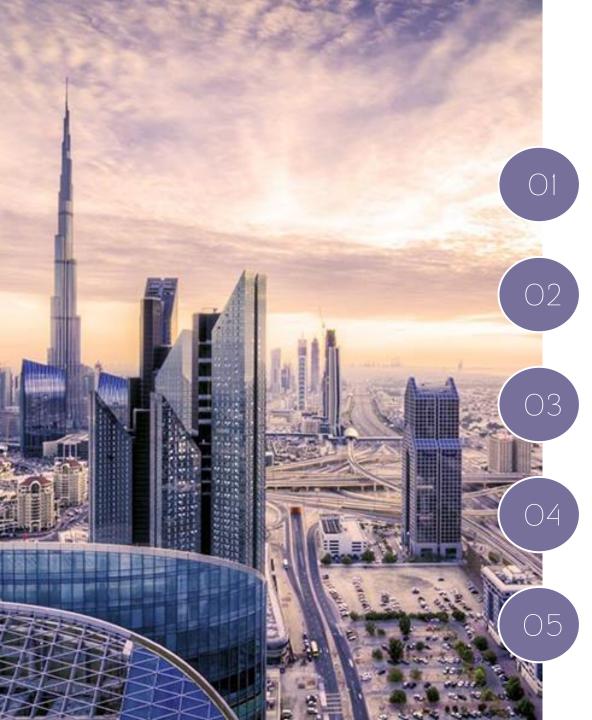


PRESENTED BY 4SiGHT

April | 2024



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Key Trends:

Consolidation drive Real estate mergers for enhanced efficiency and project delivery

Unlocking Homeownership

Developers embrace Rent-to-Own, paving the way for Aspiring Buyers

Experiential Communities

Creating master communities with integrated amenities

Green Revolution

Building a pathway to green real estate

Opportunity in Calamity

Dubai developers offer free repairs, vow action after record rainfall



• With the recently announced **merger of Nakheel and Meydan**, two of Dubai's largest developers are now **under the Dubai Holding umbrella**.

- According to Simon Baker, managing director of Dubai real estate agency haus & haus, this move reflects the emirate's expanding and maturing real estate market, **aiming for better efficiencies**.
- Earlier this year, The Abu Dhabi investment group Q Holding completed a set of transactions that will propel it to one of the biggest real estate players in the UAE. Q Holding acquired control of 100% of the share capital of ADNEC; Modon Properties; & the name will be changed from Q Holding to Modon Holding
- Experts like Mark Richards, managing director at Luxury Property, foresee potential improvements in quality and streamlined project delivery across the city due to the merger, citing the Meraas merger as a precedent.

♀ So what?

• Strategically collaborate and build efficiencies to streamline project delivery and improve profitability



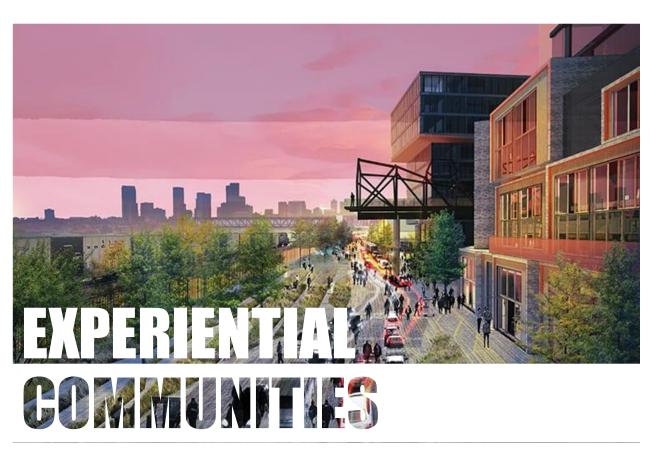
UNLOCKING HOME OWNERSHIP

- As per Property Finder, consumer buying behaviors have been rapidly evolving towards more long-term investments, with tenants preferring ownership over rental properties.
- A shortage of affordable housing or rising home prices have increased demand for rent-to-own.
- Some of the major developers including Dubai South Properties which offers- Rent to Own for 2- & 3-bedroom apartments in the Pulse community with a flexible payment plan over 10 years; Another example is California Village which offers a ready-tomove-in and post-handover payment plan that can go for 5 years.
- Dubai Land Department (DLD) has a mechanism in place for rentto-own service through its portal, which is the registration of a specific title of deed to provide a clear legal framework to facilitate such transactions.

\bigcirc So what?

• Developers can leverage the program to expand markets, accelerate sales, ensure stable rental income, and cultivate enduring customer relationships





- Residential communities in the MENA region have evolved from basic housing areas into **versatile destinations and focal points for local living**, blending together retail, entertainment, dining, and various other amenities.
- Imagine if your community shopping malls also offered an elevated and travel-focused Disneyland-style immersive destination. The **development of mixed-use entertainment districts** is a good example of how the experience economy is influencing real estate.
- Saudi Arabia is creating a lively entertainment scene, seen in places like **Qiddiya**, **New Murabba**, **and Neom**. These destinations reflect modern trends like gamification, artainment, and eatertainment, offering unique all-inclusive experiences.

\bigcirc So what?

• Developers must craft master communities, blending residential, commercial, recreational, and sustainable amenities to meet diverse lifestyle needs and foster inclusivity in the real estate landscape.





REVOLUTION

- In recognition of the increasing global focus on environmental conservation and sustainable development, the United Arab Emirates declared 2023 as the Year of Sustainability.
- The government seeks to enforce strict regulations and policies to ensure that new developments comply with eco-friendly standards.
- The Leadership in Energy and Environmental Design (LEED) certification stands as a benchmark, promoting the design, construction, operation, and maintenance of green buildings.
- The advantages of sustainable real estate are multifaceted. Not only does it reduce environmental harm by conserving resources and reducing waste, but it also presents significant cost savings for homeowners.

 \bigcirc So what?

• In the evolving landscape of sustainable practices, developers must align with the trend to maintain competitiveness or risk lagging behind





- UAE grappled with the worst storm in its recorded history- The level of rain that hit the country was the most it had seen in 75 years.
- Widespread flooding and travel disruption ensued, with reports of **property water damage** from many residents.
- Several prominent Dubai property developers, including Emaar, Nakheel, Dubai Holding, Union Properties, DIP, and MAG Lifestyle Development, announced key measures which includes repairs and essential services for rain-damaged homes in their communities, to help mitigate the impact of severe conditions.
- Affected residents in the above communities, were given the option to contact the community manager directly via hotline numbers. Also, some property developers have considered plans to defer monthly installment payments from homeowners for 1–3 months.

♀ So what?

- Demonstrating empathy emphasizes the importance of prioritizing customer welfare over everything else
- As weather patterns shift, future master communities should plan and promote resilience measures as unique selling points (USPs)



Our tools to help real estate developers

Sight Competitive Intelligence

A syndicated product where we leverage our broker network to get you quick intelligence on the latest launches in the real estate sector (presently focusing on Dubai & Abu Dhabi)



Gathering location intelligence before launch for an in-depth understanding of launches by competition, unit inventory, pricing, amenities/services offered, etc.



Holistic research program to improve/optimize
proposed communities and fine-tuning the targeting δ pricing strategies.
The program provides early indictors on how
consumers (future property intenders) could
react to a future property launch

For more information, contact info@4sight-global.com

Download the Feb 24 Report: https://dsightglobal.com/wp-content/uploads/2024/03/4SiGHT-Real-Estate-trends-Feb-24.pdf



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