningful connection—from LEED Platinum-certified tech parks to cultural ventures like the beloved community hub, STORY Bookstore.

In this exclusive conversation with **REM TIMES**, Sidharth Pansari delves into the trends shaping the future of global real estate, the imperative of climate-responsible development, and his core belief in creating spaces where people don't just reside, but truly live, play, and celebrate life.

You've led Primarc Group through diversification across real estate, retail, hospitality, and even cultural ventures like STORY. What is the larger vision behind this multidimensional approach to business building?

At Primarc, diversification has never been just about business expansion—it's been about creating meaningful impact across sectors that touch people's lives. Whether it's real estate, retail, hospitality, our underlying vision has been to foster community, enrich urban experiences, and create ecosystems that deliver lasting value. Each vertical complements the other, allowing us to build holistic environments where people can live, work, shop, and engage. The common thread is our commitment to quality, innovation, and community-building.

Sidharth Pansari, MD, Primarc Group

> *As cities grow and climate challenges intensify, our goal is to build resilient spaces that cater to evolving lifestyles while safeguarding the environment.*

Globally, we're seeing a renewed emphasis on creating mixed-use, community-first developments. How is Primarc addressing this shift in urban living—especially in high-growth regions like Eastern India?

Eastern India, especially Kolkata, is witnessing a transformation in urban aspirations. At Primarc, we're responding with developments that seamlessly integrate residential, commercial, and social spaces—fostering communities rather than isolated structures. Our projects prioritise accessibility, green spaces, retail integration, and lifestyle amenities, ensuring they become vibrant community hubs. We believe in creating environments that encourage interaction, foster belonging, and enhance the quality of life for all stakeholders.

Your recent acquisition of a LEED Platinum certified tech park signals a strong move into green, future-ready assets. How do you see sustainability shaping the next decade of global real estate?

Sustainability is no longer optional—it's central to future-ready development. Our acquisition of a LEED Platinum-certified RDB Primarc Techpark underscores our commitment to building responsibly. Over the next decade, we foresee sustainability influencing every facet of real estate, from design and materials to energy efficiency and operational models. Conscious consumers and investors are already demanding it. We're aligning with this shift, ensuring our assets meet both environmental benchmarks and the evolving expectations of a greener world.

As consumer behaviour shifts—especially post-pandemic—what are the most significant changes you're seeing in buyer expectations when it comes to luxury, residential, or commercial spaces?

The pandemic fundamentally altered how people perceive space—be it homes, offices, or retail environments. Buyers now prioritise wellness, flexible living, and integrated amenities. In luxury and residential, there's a stronger demand for community spaces, green areas, and smarter layouts. Commercially, hybrid work models have pushed for adaptable office designs. Across sectors, there's an emphasis on meaningful experiences over mere aesthetics—spaces that promote connection, wellness, and purpose.

You've spoken about a long-term vision for building "communities where residents play, live, and celebrate life". How do you bring this philosophy to life across different asset classes and cities?

This vision guides every project we undertake. It's about designing beyond the physical structure—curating experiences that resonate with people. In residential spaces, this means fostering community interactions and vibrant shared amenities. In retail, it's about creating destinations, not just stores. Even in commercial spaces, we aim for environments that encourage collaboration and engagement. Our developments are envisioned as ecosystems—where life happens holistically, not in silos.

Markets like the UAE have become global case studies in real estate innovation—smart city infrastructure, investor-friendly reforms, and experiential urban design. Are there global or regional models that inspire your strategy at Primarc?

We draw inspiration from models that blend innovation with community impact. The UAE's integrated urban design, Singapore's sustainability-first approach, and cities like Copenhagen that prioritise livability all resonate with us. Regionally, we're inspired by cities like Bangalore for their tech-enabled infrastructure. These examples affirm our belief that future urban development must be a blend of smart design, community integration, and sustainability.

With increasing global investor interest in India's real estate market, how do you see international capital influencing urban development—especially in emerging cities beyond Mumbai and Delhi?

International capital brings more than just funds—it brings global benchmarks, governance standards, and a push for transparency. While Mumbai and Delhi have been the traditional magnets, emerging cities like Kolkata, Pune, and Ahmedabad are now drawing attention. This influx encourages developers to elevate quality, adopt global best practices, and cater to a more discerning investor base. For cities like Kolkata, it's a chance to showcase their potential on a global platform.

Looking at the next 5–10 years, how do you see Primarc Group evolving in the context of global urbanization, climate responsibility, and cross-border real estate collaboration?

Primarc's future lies in deepening our commitment to sustainable, community-centric development while expanding our footprint through strategic collaborations. We're focused on green construction, smart urban solutions, and cross-border partnerships that bring global expertise to local contexts. As cities grow and climate challenges intensify, our goal is to build resilient spaces that cater to evolving lifestyles while safeguarding the environment.

What do you see as the most defining global trend shaping the future of real estate today—and how should developers and investors adapt to stay ahead of the curve?

The convergence of sustainability, technology, and community-first design is the defining trend shaping real estate today. Developers and investors must move beyond transactional thinking—embracing long-term value creation through ESG (Environmental, Social, and Governance) principles, technological integration, and human-centric design. Those who adapt with agility, foresight, and responsibility will be best positioned to lead in the future real estate landscape.

REAL ESTATE MARKET TIMES

UAE & Saudi Arabia:

Driving the Gulf's Real Estate Renaissance

Sankey Prasad, Former CMD, Colliers India & Middle East, explores how the two nations are strategically aligning to redefine the future of urban development and real estate investment across the Middle East

Sankey Prasad, Former CMD, Colliers India & Middle East

In the rapidly transforming landscape of the Middle East, a powerful axis is emerging, one that goes beyond political alliance or economic convenience. Saudi Arabia and the United Arab Emirates are forging a strategic convergence that is redefining the real estate narrative of the region that is not merely about shared borders or Gulf geopolitics. It is about the momentum of two nations, each with distinct strengths, joining forces to set a new global standard for urban development, investment innovation, and architectural ambition.

At the heart of this convergence lies Saudi Arabia's Vision 2030, a sweeping blueprint for economic diversification and social transformation. Under this plan, real estate has taken centre stage as both a driver of non-oil GDP and a symbol of the Kingdom's ambitions. Projects like NEOM, the Red Sea Project, Qiddiya, and Diriyah Gate are not just construction sites, they are narrative devices meant to reposition Saudi Arabia on the world stage.

Policy Changes Opening New Investment Opportunities

According to industry estimates, the Kingdom's real estate sector is expected to witness robust growth through 2025, with residential sales in Saudi Arabia hitting SAR 118 billion and foreign direct investment set to grow at a compound annual rate of 22% up to 2030, driven by strong economic fundamentals, high-impact infrastructure investments, and a burgeoning demand for mixed-use developments.

Riyadh itself is a striking example. With initiatives like King Salman Park and the transformation of Diriyah into a cultural capital, the city is evolving into a hub of tourism, heritage, commerce, and high-end living, indicating a surging demand for mixed-use developments that cater to an expanding population of young, aspirational, and increasingly urban.

UAE's Enduring Global Magnetism

The UAE, particularly Dubai and Abu Dhabi, has long been a magnet for global real estate investors and developers, thanks to its cosmopolitan appeal, world-class infrastructure, and regulatory frameworks that incentivise innovation and foreign ownership. Its real estate market is one of the most competitive and diverse in the world, embracing luxury, commercial hubs, and affordable housing alike.

Cross-Border Synergy and Strategic Alignment

The evolving connection between Saudi Arabia and the UAE in the real estate sector is weaving these two powerhouse economies closer. Saudi Arabia's decision to allow foreigners to purchase property starting January 2026 in designated zones such as Riyadh and Jeddah marks a historic pivot that will unlock new pathways for cross-border investment and collaborative development.

> *The 2025 outlook for Saudi real estate includes an expected property market value reaching $101.62 billion by 2029 with an annual growth rate of 8%.*

This move is a critical component of the Kingdom's Vision 2030 to boost foreign direct investment and integrate with global capital markets. What makes this relationship particularly compelling is the complementarity between the two nations. The UAE brings decades of international experience, regulatory sophistication, and a diverse investor base, while Saudi Arabia offers scale, ambitious mega-projects, and a population poised for a massive urban expansion.

Together, these countries are shaping a real estate corridor anchored by connectivity, shared economic aspirations, and regulatory alignment that enhances cross-border flows of talent, capital, and technology.

Impact on GCC Economies

The ripple effects of this burgeoning partnership extend beyond real estate economics. It will heighten competition and raise standards around sustainable development and smart urban planning in the region. Saudi Arabia is already staking its claim as a leader in sustainable real estate, with visionary projects emphasizing environmental stewardship and next-generation infrastructure.

The integration of ESG (Environmental, Social, and Governance) principles into real estate investment is predicted to unlock $38 billion in new opportunities within the Kingdom's growing market this year. This alignment is further amplified by a shared geopolitical and economic framework within the Gulf Cooperation Council (GCC), which promotes greater mobility of professionals, capital, and resources.

> *The ripple effects of this burgeoning partnership extend beyond real estate economics. It will heighten competition and raise standards around sustainable development and smart urban planning in the region.*

As Saudi Arabia and the UAE remove barriers to foreign ownership and harmonise investment frameworks, the region is poised to become one of the most attractive real estate investment hubs globally, competing on the same stage as Asia, Europe, and North America.

A Future Built on Opportunity and Ambition

The 2025 outlook for Saudi real estate includes an expected property market value reaching $101.62 billion by 2029 with an annual growth rate of 8%, signalling the vast scale and scope of opportunity for domestic and international players alike.

The symbiotic real estate market also taps into the growing trend of wealth migration and capital flow within the region. The UAE is already established as a magnet for high-net-worth individuals and investment funds seeking both lifestyle and financial returns, and Saudi Arabia's reforms will only deepen this pool of capital and diversify investment avenues.

The evolving regulatory landscape in Saudi Arabia, which includes controls to protect citizens while opening select zones for international buyers, reflects a mature approach to managing growth sustainably and responsibly.

This real estate collaboration between Saudi Arabia and the UAE is beyond transactions, representing shared cultural ambitions and regional identity. By merging technology with tradition, these nations are creating connected urban corridors that offer unprecedented opportunities for global investors, redefining tomorrow's blueprint through collaboration rather than isolation.

Cairo's Real Estate Market Showing Resilient Growth: JLL

The residential market maintains strong momentum in Q2, with 7,300 units delivered

Egypt's real estate market remained resilient in the second quarter (Q2) of 2025, with steady growth across key sectors driven by improving economic conditions, ongoing government initiatives, and a surge in tourism activity, according to JLL's latest Cairo Market Dynamics report.

Ayman Sami, Country Head of JLL Egypt, commented: "The resilience of Cairo's real estate market as economic pressures ease is reflected in strategic diversification across sectors. A strong push for innovation, paired with solid demand drivers, positions the market for continued growth and enhanced investor appeal."

Residential Sector: Steady Deliveries, Soaring Rentals

The residential market maintained strong momentum, with 7,300 units delivered during the quarter—raising Cairo's total housing stock to 309,100 units. An additional 21,750 units are scheduled for completion in the second half of the year.

Sales prices continued to track headline inflation, with notable annual increases in 6th of October (18.0%) and New Cairo (15.9%). Meanwhile, rental rates outpaced inflation, surging by 25.5% and 17.7% in the same areas, respectively.

Although rental demand remains strong, affordability challenges in the for-sale market have emerged, as wage growth lags behind inflation. In response, developers are increasingly diversifying portfolios by expanding beyond Cairo into destinations such as the North Coast, the Red Sea, and international markets to mitigate risk and tap into new demand streams.

Looking ahead, recently announced fiscal policies—including a VAT hike on construction services from 5% to 14% and the removal of gas subsidies—are expected to elevate construction costs and may prompt developers to reassess pricing and project timelines.

Retail Sector: Positive Momentum and Evolving Tenant Mix

Cairo's retail stock expanded by 12,600 sqm in Q2, reaching a total of 3.2 million sqm. An additional 86,700 sqm is projected for delivery by year-end, mostly concentrated in New Cairo.

Rental rates showed healthy year-on-year growth, with increases of 7.6% in Prime malls, 7.2% in Super-Regional malls, and 8.6% in Community malls. Vacancy rates dropped notably from 9.2% in Q2 2024 to 7.2% in Q2 2025, signaling improved tenant retention and demand.

Landlords—particularly in smaller retail formats—are recalibrating tenant mixes by reducing reliance on F&B operators and introducing broader retail offerings to enhance footfall and customer engagement. Developers are also partnering with established brands to create experience-led retail destinations. One example is the collaboration between Marakez and luxury jeweler Azza Fahmy to develop the Ramla Beach Clubhouse in Ras El Hekma, set to open in 2026.

The North Coast continues to serve as a key testing ground for new retail concepts, buoyed by high-spending local and international tourists. Overall, the retail sector outlook remains positive, supported by easing macroeconomic pressures and stronger consumer sentiment.

Hospitality Sector: Record Growth as Tourism Booms

Cairo's hospitality stock reached approximately 28,400 keys in Q2, bolstered by the openings of the 860-key Giza Palace Hotel & Spa and the Hyatt Centric Cairo West. Another 970 keys are expected to be added in H2 2025.

Despite regional geopolitical challenges, the sector posted strong performance metrics: average occupancy rose by 2.8% year-on-year, Average Daily Rate (ADR) increased by 14.9%, and RevPAR (Revenue Per Available Room) climbed 20.1%.

Egypt's tourism sector continues to gain momentum, recording 8.7 million visitors in the first half of 2025—a 24% year-on-year increase. In response, local developers are creating homegrown hospitality brands within mixed-use projects to offer culturally rooted, tailored experiences, enabling greater operational control and brand differentiation.

This strategic shift supports a long-term positive outlook for the sector, with expectations of increased diversification and elevated guest experiences.

The North Coast continues to serve as a key testing ground for new retail concepts, buoyed by high-spending local and international tourists

Office Sector: Cautious Growth and Rising Demand

The office market saw limited new project launches in Q2, with developers focusing on completing existing phases. Around 83,000 sqm of new Gross Leasable Area (GLA) was added, primarily in New Cairo office parks, bringing total supply to 2.28 million sqm.

Occupancy rates improved, with average vacancy falling to 7.4% and prime office spaces reaching as low as 4.5%. Demand was driven largely by companies seeking larger spaces, especially new entrants into the market. Grade A office rents grew 4.7% year-on-year to $334 per sqm, while prime rents posted a similar annual increase of 4.6%. The outsourcing and business services sector remains a key demand driver, with a further 143,200 sqm of office supply anticipated in H2 2025 to meet rising needs.

While the outlook for the office sector is cautiously optimistic, future performance will depend on sustained economic stability and demand from high-growth sectors.

Outlook: A Market Poised for Long-Term Growth

Across all segments, Cairo's real estate market is demonstrating resilience and adaptability in the face of both macroeconomic and policy shifts. As developers respond to changing demand patterns and regulatory landscapes, the market is evolving into a more mature, investor-friendly environment, supported by stable fundamentals and strong long-term prospects.

Europe's Luxury Residential Real Estate Market Poised for Robust Growth

The market is set to expand from US$129.56 billion in 2024 to US$183.29 billion by 2033, driven by rising global wealth, foreign investment and evolving lifestyle preferences among high-net-worth buyers

The European luxury residential real estate market is entering a period of sustained growth, with projections indicating an increase from US$129.56 billion in 2024 to US$183.29 billion by 2033, representing a compound annual growth rate (CAGR) of 3.93%, according to the latest report by ResearchAndMarkets.com. The surge is underpinned by rising global wealth, strong foreign investment, and a growing preference for upscale urban and coastal properties. The primary markets driving this expansion include Germany, France, Italy, and the United Kingdom, where demand is concentrated in major cities such as Berlin, Paris, Milan, and London, as well as iconic coastal and alpine locales like the French Riviera, Tuscany, and the Alps.

Luxury residential properties in Europe are distinguished by high-quality construction, prime locations, expansive living spaces, and state-of-the-art technology. Buyers increasingly prioritize space, privacy, wellness facilities, and adaptable living arrangements, reflecting lifestyle shifts following the COVID-19 pandemic. Smart-home features, home offices, and outdoor living spaces are now standard expectations among high-net-worth purchasers.

Foreign demand remains a key growth driver. Europe's political stability, cultural heritage, and high standard of living continue to attract investors from Asia, the Middle East, and North America. Investment-friendly laws, residency programs, and favorable exchange rates further incentivize acquisitions. Properties serving as pied-à-terres, second residences, or investment assets continue to see strong interest, particularly in historically desirable and architecturally unique neighborhoods.

However, market growth faces certain constraints. Taxation and regulatory frameworks in European countries are increasingly complex, with rules around foreign ownership, capital gains, and anti-money laundering compliance affecting transaction timelines and costs. Economic uncertainty, interest rate fluctuations, and rising construction expenses can also impact buyer confidence and development schedules, though the luxury segment generally remains resilient compared to broader markets.

European real estate REITs and investors are leveraging these trends to expand strategically. For instance, Realty Income's European operations now account for 76% of its second-quarter 2025 investment volume, with strong performance in industrial and retail park assets across the UK, Ireland, and Poland. Lower borrowing costs in euro-denominated markets, coupled with favorable FX dynamics, enhance acquisition spreads and support continued growth in rental income.

While real household income per capita in some European countries has declined due to inflation and taxation, the luxury housing market remains largely insulated from these fluctuations. Wealthy buyers continue to prioritize lifestyle, location, and high-end features over purely financial considerations.

Overall, the European luxury residential real estate market is expected to remain a resilient and attractive segment for both domestic and international investors, driven by limited supply in prime locations, global demand, and evolving consumer preferences that emphasize quality, convenience, and wellbeing.

> *Luxury residential properties in Europe are distinguished by high-quality construction, prime locations, expansive living spaces, and state-of-the-art technology.*