

# Dubai Off-plan Investment Guide

# Intro.

The real estate market in Dubai is constantly evolving and expanding, and with all the new developments in the market, it's hard to stay up to date.

With this guide, we'll try to help you find the suitable investment and assist you every step of the way, whether you are a local or overseas investor. You will find everything you need to know about the current state of the market, why you should invest in off-plan and the top investment opportunities in Dubai.





# About Dubai

A world hotspot for property investments, Dubai has become a benchmark for luxury and success, competing with the biggest metropolitan cities in the world. What makes Dubai a popular investment hub is that it offers zero investment taxes, residency, a high return on investment, and a reliable, stable economy.

## Why Dubai?

Before beginning your search for Dubai property, it's essential to understand what makes Dubai one of the world's most exciting real estate markets.



## **Great weather.**

Enjoy a sun-kissed lifestyle all year round. Dubai provides residents and visitors alike with beach bliss all year round, perfect for tanning, swimming, sailing, fishing, and more.

## **Tax-free income and investments.**

In Dubai, your income is non-taxable, and the same goes for property investments. The zero investment tax means that you will only be paying for your property, not more or less.

## **World-class infrastructure.**

Dubai has the infrastructure that one would expect from a world-class business hub. The government has introduced free zones that serve as hubs for businesses in areas such as Jebel Ali and Media City to attract foreign entrepreneurs.

## **Residency visa.**

Several incentives, such as the Golden Visa program, encourage investors worldwide to move and start their businesses in the UAE. Moreover, property investments above AED 1 million qualify you for a golden visa as well.

## **Safety.**

The UAE comes on top of the list of the safest countries in the world. With strict laws and regulations, it maintains a very low crime rate. In addition, the country has many laws that protect investors and their rights.

## **Regulated market.**

Dubai is the most transparent real estate market in the MENA region with its new Open Data Law, which promotes the sharing of non-confidential data between government and non-government entities.





# Off-plan market in Dubai

Off-plan property is one that is not completed and is in the process of being built. An off-plan property might be a villa, apartment, or townhouse sold by a property developer, or a resale by a previous investor, and you can purchase the property while it is still in the planning or building stages. Offplan properties continue to dominate the market, proving to be a long-term investment for many.





## **Developers.**

Dubai has an extensive list of well-known, reliable developers, and each developer offers something unique to the market, providing investors with projects that raise the bar every time.

## **Competitive prices and rental yields.**

Dubai property rental yields are significantly higher than those offered in popular cities and is also the most 'affordable' city to purchase a home compared with cities such as London, New York, Hong Kong, and Paris.

## **High ROI.**

The return on investment in Dubai is unmatched, reaching a high of up to 9%. Investors can enjoy high returns on investments due to the capital appreciation, rental rates, and the zero tax policy Dubai has implemented on its investments.

## **Active market.**

Dubai on its own recorded real estate transactions worth around AED 300bn in one year. In addition, the influx of new houses will be addressed through Dubai's 2040 Urban Masterplan, bringing in investors and business, all while growing the population to 5.8 million.

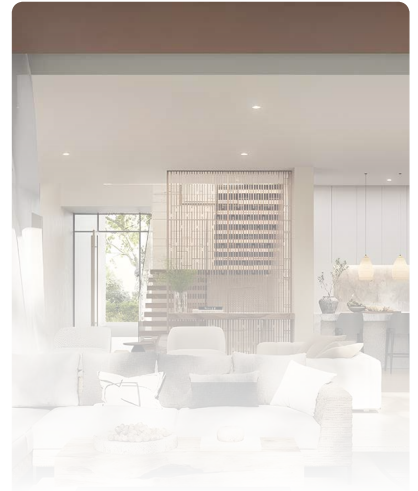
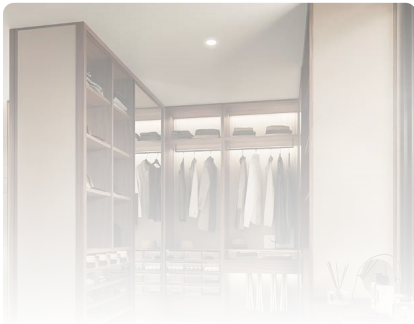
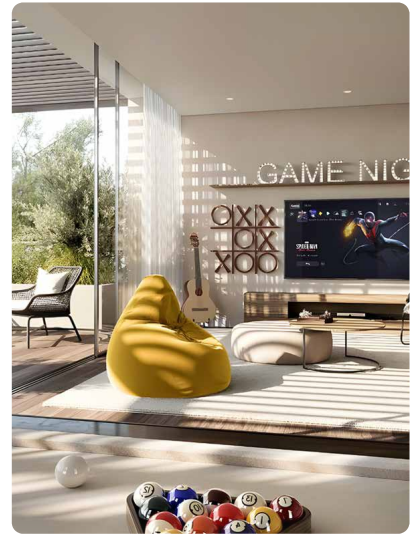
## **Payment plans.**

Different from mortgages, off-plan properties have payment plans that can extend from 2 to 5 or 6 years. The main difference between a payment plan and a mortgage is that it removes the bank as the middleman and allows investors to make interest-free payments.

## **Access to leading agencies.**

At Betterhomes, we offer a comprehensive service package to our clients. With in-house marketing, mortgage, property management, maintenance, and retail property services, Betterhomes will not only help you find the right home and investment but cover all your needs from A to Z. Our trained staff are experts in their field, and their work ethic and professionalism are reflected through our 5-star rating on Trustpilot, courtesy of over 2370 reviews.

# New developments in Dubai



## Tilal Al Ghaf

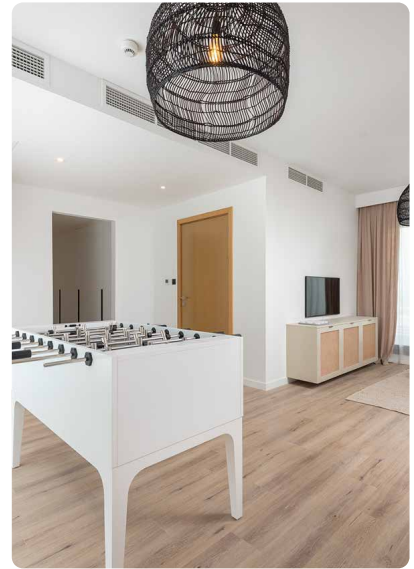
Tilal Al Ghaf is one of Dubai's most prestigious neighbourhoods, with a collection of villas nestled in the heart of an endlessly green landscape. The community is home to one of the biggest manmade lagoons, making you feel like you're on vacation every day of the week.

With its great facilities and a distinct sense of style, the project has great potential for capital appreciation. Not only is it a very sought-after neighbourhood, but its high capital appreciation makes it a good investment, allowing for great resale value. Tilal Al Ghaf has established itself among Dubai's most demanded investment zones, with a land size of 3Mm2, 6.5K+ homes, and 20k+ residents.

- ✓ 3 - 6 bedroom villas and townhouses
- ✓ 5 communities
- ✓ Starting from AED 1.24M

<https://promo.bhomes.com/tilal-al-ghaf/>





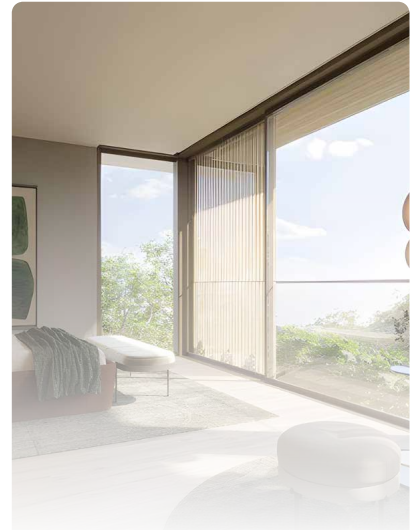
## California Village

Family living takes on a new meaning at California Village, with its spacious living and dining areas, bedrooms, gardens, parks, and walkways. Through a slew of amenities that cater to the needs of both you and your family, it aims to create a space where growth, adventure, and bonding are at the forefront of living.

California Village not only offers some of the most spacious homes in Dubai, but it comes with an unbeatable payment plan that extends up to 5 years post handover. For investors, this means your property will essentially pay for itself, and you will be able to reap the rewards of your investment early on.

- ✓ 4 & 5 bedroom townhouses and twin villas
- ✓ Starting from AED 3.3M
- ✓ Flexible 5 year post-handover payment plan

 <https://www.californiavillage.ae/>



## Nad Al Sheba Gardens

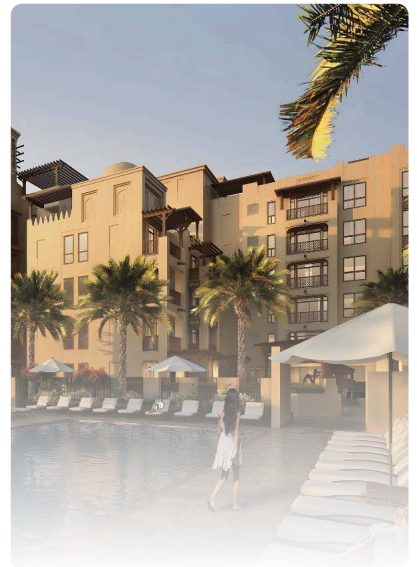
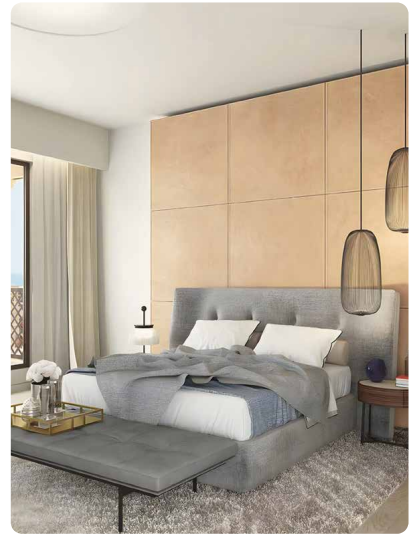
Nad Al Sheba Gardens, with its small alleys and wide lawns inside a gated private neighbourhood, invites distinguished families looking for beautifully built houses constructed from the best materials to live among like-minded individuals who value privacy, style, and a distinct way of life.

Nad Al Sheba Gardens has a wide selection of townhouses, semi-detached, and stand-alone villas. As a self-sufficient community, it provides investors with high returns on investment, with a projected high tenant retention rate. In addition, because of its popularity, the project has the potential for great capital appreciation, providing high resale value.

- ✓ 3, 4, & 5 bedroom townhouses, semi-detached, and stand-alone villas
- ✓ Self-sufficient community
- ✓ Starting AED 3.2M

<https://www.bhomes.com/off-plan/meraas/nad-al-sheba-gardens>





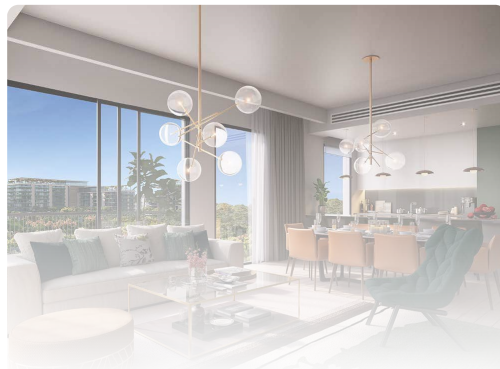
## Madinat Jumeirah Living

Madinat Jumeirah Living is set in the heart of Dubai, overlooking the stunning, world-renowned landmark of Burj Al Arab. The project is endowed with Jumeirah's excellent lifestyle hospitality, where living, shopping, and dining are all part of the experience.

As a highly in-demand community, Madinat Jumeirah Living makes the perfect investment opportunity. This project has a high return on investment, considering the rental prices and availability in that area. Even better, this project has a high capital appreciation, meaning that if you decide to sell later on, you'll be making a significant profit.

- ✓ 1 - 4 bedroom apartments
- ✓ In the heart of Jumeirah
- ✓ Starting from AED 1.4M

<https://www.bhomes.com/off-plan/meraas/jadeel>



## Central Park

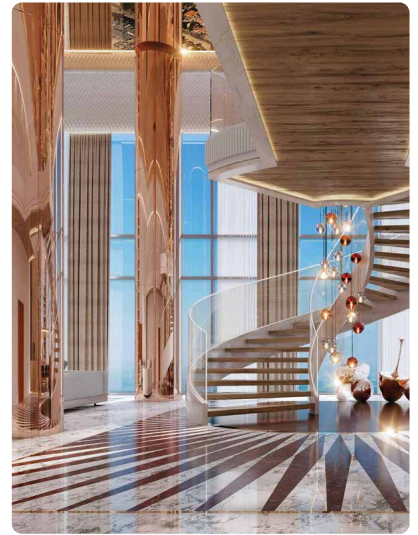
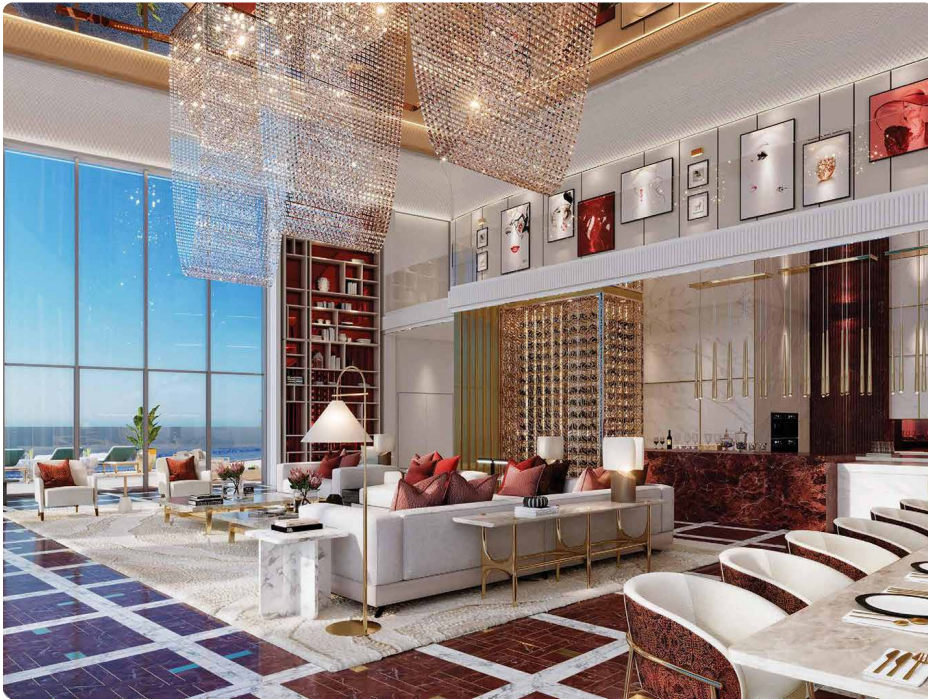
One of the most prestigious and in-demand communities in Dubai, City Walk is every contemporary lover's dream. The community's trademark design concept combines contemporary buildings with lush nature. The light interiors are supplemented by terraces with stunning views of the community's lush park – a really unique location in the centre of the city.

Due to the nature of demand around this project, it comes as no surprise that its return on investment is so high and set to increase over the years. New phases have sold out immediately, giving a good indication of capital appreciation over the years.

- ✓ 1 - 4 bedroom apartments
- ✓ Thriving community
- ✓ Starting from AED 1.25M

<https://www.bhomes.com/off-plan/meraas/myrtle>





## Safa Two

Developed by the giant Damac, Safa Two is inspired by the De Grisogon signature rubies and the color of change, excitement, and life itself. The tower showcases stunning scarlet shades right from the magnificent lobby entrance to the interior detailing and furniture. Featuring a variety of studios, one, two, and three-bedroom apartments, the project exemplifies the feeling of luxury, following its precursor, Safa One.

As a stunning project, Safa Two has prices starting from AED 750k, with a wide range of units available. A highly favoured project, it combines all the elements of a perfect investment; price, desirability, and location.

- ✓ Studios - 3 bedroom apartments
- ✓ Sheikh Zayed Road
- ✓ Starting from AED 750k



<https://www.bhomes.com/off-plan/damac/safa-two>

Our off-plan team is as diverse as can be, with agents of all different backgrounds and experiences,

A portrait of Ahmed Ali, a man with short dark hair and glasses, wearing a dark suit, white shirt, and red tie. He is smiling slightly and looking towards the camera. The background is a blurred cityscape.

### Ahmed Ali

In Ahmed's 10 years of experience in real estate, with skills that have built him a reputation with an ample number of clients all across the real estate industry, whether they are end-users, investors, other agents, or developers.

A portrait of Aleksandr Timofeev, a man with short brown hair, wearing a dark suit, white shirt, and red tie. He is smiling and looking towards the camera. The background is a blurred cityscape.

### Aleksandr Timofeev

A proven top performer with more than 10 years of experience, Aleksandr possesses a unique blend of selling, managerial, and operational expertise with advanced strategic planning, international negotiations, product development, and resource allocation skills.

A portrait of Alena Pazniak, a woman with long blonde hair, wearing a black top. She is looking directly at the camera with a neutral expression. The background is a blurred cityscape.

### Alena Pazniak

Alena started her real estate career in 2015, offering expert knowledge about the local market. She also has an extensive portfolio of properties all over the emirate and guarantees to find you something to suit your specific requirements.

but they all have one important thing in common:

A portrait of Iuliia Aragort, a woman with long brown hair, wearing a white blazer over a dark top. She is smiling and looking towards the camera. The background is a blurred cityscape.

### Iuliia Aragort

With a background in social service, Iuliia is very understanding of her clients and provides very personalized service, building trustful relationships with her clients, and offering advice to make sure the client is well settled in his/her new home.

A portrait of Kulwant Singh Khurana, a man with a beard and a light blue turban, wearing a grey suit, white shirt, and blue tie. He is looking directly at the camera. The background is a blurred cityscape.

### Kulwant Singh Khurana

An engineer with senior management experience of almost 20 years, he is an expert in real estate, serving clients in Dubai, Europe, and Asia, and building wealth through real estate investment for the last 12 years, successfully helping hundreds of investors create wealth.

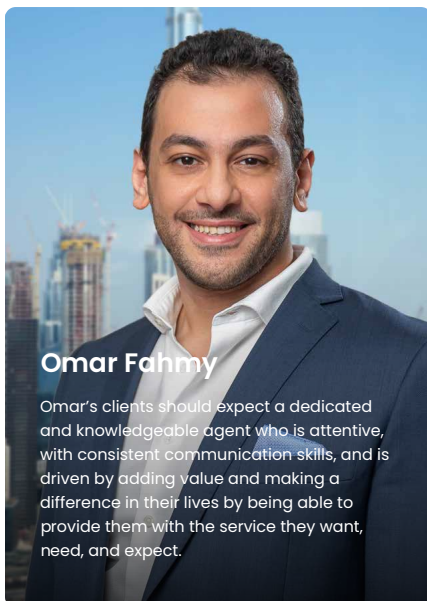
A portrait of Naomi Cocco, a woman with long dark hair, wearing a light blue blazer. She is smiling and looking towards the camera. The background is a blurred cityscape.

### Naomi Cocco

Originally from Italy, Naomi has extensive customer service experience as a real estate consultant specialising in off-plan projects in the main areas of Dubai. Always focusing on giving customer-oriented service to her clients, she listens to their requirements in order to help them find the perfect place.

their passion for real estate.

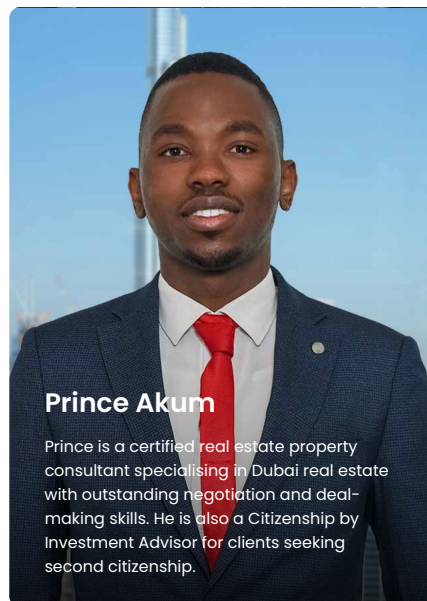




**Omar Fahmy**

Omar's clients should expect a dedicated and knowledgeable agent who is attentive, with consistent communication skills, and is driven by adding value and making a difference in their lives by being able to provide them with the service they want, need, and expect.

With their  
knowledge,  
friendly nature,  
and market  
expertise,



**Prince Akum**

Prince is a certified real estate property consultant specialising in Dubai real estate with outstanding negotiation and deal-making skills. He is also a Citizenship by Investment Advisor for clients seeking second citizenship.



**Sabreen Eid**

Sabreen's background in customer service and real estate knowledge allow her to observe the client's requirements and listen to their desires, making her an instant success and client favourite.



**Sijo Jose**

Sijo's 10 years of extensive experience have taught him a lot in the industry. He makes sure to take time to recognise his client's distinctive needs and requirements and believes that it is crucial to forming a long-term personal relationship with potential buyers, even after closing a transaction.



**Wael Gomaa**

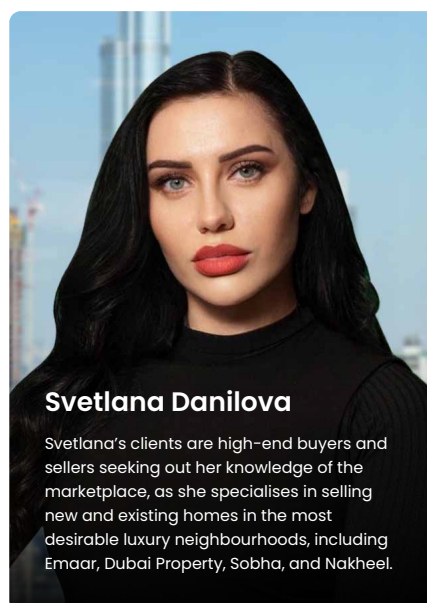
Having owned and managed a real estate agency in Egypt, Wael has over twenty years of sales experience. His strong work ethic, determination, and easy-going disposition make him an ideal consultant.

rest  
assured  
that they  
will help  
you make  
the right  
decision.



**Wassim Abdallah**

Over the past years with Betterhomes, Wassim has gained substantial experience in the real estate industry. His mix of law and real estate experience, along with his strong understanding of different cultures—especially the Arabic culture—allows him to offer a competitive advantage over other consultants.



**Svetlana Danilova**

Svetlana's clients are high-end buyers and sellers seeking out her knowledge of the marketplace, as she specialises in selling new and existing homes in the most desirable luxury neighbourhoods, including Emaar, Dubai Property, Sobha, and Nakheel.

# Betterhomes.

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