



Ava at Palm Jumeirah, Dorchester Collection

# Branded Residences Report **Dubai - H1 2022**



Atlantis The Royal Residences

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## Introduction

In 2010, the Armani Residences in Burj Khalifa were the first branded residences to open in Dubai. Henceforth, the demand for these luxurious residences has shown no sign of slowing down.

Furthermore, Dubai has witnessed growth in this niche market throughout the years, attracting luxury and upscale brands from the hospitality industry to establish appealing schemes for wealthy buyers and investors and also to add a new stream of revenue. Ultimately, Dubai has magnificently positioned itself as one of the hubs for branded residences in the world.

With this report in hand, we point out all the significant data and insights that an investor, developer, or end-user will need to have a comprehensive view of this niche market. Additionally, our report sums up the benefits attained for all parties, highlights the notable increase in the number of schemes, and tracks the performance of the existing ones. It demonstrates premiums paid for branded residences versus non-branded ones. And lastly, it presents the top-performing brands in Dubai.



W Residences Downtown

## A Word from the CEO, Mr. Elias Hannoush

"Since I decided to embark on a mission to change the perception of the real estate market in Dubai by setting a benchmark of higher levels of transparency, professionalism, and investor protection, the concept of branded residences has started to pick up and has become a trend in Dubai's real estate market, leading the city to become the capital of branded residences worldwide.

When property developers realized it's a winning formula and started to capitalize on the concept, we decided to take the strategic approach by bringing a one-of-a-kind report to the hands of investors, property developers, and brands in order to have a spot-on first-hand benefit of this booming sector for the aforementioned parties, and also to enlighten them with verified data that will allow them to bring their vision to life and achieve optimum value for this asset class."

“

**...we decided to take the strategic approach by bringing a one-of-a-kind report to the hands of investors, property developers, and brands...**





## Branded Residences in definition

Branded residences are residential properties associated with a well-known brand in design and operation.

Owners get several advantages from brand associations, including the assurance of a superior level of service and an incredible selection of facilities.

The amenities of a development and the lifestyle offered by a brand may be a major selling point for new residents wishing to enjoy the lifestyle provided by branded schemes.



## Structure

Typically, branded residences are the result of a collaboration between a brand and a developer. The brand allows the developer the right to promote and sell properties bearing their trademark. In order to maintain standards, the brand often oversees and services the residential homes associated with their brand.

The developer is required to pay a royalty fee to the brand every time they sell a unit.

In addition, the brand may have additional charges, including but not limited to design fees and administration for the development of the scheme.

The property owner is responsible for paying management fees and standard service charges.



Jumeirah Living

## A Triple Win Formula!

### Developer

- Competitive advantage in the market
- Larger client base that includes brand enthusiasts
- Design and marketing Assistance
- Higher price premiums

### Brand

- New source of revenue through licensing
- Increased brand awareness
- Stronger client relationship

### Client

- High quality finishings and management
  - Higher capital appreciation
  - Higher rental yields
  - Suitable for short term rentals
- 
- Prestigious property to own with an enhanced lifestyle

## Types

- Residential units within a hotel
- Residential development adjacent to a hotel
- Residential developments with hotel management
- Stand-alone residential developments with brand association



Ava, Palm Jumeirah



# Overview

58 Total Number of Branded Residences

1,991 AED

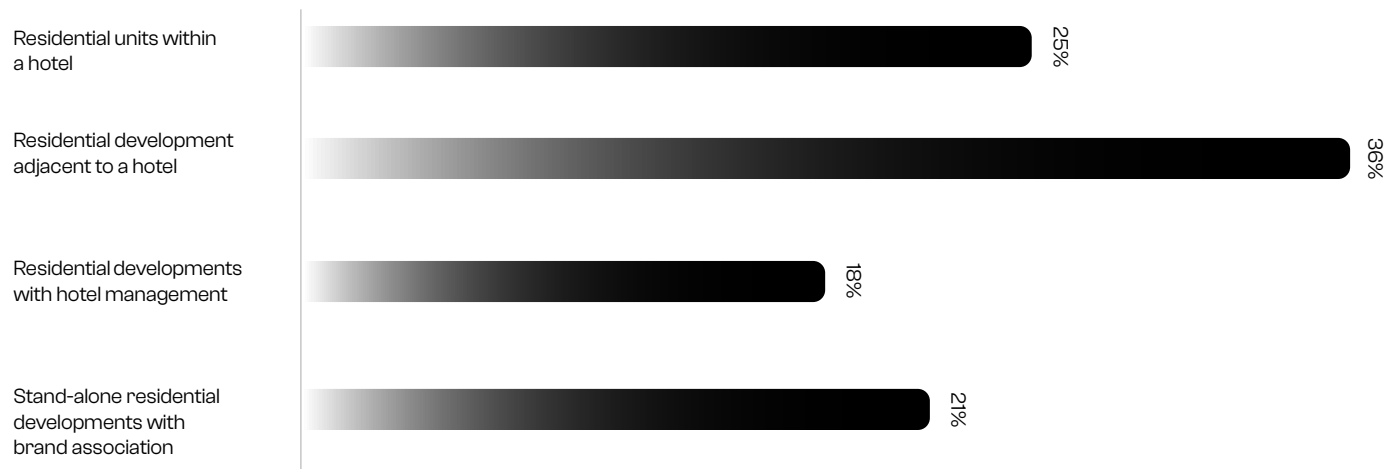
Average price per sq.ft non branded  
(same locations)

2,721 AED

Average price per sq.ft  
branded residences



## Popularity by Type







# Performance Summary

## Transactions H1 - 2022

3,324

Total Transactions

AED 16.13B

Total Worth

## Vs H1 - 2021

1,381

Total Transactions

AED 5.65B

Total Worth







## Primary Market VS Secondary Market

27

Under Construction Projects

31

Ready Projects

AED 3,308 (Off-Plan)

Average Price per sq.ft Primary Market

AED 2,562 (Ready)

Average Price per sq.ft Secondary Market

### Primary Market Transactions

### Secondary Market Transactions

1,863

Total Transactions

AED 10.07B

Total Worth

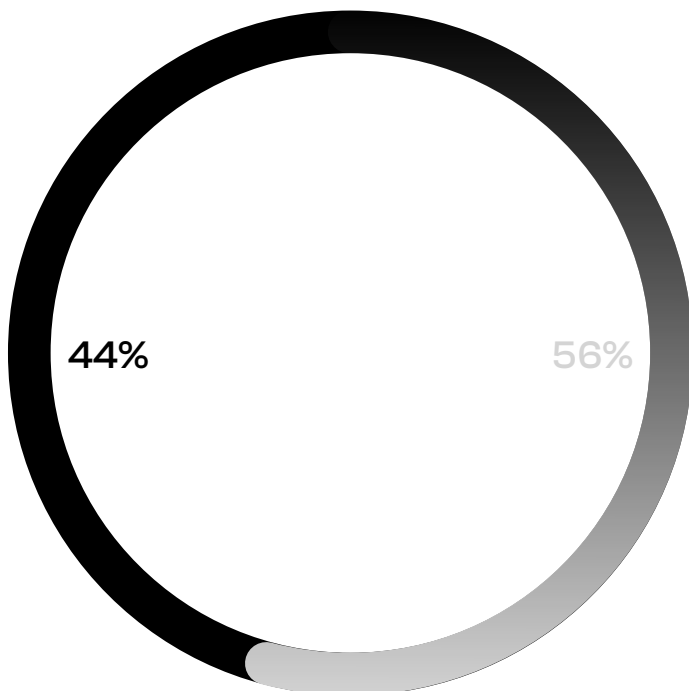
1,461

Total Transactions

AED 6.06B

Total Worth

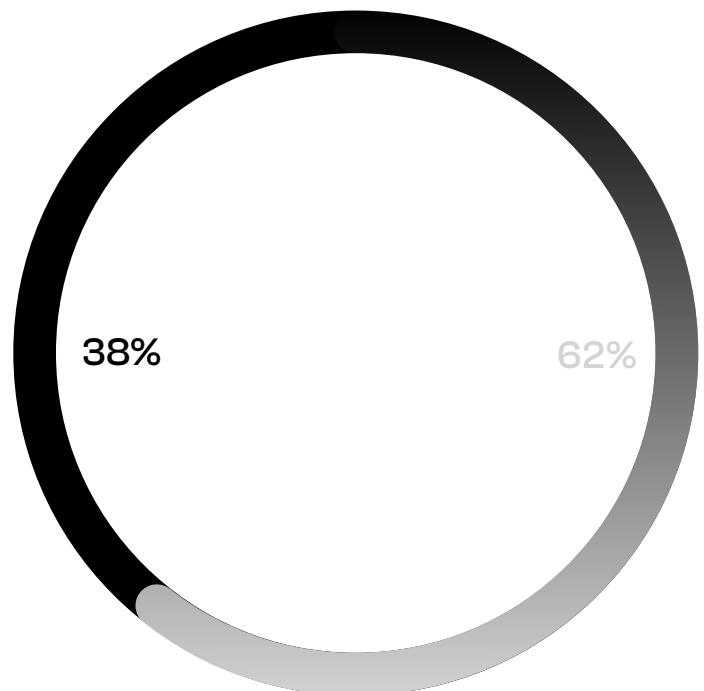
Transactions Volume



● Secondary Market

● Primary Market

Transactions Value



● Secondary Market

● Primary Market



## Price Comparison (branded vs non branded)

Community	Price per Sq.Ft (Branded)	Price per Sq.Ft (Non Branded)	Price Difference (Branded & Non Branded)
Jumeirah Bay	AED6,280	AED3,315	89%
Jumeirah 2	AED5,718	AED5,524	4%
Palm Jumeirah	AED3,651	AED2,634	25%
JBR	AED3,322	AED1,437	131%
Downtown Dubai	AED2,802	AED1,680	67%
Dubai Hills Estates	AED2,503	AED1,537	63%
Business Bay	AED2,353	AED1,679	40%
Dubai Marina	AED2,270	AED2,170	5%
Dubai Creek Harbour	AED2,000	AED1,843	9%
Dubai Harbour	AED2,827	AED2,665	6%
JLT	AED1,837	AED1,013	81%
Al Jaddaf	AED1,672	AED1,072	56%
Dubai Health Care City	AED1,348	AED1,324	2%
JVC	AED1,135	AED905	25%
DAMAC Hills	AED1,094	AED1,064	3%

## Top Performing Projects

Project	Total Volume	Total Value
St Regis The Residences	516	AED1,854,116,335
W Residences Downtown	306	AED780,584,515
The Address Jumeirah Resort and Spa	268	AED1,179,506,270
Cavalli Casa Tower	206	AED1,072,321,434
SLS Dubai Hotel & Residences	175	AED285,513,214





## Top 10 Addresses Price Wise

Brands	Average Price per Sq.ft
AVA at Palm Jumeirah	AED6,937
Bulgari Resort & Residences	AED6,280
Mr. C Residences	AED5,915
One at Palm Jumeirah	AED5,632
Four Seasons Private Residences	AED5,521
Six Senses Residences	AED5,276
Atlantis The Royal Residences	AED4,996
Dorchester Collection Dubai	AED4,523
Five JBR	AED4,208
Raffles Palm Hotel	AED3,952



Ava at Palm Jumeirah, Dorchester Collection



## Featured Branded Residences



Ritz-Carlton Residences

### Ritz Carlton Residences

- **Location:** Creekside Dubai
- **Type:** Stand-alone residential developments with brand association.
- **Developers:** MAG Lifestyle Development

The Ritz-Carlton Residences is a brand-new, ultra-luxurious development on Dubai Creek.

MAG Group is developing the first Ritz-Carlton Residences in the UAE in collaboration with Marriott International. The Ritz-Carlton Residences will feature apartments

with two and three bedrooms, penthouses, and a total of 12 mansions.

The Ritz-Carlton will fully furnish and manage all real estate. Residents of the luxurious waterfront development will experience personalized services from The Ritz-Carlton, one of the world's leading luxury hotel brands.

A la carte services include translation services, notary public services, child care services, Michelin-starred fine dining, and more.





## SIX Senses Residences

- **Location:** Palm Jumeirah
- **Type:** Residential development adjacent to a hotel.
- **Developer:** Select Group

Six Senses, one of the world's most recognizable hotel and spa brands, is set to open the Six Senses Residences on Dubai's famed Palm Jumeirah.

This magnificent residential building places a premium on health and relaxation and is designed to mirror the feel of a resort.

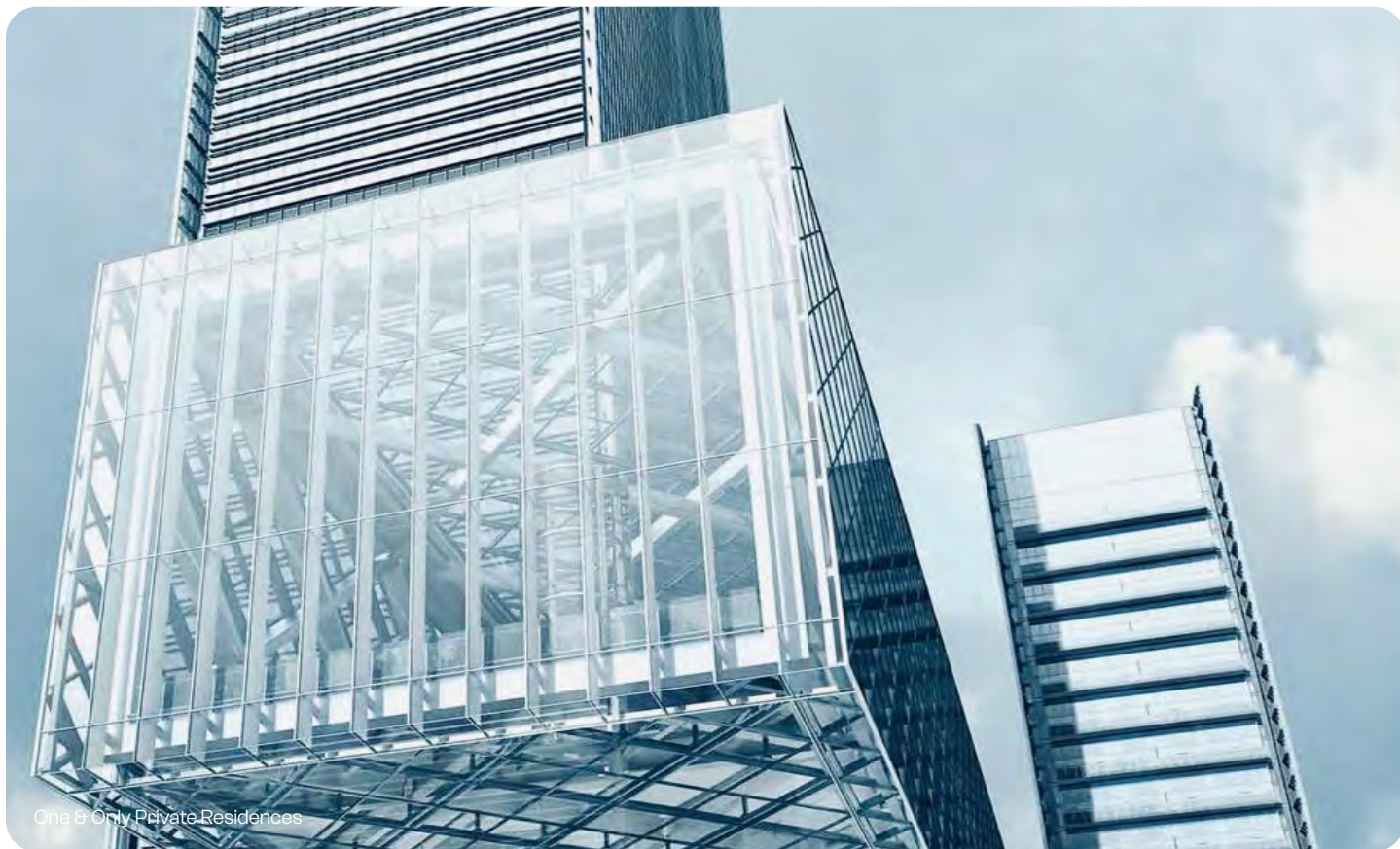
The development will be positioned on the Palm's West Crescent, providing a panoramic view of the Dubai Marina skyline, JBR, Bluewaters Island, Ain Dubai, and the Emaar

Beachfront cruise docks. Additionally, it has a private beach with unobstructed sea views and a 61-room hotel.

The Six Senses' residential choices are ideal for families of any size.

There are 114 two-to-four-bedroom penthouses, seven Royal Penthouses with four bedrooms (two of which are bigger units known as Imperial Penthouses), 32 Sky Villas with three-to-four-bedroom duplex configurations, and nine unique Signature Beachfront Villas with five bedrooms.

Each house has a fully integrated branded kitchen, a study, and an Amir's quarters. The Royal Penthouses and Villas include private pools, while the Signature Villas, of course, provide direct beach access.



One &amp; Only Private Residences

## One & Only Private Homes

- **Location:** Za'abeel
- **Type:** Residential development adjacent to a hotel.
- **Developer:** Investment Corporation of Dubai (ICD)

One & Only One Za'abeel private homes are located in the prestigious Za'abeel neighborhood, in the pulsing heart of the world's most active metropolis. Soaring 60 storeys into the sky in a city distinguished for its architectural styles, One Za'abeel raises the standard to new heights. It is a stunning piece of modern architecture, created to take advantage of this desired location. The serviced homes have a variety of one-, two-, and three-bedroom units, all of which are intelligently designed to provide panoramic views of the cityscape from every

point of view. Each abode has been tailored for discerning homeowners, combining modern comfort with exquisitely fashioned interiors that balance contemporary sophistication, originality, and exuberance. As a One&Only Private Home Owner, you gain access to a coveted network of privileges, here at One&Only One Za'abeel and across the One&Only world. From exclusive events and priority bookings to preferential rates and special savings, you can enjoy more of what you love, right on your doorstep and beyond.





## Jumeirah Living

- **Location:** Business Bay
- **Type:** Residential developments with hotel management.
- **Developer:** Select Group

The Jumeirah Living Business Bay provides its inhabitants with the solitude and premium service of a five-star hotel, in addition to an elevated riverfront lifestyle replete with unrivaled lifestyle services. Jumeirah Living Business Bay provides two, three, and four-bedroom homes; five-bedroom simplex and duplex penthouses; and a full-floor master penthouse on the top level, all of which are equipped to a superior grade of quality, raising the bar for branded properties. Inspired by the marine lifestyle and nautical features of its location, Jumeirah Living Business Bay straddles the gap between art and architecture. Ongoing conversation with the glistening light and the shimmering waters of the Dubai Canal Designed to be an attractive focal point of

the 35-story skyscraper, Downtown Dubai's skyline offers a variety of 82 large homes beautifully crafted and adorned with refined details, combined with tailored brand services and facilities.

Each development within the master community has been meticulously planned to offer unimpeded vistas, maximizing Peninsula's unique waterfront location on the doorstep of Downtown Dubai. With superior finishes, ultra-premium appointments, and a design that provides the most breathtaking views of the Dubai.

Canal and Downtown Dubai skyline, the exquisitely crafted four- and five-bedroom simplex and duplex penthouses are destined to elevate living in the sky to an entirely new level of abundance.



## Dubai's Market Foreseen

When a destination, service, or even a product is associated with a “luxury or designer brand,” it attracts HNWIs from all over the world, as these individuals are constantly seeking out new, exclusive, personalized products and experiences, and they will not settle for anything less than a distinctive, bespoke, elevated lifestyle. Dubai has become a hub for branded residences over the past decade, and it will continue to dominate international real estate markets due to the significant increase in demand from buyers all over the world, aligned with the developers' consistently seeking collaborations with brands to introduce unique schemes that will boost the city's prestige. We also anticipate an increase in eco-friendly luxury schemes. Additionally, we may witness the birth of tech-branded residences in the city, bringing cutting-edge technology to residences.

Even though investing in Dubai's real estate market has tremendous potential and the price of prime real estate

remains considerably lower than in other metropolitan cities, not all branded residences will maintain their value as the market matures.

In certain mature markets, branded residences sell for less than premium residences without a brand name. To avoid falling for projects with excessive hype, clients are advised to stay up to date on all market trends and to be well-versed in the industry.



**Dubai has become a hub for branded residences over the past decade, and it will continue to dominate international real estate markets due to the significant increase in demand from buyers all over the world.**



## About Us

Morgan's International Realty is a luxury real estate brokerage and property investment consultancy firm. Established in Dubai at a tipping point of the industry, to create an impact in a market which was just evolving empowered by a joint effort of the public and private sectors, aiming to change the perception of the market and market players.

We chose to participate in setting a benchmark of higher levels of transparency, professionalism and investor protection. Believing that client satisfaction and retention are the key factors of sustainability and organic growth in a market nearing maturity, we laid down the corner blocks of an organization that reflects the history of its' founders. We share this belief with each of our team members who aim to leave clients with a pleasant memory of their past, standing by and guiding them in their present and planning for their future.

## Branded Residences Services

Our team offers a comprehensive range of consulting services to enable clients to access informative, experienced, and tailored advice. Our studies are detailed, well-recognized, and widely covered. We conduct bespoke research for clients seeking to up their property development game. Services you may be interested in :

- Brand introduction
- Feasibility Study
- Pricing strategy
- Sales and marketing strategy
- Execution and documentation
- Management and operation

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