

Dubai Real Estate

Growth, Opportunity & Investment Strategy



Global Population Growth Comparison

0.5%

Major Global Cities

New York, Singapore, London, Hong Kong
average annual growth

4.5%

Device Population

Average growth rate over the past 15
years

8%

Dubai Growth Rate

Significantly outpacing other major global
cities

Dubai's exceptional growth rate creates unique investment opportunities that surpass traditional global markets.



Why International Buyers Choose Dubai



Price Appreciation

20% annual increase, far exceeding London (1-3%) and New York (3-5%)



Zero Taxes

No income, capital gains, or property taxes on investments



Liquidity

Properties sell in 4 weeks average, compared to years in other markets



Safety & Security

World-class safety standards and stable political environment

Market Comparison: Dubai vs Global Cities

Traditional Markets

- **London:** 1-3% appreciation, difficult liquidity
- **New York:** 3-5% appreciation, 3+ year selling process
- **Singapore:** 2-3.5% appreciation, limited growth

Bank interest rates often exceed property returns in these markets.

Dubai Advantage

- **Appreciation:** 20% annually
- **Liquidity:** 4 weeks average sale time
- **Growth:** 8% population increase
- **Taxes:** Zero on all property transactions

Unmatched combination of growth, returns, and ease of exit.



Dubai Hills Estate: Strategic Location

Dubai Hills Estate sits at the center of Dubai, connected to every major destination. Unlike other communities, it's a complete city within a city.

- 1 **Dubai Airport**
20 minutes
- 2 **New Airport**
20 minutes
- 3 **Burj Khalifa**
15 minutes
- 4 **Business Bay**
10 minutes

6.3 kilometers of waterfront, schools, hospitals, and golf course within walking distance. Everything you need for retirement or family living.

Limited Supply: Golf Course Views



3-Bed Golf View Units

Total available across entire Dubai Hills Estate



Maple Supply

3-bedroom units with zero golf views



Maximum Future Supply

Even with all planned buildings completed

Golf course view apartments are trading at AED 5-5.5M in comparable communities. We're offering Rosehn with full golf views at AED 4.3-4.7M—a AED 1M discount to market.

Flexible Payment Plan

01

5% Down Payment

Reserve your property before end of month

02

5% After 6 Months

Second installment payment

03

5% After 12 Months

Third installment payment

04

15% First Two Years

Only 30% paid in first 24 months



Cash Flow Advantage

3-bedroom payment structure matches 2-bedroom cash flow, making premium units accessible.

Market Liquidity: Dubai Hills Estate

Total Units Delivered

11,300 units across Dubai Hills Estate

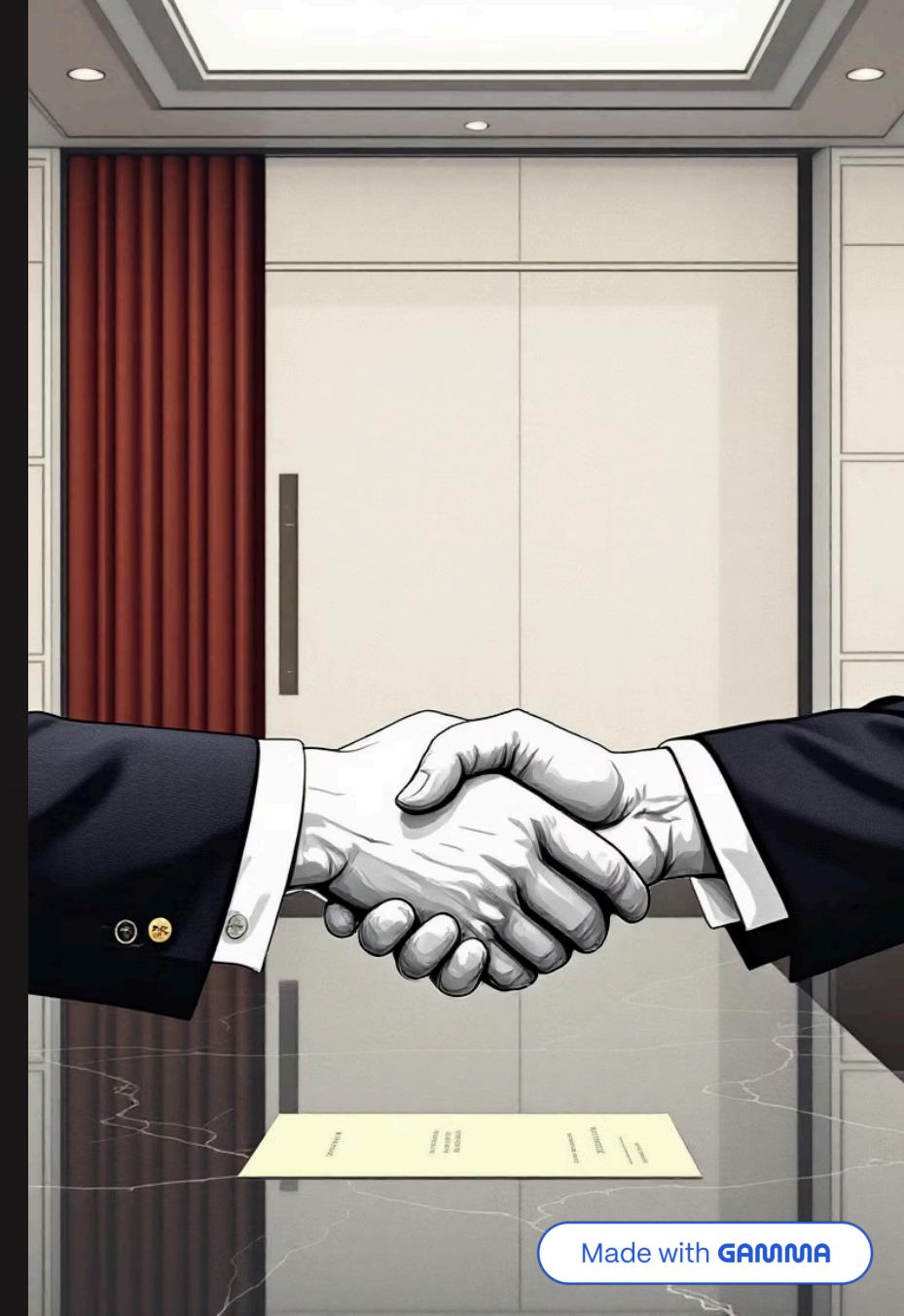
Off Market (Owner-Occupied)

6,169 units lived in by owners who won't sell

Available for Sale

Only 5,100 units available across entire estate

Dubai Hills Estate ranks as the 2nd most demanded community in primary market (5.5% market share) and 3rd most resold in secondary market (6.5% market share). This liquidity is a privilege—your exit strategy is built-in.



Proven Returns: Historical Performance

Golf Suites

Sold 2021: AED 819K

Current Value: AED 1.3M

59% appreciation in 3 years

Rental: AED 95-120K annually
(10%+ yield)

Buyers who purchased in Elara 2.5-3 years ago are seeing 20-25% returns.
Oasis buyers from November 2023 have already gained 50% appreciation.

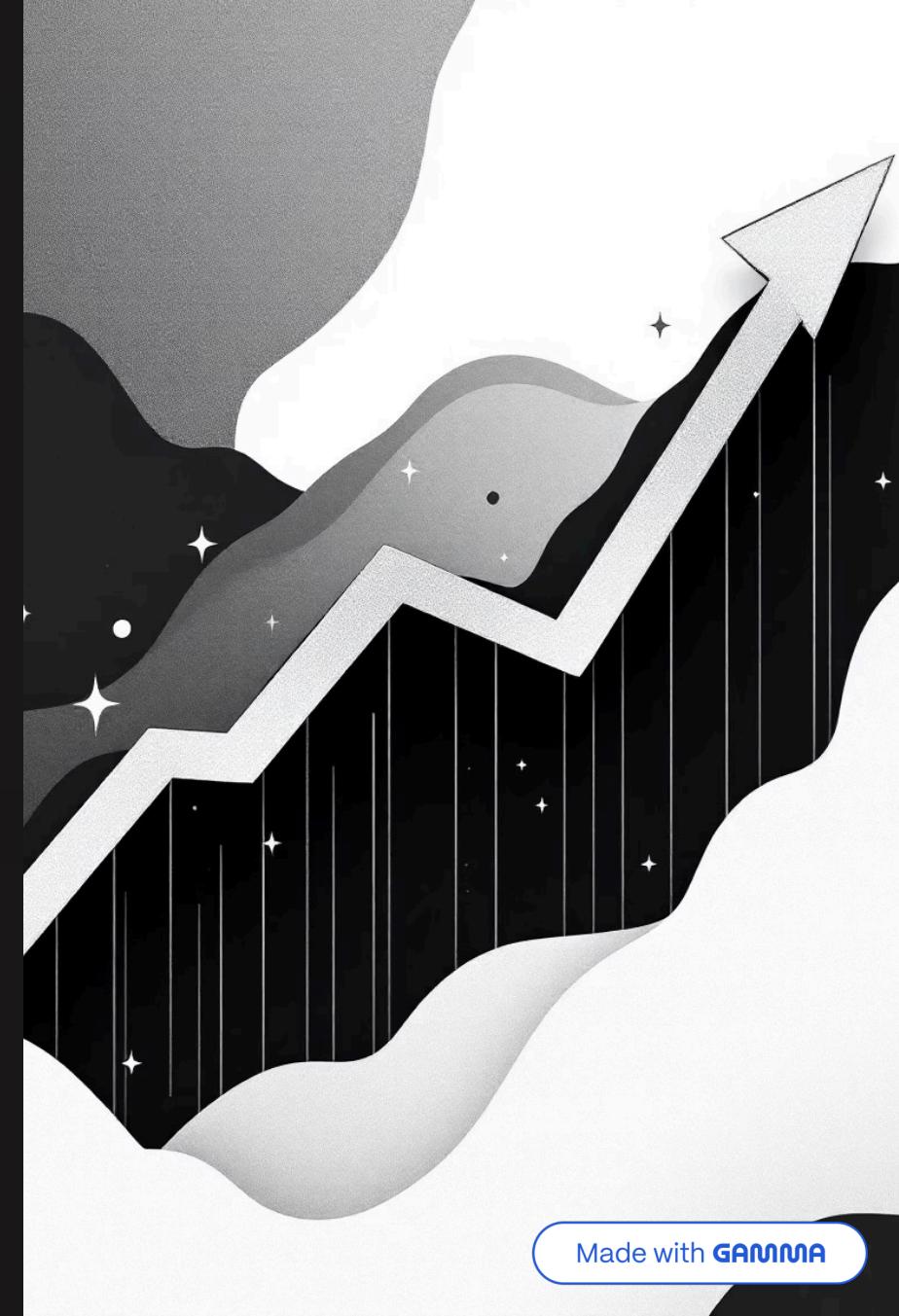
Gold Suites

Sold 2021: AED 1.08M

Current Value: AED 1.7M

57% appreciation in 3 years

Rental: AED 135-200K annually



The Closing Strategy



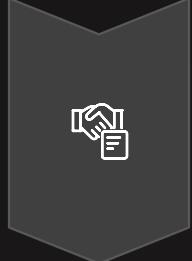
Book Office Meetings

50% conversion rate when customers visit our office vs 5% elsewhere. The experience sells itself.



Good Guy, Bad Guy

Let the sales team be aggressive on pricing. You remain the trusted advisor who guides the decision.



Close After the Meeting

When customer asks "What do you think?"—that's your moment. Recommend the best option and bring them back to sign.

"Every 10 customers who walk into Emaar's office, 5 of them buy. It's not about the salesperson—it's about Emaar. Bring them to the office."

Target KPI: 5 meetings = 1 closing. Focus on booking office visits, not WhatsApp sales.