



REAL ESTATE TRENDS

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Key Trends:

01

Consolidation drive

Real estate mergers for enhanced efficiency and project delivery

02

Unlocking Homeownership

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

03

Experiential Communities

Creating master communities with integrated amenities

04

Green Revolution

Building a pathway to green real estate

05

Opportunity in Calamity

Dubai developers offer free repairs, vow action after record rainfall



CONSOLIDATION DRIVE

- 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-to-move-in and post-handover payment plan that can go for 5 years.
- Dubai Land Department (DLD) has a mechanism in place for rent-to-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.

💡 So what?

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



EXPERIENTIAL COMMUNITIES

- 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.

💡 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.



GREEN 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.

💡 So what?

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



OPPORTUNITY IN CALAMITY

- 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



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)



Location analytics

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



Home clinics

Holistic research program to improve/optimize proposed communities and fine-tuning the targeting & pricing strategies. The program provides early indicators 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://4sightglobal.com/wp-content/uploads/2024/03/4SiGHT-Real-Estate-trends-Feb-24.pdf>