



The Guide To Dubai's Market



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DUBAI - THE NEW METROPOLIS IN THE CENTER OF THE WORLD.

Dubai is the world's most emerging metropolis and has rightfully become a sought-after destination for real estate investment. The vibrant global city on the Persian Gulf offers not only a breathtaking skyline and architectural masterpieces but also an unbeatable combination of modern lifestyle, growth and top investment opportunities.

This property guide for Dubai takes you through the initial steps of this dynamic market, providing you with the essential insights into the best investment opportunities and highlighting the differences compared to European markets, allowing you to develop a solid understanding of Dubai. Immerse yourself in Dubai, the new metropolis, and let our expert team accompany you on your journey. Dubai is not just a city; it's a lifestyle. We are more than happy to help you become part of this fascinating story.

**"DUBAI IS A PLACE WHERE THE FUTURE
IS ALREADY HAPPENING TODAY."**

WHY SHOULD YOU INVEST IN REAL ESTATE IN DUBAI?

Simply put! Imagine you purchased a property in New York 20 years ago. it doesn't matter if it was for personal use or as a capital investment, as in both cases, you would have significantly increased your wealth! exactly this opportunity is NOW being offered to you in Dubai.

Dubai is experiencing tremendous growth both in terms of its population and tourism, which signifies continued increasing demand and thus the perfect foundation for your investment.

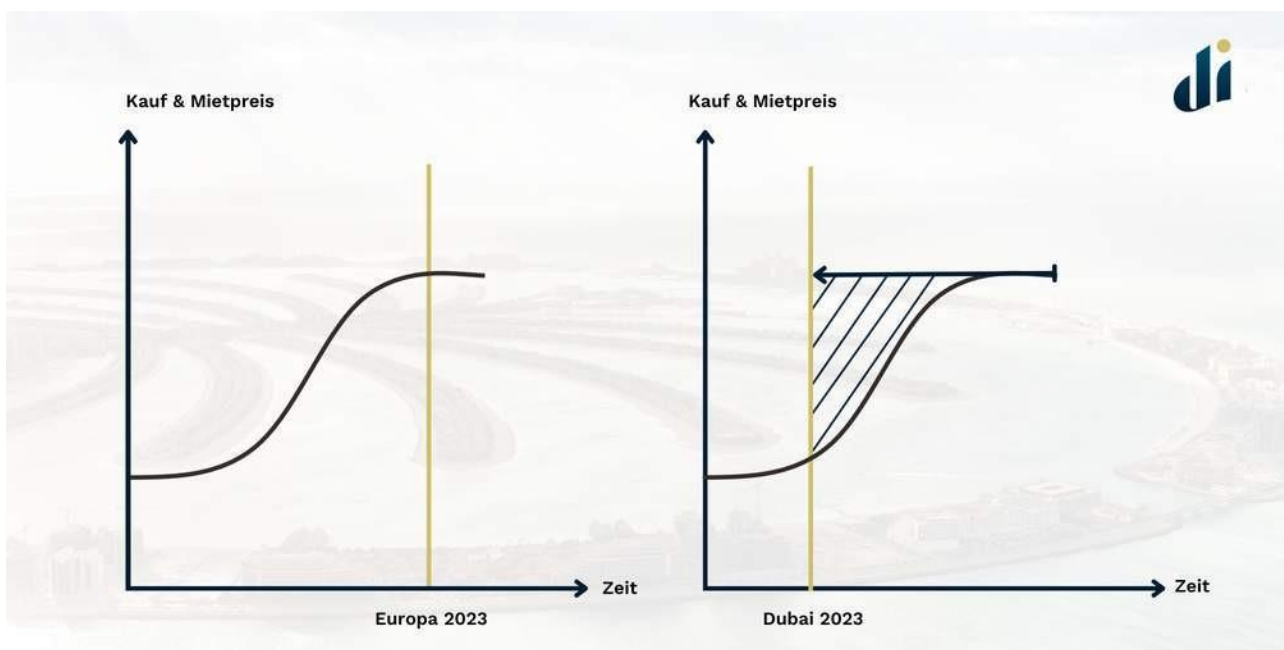


Dubai's economy is now multifaceted. With impressive economic growth, Dubai continually attracts more industries and businesses from around the world, thereby laying the groundwork for further investment. Its geostrategic location between Europe, the Middle East, Asia, and Africa makes it a global hub for trade and business.

With the aim of becoming the world's most vibrant city by 2040, Dubai is heavily investing in infrastructure and quality of life. The city places significant emphasis on sustainability, which ensures the long-term value of your investments. Dubai offers not only an outstanding life. As an investor, you benefit from very high security and protection, both when purchasing and renting properties. Dubai's excellent infrastructure enhances your quality of life and supports your investment in the long run.



BUY, RENT & MORE



The purchase and rental of properties happen swiftly and securely in Dubai. Moreover, Dubai still offers a strong price-performance ratio compared to other global cities. An investor visa in Dubai serves as a secure haven for property owners. Attractive and sustainable yields of 6.5% and more are not only possible but quite common in Dubai. In addition, the city presents significant potential for property value appreciation. When comparing Dubai to metropolises like New York City or cities in Germany, UK, and Switzerland, the conditions for investors prove to be extremely attractive.

In short, Dubai offers an unbeatable combination of growth, security, and lifestyle, making it an outstanding destination for property investments.

"The profit is in the purchase." This truth is something every property buyer has heard many times. In Dubai, you have the opportunity to make that true.

THE THREE BIGGEST DIFFERENCES COMPARED TO EUROPE

I - Speed and dynamic

The metropolis of Dubai is constantly in motion and will continue to grow steadily and rapidly in the coming years. Until 2040, a doubling of the population is expected. In combination with global investor interest, this leads to a dynamism and speed unknown to Europe, where properties enter the market and are sold out quickly. This is also facilitated by the extremely straightforward purchasing process, especially for off-plan properties, where one can become a property owner in Dubai within 30-45 minutes.

Tip: To be able to seize the right opportunity and the right property, you should be well-prepared!

2 - Payment- and financing terms

The well-known and popular 110% financing options in Europe are not possible in Dubai. Typically, property buyers must bring all the capital from abroad, either through readily available personal funds or by refinancing an existing property. While there is an option to finance up to 50% of the property through a bank in Dubai, most of these projects fail due to the tremendous speed of the market where attractive properties in Dubai are sold.

Tip: Clarify the availability of capital BEFORE you search for a specific property in Dubai.

3 - Simplicity and security

Property buyers and investors are the growth engine of Dubai. For precisely this reason, Dubai not only makes property investments straightforward for buyers but also ensures extremely high security during purchase and transaction.

As an investor, you are protected, among other things, by the escrow account system and by the regulation of the Dubai Land Department. Moreover, when you invest in Dubai, you're putting your money into a politically and economically extremely secure location with a very stable and robust currency.

Even as a landlord, you enjoy significantly greater protection in Dubai compared to Europe.



WHAT YOU SHOULD CONSIDER WHEN BUYING IN DUBAI

Higher standard, higher demand

Which car model do you think sells better in Dubai, the affordable Dacia or the Mercedes with higher comfort? The same applies when renting out in Dubai. Properties are often advertised with low prices. However, in Dubai, it's important to be very attentive and not compromise on location, construction quality, and — very importantly for Dubai — the level of service. Higher-quality properties are rented out more securely, more profitably, and truly offer better appreciation.

Over 30 000 brokers and fast transactions

Yes, you read correctly: There are over 30,000 brokers in Dubai now. In every shopping mall and nearly every walk you take, you will be approached by brokers or directly by builders regarding the purchase of a property. Each broker has the best offer, and every builder has the best project for you. Many want you to make a decision immediately and now since fast transactions are crucial for many in Dubai.

Our tip: Only invest with a partner who provides you with independent advice, has sufficient experience in the Dubai market, and has an appropriate network.

The right property for the right plan

The property supply in Dubai is vast, with approximately 15,000 properties available every day. The art is not just buying a property but purchasing the right one. The choice of builder, location, and specific unit depends not only on your investment budget but more importantly on your personal plan or strategy.

Our tip: FIRST the strategy, THEN the property search.



! Think about tomorrow today

This applies not only to smart property buyers but especially for us as your partner.

While we find the perfect property in Dubai for you, we ensure in the background that your investment becomes straightforward, secure, and successful after the purchase:



Financing

Get competent and English-speaking assistance with the financing of your property, both concerning refinancing in Europe and locally in Dubai. Our experts are at your disposal to assist you with the planning and implementation of your financing.



Regular valuation

While your property is being built, you are welcome to receive regular updates on price developments if you wish. This way, based on facts, you can always decide whether you want to sell your property at a profit or keep it.



Interior design and furnishing

To transform your new home into a cozy and stylish retreat, make use of the interior design and furnishing services from our local partners. We are happy to help incorporate your personal style into your new home.



! Think about tomorrow today



Handover

Your satisfaction is important to us. To ensure that your property meets the highest standards and is handed over in the right condition, you can confidently rely on our experienced and well-trained evaluators in Dubai. Quality and transparency are very important when buying properties.



Leasing

Of course, you can also entrust the initial rental to professional hands on-site. We are proud to have already acted as a competent and reliable partner for property investments in Dubai for hundreds of clients.

A photograph of the Burj Khalifa in Dubai, United Arab Emirates, set against a clear blue sky. The building's distinctive tiered structure and spire are prominent. In the foreground, there is a body of water with a fountain display, and other modern buildings are visible in the background.

"Dubai is the result of a dream that has become a reality, a vision that represents growth and progress. Here, not only a city grows; here, the future grows."





QUESTIONS & ANSWERS FOR YOUR INVESTMENT IN DUBAI

Can I buy property in Dubai?

Investors are very welcome in Dubai. Therefore, any individual, regardless of origin or nationality, can purchase property in Dubai. The only requirements besides sufficient equity are a valid passport and valid contact information/address.

Are properties in Dubai purchased or leased for 99 years?

Both models are possible in Dubai. However, typically, the leasehold models for foreigners are not meaningful. Exceed Real Estate therefore only offers purchases in 'Freehold.' These belong 100% to you and are secured just like in Europe with property registration.

How long will the real estate market in Dubai continue?

Dubai has stable growth in terms of population, tourism, and economy. With the Urban Masterplan, the foundation for 'Project Dubai,' a doubling of the population by 2040 is expected compared to 2023. Additionally, Dubai is independent of oil, has a steadily growing, diversified economy, and forward-looking, stable politics. Therefore, there is currently no end in sight to the growth.

Off-Plan or Ready?

Most investors buy Off-Plan properties. These are usually cheaper and actually offer higher security for the buyer than many Ready purchases. So, if you can wait, you typically choose Off-Plan, while those in a hurry tend to opt for a Ready property, even if it often costs much more.



How easy is buying and renting out in Dubai?

Forget the complexity you recognize from European countries. In Dubai, buying and renting out are TRULY very straightforward. For instance, the buying process can be entirely done online and is carefully regulated and supervised by the Dubai Land Department, Dubai's real estate authority. The principle is: Dubai protects its investors! Did you know that 70% of property buyers never set foot in Dubai and still manage to successfully rent out their properties? How does it work? Quite simply: Local partners handle the renting for you... and all without any cost to the landlord.

What financial opportunities do I have in Dubai?

There are three options for buying property in Dubai:

The most popular option - the payment plan. For Off-Plan properties, interest-free installment plans are available, allowing you to pay the purchase price over the entire construction period - and sometimes even longer.

The theoretical option - financing in Dubai. Banks in Dubai allow for 50% financing for Ready properties. However, due to the market dynamics, sellers of this option are often reluctant, which is why it rarely works.

The second most popular option - over-leveraging in Europe: Any property in Europe can be leveraged through a bank. This is an excellent way to generate capital for purchases in Dubai and is therefore

How do I find the right property?

This is where the challenge lies in Dubai, as the city offers vast opportunities and projects. However, the market is highly dynamic; almost daily, new projects emerge, and others are sold out in a very short time. Obtaining an overview and being able to distinguish between good and less favorable offers as an outsider is nearly impossible. Therefore: Don't search for the right property; search for the right partner who guides you correctly in Dubai.




NEXT STEP TOWARDS BECOMING A SUCCESSFUL PROPERTY OWNER IN DUBAI


Be aware that your decision to purchase property in Dubai marks the beginning of an exciting journey!
Your relationship with Exceed's experts doesn't end with the purchase. It's just beginning now


What do we offer you?

- Independent advice: Our experts are available at any time to answer your questions and support you at every step.
- Information supply: Always stay updated on important developments in the property market in Dubai.
- Simple and secure purchase process: Sit back, our experts handle the details and guide you proactively through the purchase.
- Regular evaluations: Receive regular updates on the price development of your property.
- Handover: Trust that the handover of your property is competently managed by experts on site.
- First rental or handover to short-term renters: Maximize your returns with Exceed Real Estate.
- Interior design and furnishings: Let your new home or capital investment be furnished and decorated according to your wishes and requirements.
- Independent of developers, we ensure that we always act in the best interest of our clients.



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WHY YOU HAVE ALREADY FOUND THE RIGHT PARTNER...

We find the property that fits your desires and guide you proactively through the process.

With **Exceed Real Estate**, you receive competent and Swedish-speaking support from the beginning to the first rental.

Start NOW and secure your dream property or capital investment!



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