

# DUBAI REAL ESTATE INSIGHTS

*Smart Property Decisions. Real Market Insights.*

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## Inside This Edition

- 📌 Client success story with AED 2M gain
- 📌 Market spotlight: Bay Grove Residences, Dubai Islands
- 📌 Mastering Dubai real estate investment
- 📌 REIT IPO – A new passive income route
- 📌 Market update + Top 5 villa hotspots



## Presentation Highlights – Dubai Real Estate in 2025

During a recent industry presentation, I shared why Dubai's property market isn't slowing down — It's gearing up for exponential growth.

- 📈 **Booming Market:** 100,000+ units sold in 2024, record appreciation 20–30% in prime communities
- 🛡️ **Global Demand:** Dubai leads the world in luxury real estate demand
- 💰 **Investor Safety:** Government regulation, escrow, and strong developer track records ensure secure investments
- 📈 **Future Growth:** \$500B+ in confirmed projects through 2030, including Dubai Islands, Palm Jebel Ali, Dubai South & Al Maktoum Airport
- 🏠 **Golden Visa Advantage:** 10-year residency with \$550K property purchase, driving sustained demand.

***“Real estate success is not luck — it's informed, strategic moves. One wrong step can cost you dearly.” – Arshad Zubair***



# Dubai Market Update – Q2 2025:

## Dubai housing prices continue to soar, with villas leading the charge: Knight Frank

Housing prices in Dubai rose **13.7% year-on-year**, with the average now at AED 1,809 per sq ft. This reflects sustained investor confidence in the thriving market.

Villas saw a **20%+ price increase in 2024**, reaching AED 2,009 per sq ft on average. This indicates strong demand for spacious, high-end properties.

### Significant Villa Appreciation

Villa prices are now a staggering **38% above their previous peak in 2014**, highlighting an unprecedented growth trajectory in this segment. This indicates long-term value appreciation and a strong return on investment for villa owners.

### Ultra-Luxury Scarcity

Listings for ultra-luxury homes (those exceeding USD 10 million) experienced a **40% reduction** in available inventory. This dramatic decrease has intensified scarcity and competition among high-net-worth individuals seeking premium properties in the emirate.

### Global Luxury Hub

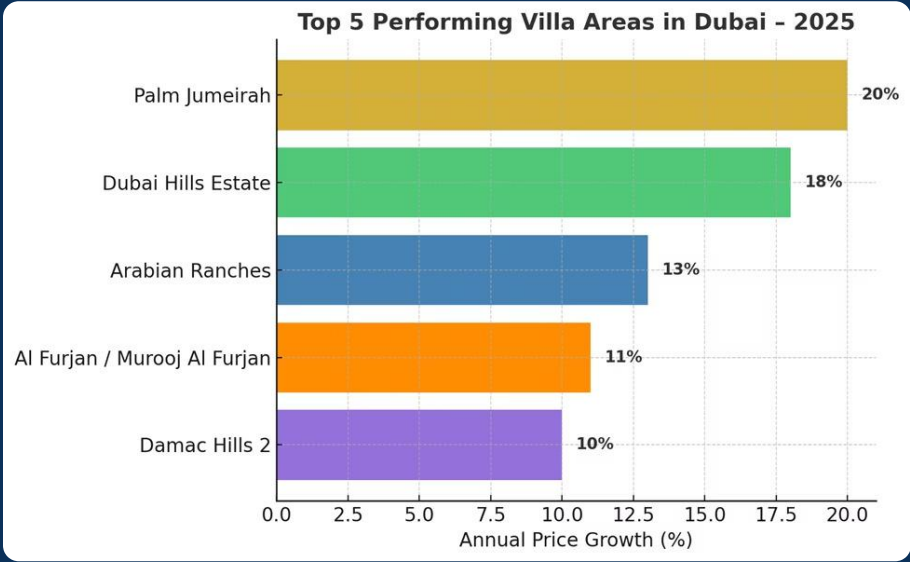
Meanwhile, the prime residential segment has also logged robust growth. Knight Frank data shows that the average transacted price across ten key communities rose 16% over the past 12 months to hit AED3,850 psf. In addition, sales of Dubai homes priced above US\$10 million (\$12.79 million) reached AED9.5 billion in 2Q2025, the highest quarterly figure on record

Knight Frank has maintained its forecast for Dubai housing price growth in 2025 at 8% for the mainstream market and 5% for the prime segment.

## The Bigger Picture:

Prices are now **75% above February 2021 levels**, showing the market's resilience and strong fundamentals.

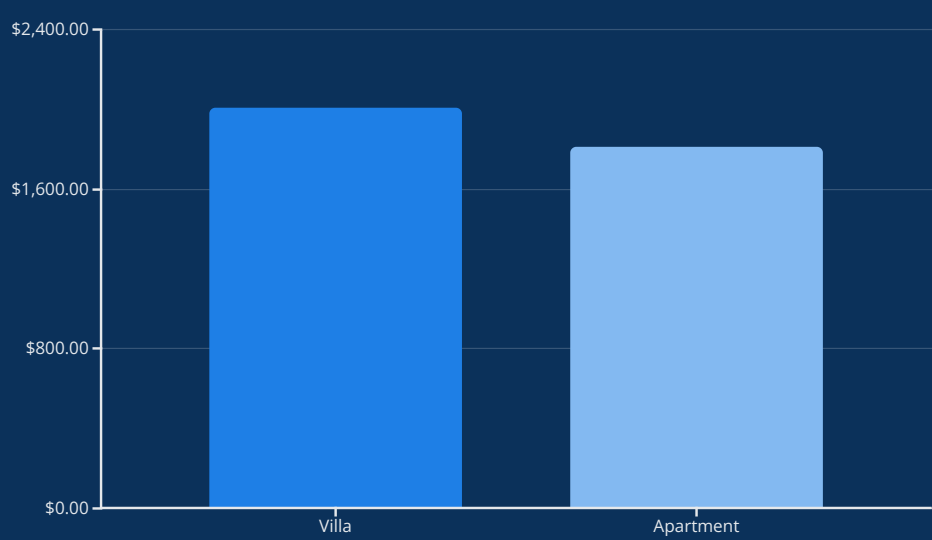
High-end deals in Dubai totaled **\$2.6B** in Q2 2025, reflecting strong investor confidence.



# SUPPLY, DEMAND & INVESTOR TAKEAWAYS

## Supply & Demand Dynamics

- **Villa supply is tight:** only 8,900 expected by end-2024, and 19,700 more in 2025—not enough to meet surging demand. This scarcity is a key driver of price appreciation in the luxury segment.
- **Apartment supply is also rising,** but villas remain a rare and premium commodity, especially in established and desirable communities.



The bar chart clearly illustrates the premium attached to villa properties in Dubai, with their average price per square foot significantly higher than apartments in Q2 2025. This reflects the strong demand and limited supply in the villa segment.

## What It Means for Investors:

- **Villa investors benefit from strong capital appreciation** and robust rental demand, driven by their aspirational appeal and limited availability.
- **Scarcity of premium listings** is pushing upsides higher, making now an opportune time to enter or expand in the luxury villa market.
- **Transparent policies and end-user demand** ensure continued market resilience and long-term stability for investments.



**Investment Insight:** If you're eyeing luxury homes, villas, or branded residences – now's the time. High demand, limited supply, and global capital inflows continue to fuel growth across all segments. Want the insider's take on the best villa communities or off-market opportunities? DM or call me—I'll guide you to the right asset at the right moment.



# Client Success Story: The AED 2 Million Decision — How Patience Turned into Profit

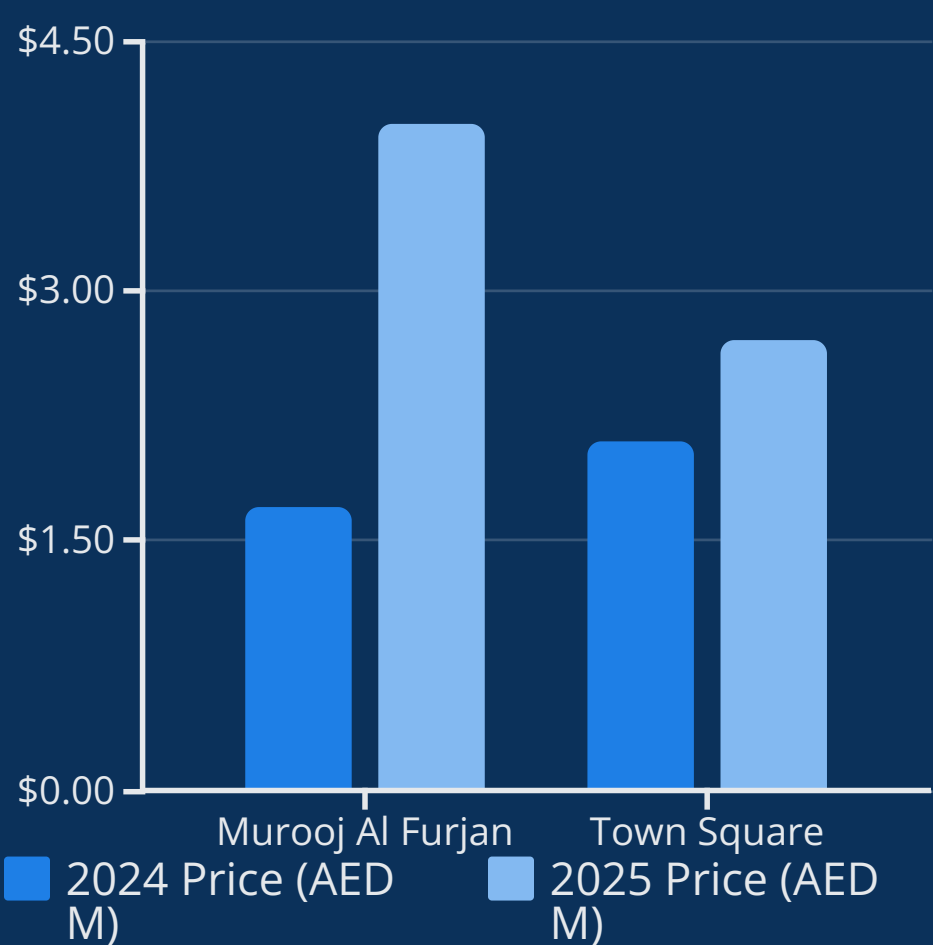
A year ago, a client approached me with plans to sell his off-plan townhouse in Murooj Al Furjan and purchase a ready unit in Town Square. His rationale was simple: lock in a modest profit on the off-plan unit and move into a property immediately, avoiding further construction delays and market uncertainties. However, after a thorough market analysis and understanding his long-term investment goals, I advised a different strategy.

Instead of selling Murooj, I recommended holding onto the off-plan townhouse, emphasizing its high growth potential due to its prime location, superior finishes, and the upcoming handover which historically triggers significant price appreciation. While Town Square offered immediate occupancy, its growth trajectory was projected to be more stable, lacking the explosive upside of Murooj. It was a tough decision for the client, requiring patience and trust in the market's long-term dynamics.

Fast forward to Q2 2025, and the decision has paid off handsomely. The Murooj Al Furjan townhouse, initially purchased for AED 1.7 million, is now valued between AED 4.0 and 4.1 million. This remarkable appreciation, far exceeding the more modest growth seen in Town Square, underscores the power of strategic timing and understanding micro-market nuances. The client, who initially hesitated, is now reaping the rewards of his patience and a well-informed investment strategy.

## Price Growth Comparison (2024 – 2025)

How Holding Turned **AED 1.7M** into **AED 4M+**



The bar chart visually illustrates the significant divergence in property appreciation between Murooj Al Furjan and Town Square. Murooj's value surged from AED 1.7 million to AED 4.0 million, representing an exceptional gain, especially when compared to Town Square's more moderate increase from AED 2.1 million to AED 2.7 million.



*Furjan house photo*

*“Thank you, your advice paid off. You didn’t just help me buy or sell; you helped me win.”*

— Client Feedback



# Dubai Islands – The Future of Waterfront Living

Dubai Islands is a visionary waterfront development that's set to redefine Dubai's skyline. This ambitious masterplan by Nakheel offers unparalleled opportunities for luxury living, leisure, and investment. With an emphasis on integrated communities, stunning sea views, and strategic access, Dubai Islands promises a sophisticated lifestyle and robust capital growth.

## 5 Reasons to Invest in Dubai Islands

### Prime Waterfront Location

Waterfront properties here consistently outperform the market in appreciation and rental yields, making them premium investment assets.

### Integrated Luxury Community

A comprehensive masterplan creates a self-contained ecosystem where residents can live, work, and play without leaving the development.

### High ROI Potential

Strong capital appreciation combined with healthy rental yields offer multiple pathways to significant returns.

### Resilient Rental Demand

As a global business and tourist hub, Dubai ensures consistent rental demand from both long-term residents and short-term visitors.

### Aligned with Dubai 2040 Master Plan

Fully integrated with Dubai's long-term urban strategy, ensuring sustained government support and infrastructure investment.

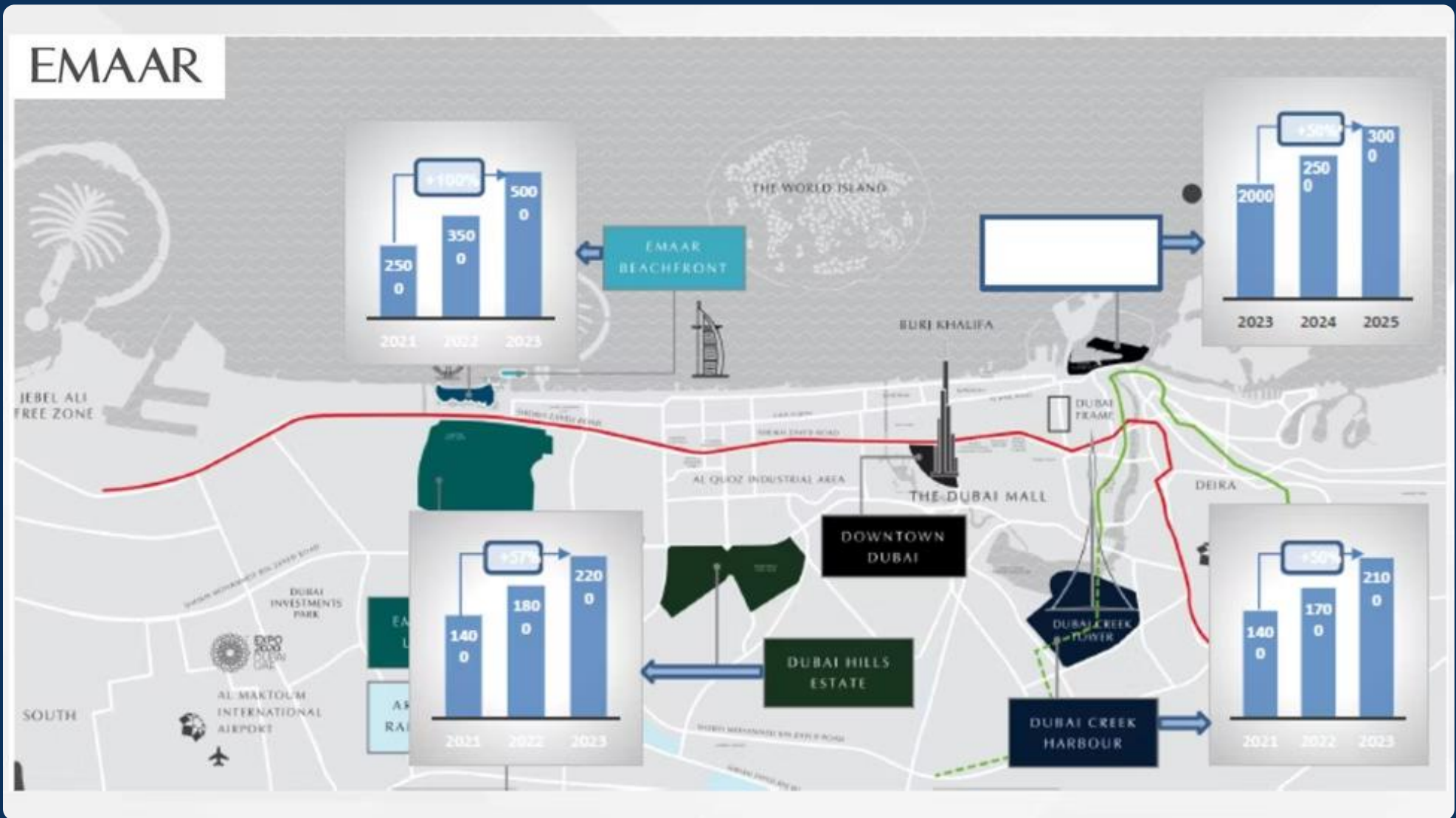
## Bay Grove Residences – A Premium Community in Dubai Islands

Bay Grove Residences stands out as a jewel within Dubai Islands, offering exclusive private beach access and breathtaking sea views. Its strategic launch price of AED 2,110/sqft presents an excellent value proposition when compared to established luxury developments like Emaar Beachfront, which currently commands prices around AED 5,000/sqft. This community's prime location within Dubai Islands ensures residents are just minutes from Downtown via the new Infinity Bridges, combining serene waterfront living with unparalleled urban connectivity. Bay Grove promises not only a luxurious lifestyle but also significant potential for high rental demand and strong capital appreciation.

### Capital Appreciation Benchmark:

- **Emaar Beachfront:** AED 2,500 → AED 5,000/sqft (2021–2023)
- **Emaar Mina Rashid:** AED 2,500/sqft → projected AED 4,000–5,000/sqft by 2028

**Bay Grove** starting at AED 2,110/sqft offers a rare, undervalued entry point into Dubai's most promising waterfront real estate.



*Invest early in a luxury project inside Dubai's most ambitious waterfront masterplan for maximum growth potential.*

# The Investor’s Playbook: 4 Proven Ways to Profit in Dubai Property

Dubai’s real estate market isn’t just booming — it’s evolving into one of the most lucrative and secure investment landscapes in the world. Over the years, I’ve helped clients turn simple property purchases into 2-3 times returns, and I’ve seen one golden truth: **success in Dubai property is about strategy, not luck.**

## 4 Proven Ways to Build Wealth Through Real Estate

1

### Passive Income

Stable rental yields of 6–10% annually from high-demand communities.

2

### Strategic Flipping

Buy smart, sell at the right time for 15–40% premiums.

3

### Capital Appreciation

Prime zones seeing 7–14% yearly growth.

4

### Residency Benefits

Secure the UAE Golden Visa (AED 2M+) or 3-Year Visa (AED 750K+).

## Short-Term vs. Long-Term – Which is Right for You?

- **Short-Term (2–4 years)** – Perfect for active investors aiming for quick resales and high premiums. This strategy capitalizes on immediate market upturns and off-plan handovers.
- **Long-Term (10–15 years)** – For steady income, lower risk, and portfolio stability. This approach leverages consistent rental yields and long-term capital appreciation fueled by Dubai's ongoing development.

**Tip from Arshad:** Many of my clients combine both approaches — one ready property for cash flow and one off-plan for growth, creating a diversified and resilient portfolio.

## Why Dubai Outshines Other Global Markets



- **Higher Rental Yields** – Dubai: 6–10% vs. London & NYC: 3–4%, offering superior income generation.
- **No Personal Taxes** – Keep your entire profit, maximizing net returns.
- **Investor-Friendly Policies** – Government-backed regulations, escrow protections, and attractive visa incentives ensure a secure and welcoming investment environment.
- **Consistent Demand** – Driven by tourism, global talent migration, and high-net-worth individuals, sustaining robust market activity.

## Choosing the Right Developer – Avoid Costly Mistakes

1. **Track Record:** Verify with Dubai Land Department & past clients to ensure reliability and quality.
2. **Delivery History:** Timely completion is crucial for ROI and investor confidence.
3. **Team Expertise:** Assess their experience in similar-scale projects and market segments.
4. **Resale Value:** A strong secondary market demand is paramount for exit strategy flexibility and potential profits.



# DUBAI REIT IPO – A Unique Investment Opportunity

Dubai Residential REIT is redefining passive income in Dubai’s real estate landscape. From an oversubscribed IPO to solid dividends, this unique investment opportunity combines high-yield momentum with market confidence, offering a strategic entry point into Dubai’s thriving property sector.

## IPO Highlights

### Massive Launch Success

- IPO Raised: **BAED 2.1 billion**
- Valuation: **AED 14.3 billion**
- Oversubscribed: **26x**
- Listing Surge: **AED 1.10 → AED 1.25**

### Largest Residential REIT in GCC

- First pure-play residential REIT in UAE
- Key Locations: Palm Jumeirah, City Walk
- **35,700** residential units
- Gross Asset Value: **AED 23+ billion**



The successful launch and subsequent performance of the Dubai Residential REIT underscore robust investor confidence and the strong fundamentals of Dubai's real estate market. The significant oversubscription and immediate surge in listing price demonstrate intense demand for well-structured, high-yield investment vehicles in the region.

## Financial Performance Snapshot

622M

Net Profit (6 Months Post-IPO)

▲ +10% YoY

97%

Occupancy Rate

Consistently high at 97-98%

550M

Interim Dividend Announced

AED 550 million (4.2 fils per unit)

80%+

Payout Policy

Of annual net profit (excluding fair value gains)

## My Take –

*“If you're looking for reliable passive income without managing physical property, this REIT offers a strong combination of yield, diversification, and peace of mind. It's a smart option for investors who want exposure to Dubai's real estate boom minus the hassle.”*

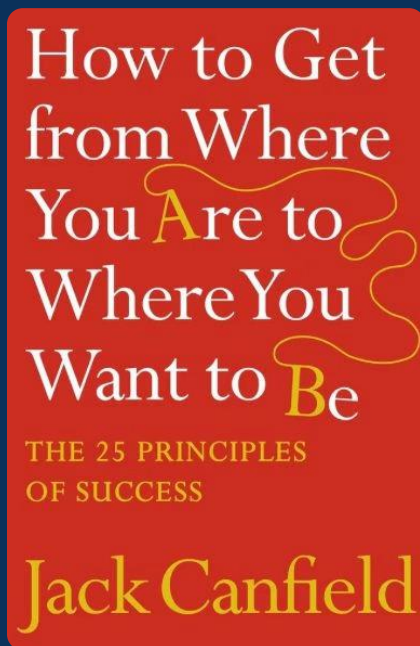
# Book Feature – *The Success Principles* by Jack Canfield

## Mindset, Clarity & Action — The Formula for Lasting Success

In *The Success Principles*, Jack Canfield outlines 67 timeless strategies to achieve personal and professional success. His message is clear: **Success is a daily choice** — shaped by your mindset and your actions. This foundational text serves as a powerful guide, encouraging readers to take charge of their lives and pursue their goals with intention and belief.

### The Foundation: Take 100% Responsibility

The book starts with a powerful idea: Stop blaming circumstances. Own your life, your outcomes, and your growth. Canfield emphasizes that real success begins when you take **full control of your decisions**, learn from setbacks, and move forward intentionally. This principle is crucial for investors, as market fluctuations and unforeseen challenges require a proactive and accountable mindset.



### Clarity Is Power

Once ownership is established, Canfield urges you to:

- **Define exactly what you want**
- **Set measurable, time-bound goals**
- **Visualize your goals every day**

For investors: This might mean defining your ideal portfolio, target ROI, and market entry points. Clear goals provide direction and enable focused action in a complex market.

### Belief Drives Action

Belief isn't just mindset fluff — it's the engine of execution. If you don't believe in your vision or your ability, you won't act on it — even if your strategy is sound. Confidence in your analysis and conviction in your decisions are vital for navigating the real estate investment journey.

### Key Success Principles for Investors & Entrepreneurs



#### Take 100% Responsibility

Your results = your actions. Embrace accountability for all outcomes.



#### Define Clear Goals

Vague intentions don't produce results. Specific targets do.



#### Believe in Yourself

Confidence attracts growth and resilience, especially during market shifts.



#### Act with Intention

Every step should align with your vision and investment strategy.



#### Seek Feedback & Improve

Learn from experience, mentors, and market data constantly.

### Why This Matters for Real Estate Investors

Later in the book, Canfield covers:

- Building strong networks for collaborative opportunities
- Creating momentum through small wins to stay motivated
- Staying committed during challenges and downturns

For investors: Research thoroughly, invest with purpose, adapt through feedback, and play the long game. These principles, combined with market knowledge, form the bedrock of sustainable real estate wealth.

*“Decide what you want. Believe you can have it. Believe you deserve it. And believe it’s possible for you.” — Jack Canfield*



# Let's Plan Your Next Move – Together

Whether you're investing for ROI, residency, or future security — let's build a custom plan based on real data and smart advice.

## What You'll Get with Arshad:



Ready & Off-Plan Property Options



UAE Golden Visa & Business Setup Support



ROI-Focused Investment Portfolios



Full End-to-End Property Assistance



Access to Exclusive Off-Market Deals



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*"Smart investing is about the right property — at the right time — with the right advisor."*