



# REAL ESTATE TRENDS

**Presented by 4SiGHT**

MAY'24

# KEY TRENDS

**01 Dubai South set to take off**  
Plans to develop a new city within Dubai

**02 Thinking outside the block**  
Cross-emirate and international is all the rage

**03 Piece of pie for everyone**  
Fractional ownership in the new age

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Short term rental market boom in Dubai

**05 Global Gateway**  
Real estate tokenization is the future



An entire airport city is being planned in Dubai South, with the Al Maktoum airport expansion.

The government is expecting one million people to live and work in the area close to the new airport, so that must mean more properties will be built to address the demand

The Heights, by Emaar and Riverside by DAMAC, are few recent examples of developments close to the airport.

Sellers are “postponing” sales to capitalize on expected price increases, while buyers are looking for properties to look for long term gains.

## Dubai South set to take off

💡 So what?

An increased demand for properties in the area and a steady rise in property prices, thus it is important to understand the current and future preferences of target demographics (e.g. Hospitality, aviation, logistic sectors among others) to have a competitive edge in the market.



# Thinking outside the block



The trend of cross-emirate and international expansion by UAE developers reflects a dynamic shift in the real estate landscape.

With Aldar Properties expanding into Dubai, it is focusing on cross-emirate growth, while DAMAC Properties is eyeing Asia-Pacific, signaling their global expansion plans.

As one Board member of DAMAC Properties recently mentioned - *“Across APAC, we see discerning, seasoned, high-value individuals who are looking to buy premium and quality developments for investments and as a home alike. We look forward to working with our partners in bringing DAMAC's acclaimed global portfolio to APAC markets.”*

💡 So what?

Create distinctive value propositions by catering to the local audience in the international markets; Establishing strategic partnership will help to derive best use of local knowledge and experience.



# Piece of pie for everyone

Digital real estate investment platforms allows you to pool your money with other investors to purchase a property.

Leading example by DAMAC Properties is PRYPCO Blocks. By breaking down properties into smaller, equal fractions known as 'Blocks', the platform allows real estate investments to begin from as low as AED 2,000!

The trend is far reaching with fintech startups like Stake, that offers retail investors from across the globe the opportunity to buy fractions of rental property in UAE.

💡 So what?

By actively partnering with fintech companies or developing proprietary platforms to offer transparent and accessible investment opportunities, to embrace digital fractional ownership.



Tourism growth, increasing demand for unique accommodation experiences, and Dubai's pioneering 'Virtual Work Residence Visa', highlights the burgeoning short-term rental market in Dubai.

With 25,000-30,000 Airbnb listings, this has emerged as a lucrative alternative income source for UAE nationals and expat property owners in the region.

The short-term rental market in the Middle East is set for a boom as the region's tourism goals needs a re-calibration- Luxury hotels won't be enough!

# Catch the rental wave

💡 So what?

Developers can look into well-designed/upgraded properties for short-term stays; Proactively marketing these properties through targeted channels and partnerships with short-term rental platforms will maximize occupancy rates.



Blockchain technology continues to evolve despite all the prejudices; Tokenization refers to a digital representation of an asset on a blockchain.

Real Estate tokens can be easily bought, sold, and traded on digital asset exchanges, providing flexibility and accessibility to a wider pool of international investors.

For e.g., France-based Etherland, looks at real estate tokenization as more than digital plots; Their solutions are designed on the idea that blockchain-based document management isn't hindered by the shortfalls of centralized solutions, such as tampering or data loss.

# Global Gateway

💡 So what?

Developers can partner with blockchain firms with a strong international presence, and tailor marketing efforts to target overseas investors to not only enhance domestic investment opportunities but also attract a greater influx of international capital.

# 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](mailto:info@4sight-global.com)



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