INFOGRAPHIC

700% IN ONE YEAR

A real case study featuring one of our clients. ASK FOR DETAILS!

Let the NUMBERS Speak

Over $9 million in 5 years and 10 steps

1

October 2020	Purchase price: AED		Asking price: 14,000,000 AED	
	INVESTMENT AED	%	APPRECIATION AED	%
Paid				
Due				
Balance				

2

November 2020	Purchase price: AED		Asking price: 14,800,000 AED	
	INVESTMENT AED	%	APPRECIATION AED	%
Paid				
Due				
Balance				

3

December 2020	Purchase price: AED		Asking price: 15,600,000 AED	
	INVESTMENT AED	%	APPRECIATION AED	%
Paid				
Due				
Balance				

4

January 2021	Purchase price: AED		Asking price: 16,000,000 AED	
	INVESTMENT AED	%	APPRECIATION AED	%
Paid				
Due				
Balance				

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February 2021	Purchase price: 14,700,000 AED		Asking price: 16,400,000 AED	
	INVESTMENT AED	%	APPRECIATION AED	%
Paid				
Due [2]	100,000			
Balance [3]	14,600,000			

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April 2021	Purchase price: 14,700,000 AED		Value: 18,000,000 AED	
	INVESTMENT AED	%	APPRECIATION AED	%
Paid [1]	100,000		(3,300,000-100,000):100,000=	3200
Due [2]	1,370,000	10	3,300,000:(1,470,000/100)=	224
Balance [3]	13,320,000	90	3,300,000:(14,700,000/100)=	22.4

AED 1,700,000 discount + AED 10,000 for each month the 5% payment was deferred (based on personal investments), saving another AED 1,200,000. TOTAL SAVINGS: AED 2,900,000

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January 2022	Purchase price: 14,700,000 AED		Value: 25,000,000 AED	
	INVESTMENT AED	%	APPRECIATION AED	%
Paid [1]	1,470,000	10	10,300,000:(1,470,000/100)=	700
Due [2]	2,205,000	15	10,300,000:(3,675,000/100)=	280
Balance [3]	11,025,000	75	10,300,000:(14,700,000/100)=	70

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January 2023	Purchase price: 14,700,000 AED		Value: 30,000,000 AED	
	INVESTMENT AED	%	APPRECIATION AED	%
Paid [1]	3,675,000	25	15,300,000:(3,675,000/100)=	416
Due [2]	2,205,000	15	15,300,000:(5,880,000/100)=	260
Balance [3]	8,820,000	60	15,300,000:(14,700,000/100)=	104

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January 2024	Purchase price: 14,700,000 AED		Value: 35,000,000 AED	
	INVESTMENT AED	%	APPRECIATION AED	%
Paid [1]	5,880,000	40	20,300,000:(5,880,000/100)=	345
Due [2]	3,675,000	25	20,300,000:(9,555,000/100)=	212
Balance [3]	5,145,000	35	20,300,000:(14,700,000/100)=	138

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THROUGH JULY 2025	Purchase price: 14,700,000 AED		Value: 45,000,000 AED	
	INVESTMENT AED	%	APPRECIATION AED	%
Paid [1]	9,555,000	65	30,300,000:(9,555,000/100)=	317
Balance [3]	5,145,000	35	30,300,000:(14,700,000/100)=	206

[1] ROE (return on equity): profit if sold before the next installment.
[2] ROE (return on equity): profit if sold after paying the next installment.
[3] ROI (return on investment): profit if sold after paying in full.

Timeline of Events

MARKET CONDITIONS

Prices in ultra-prime areas rose by an average of 10% a month.

While the pandemic was still underway, Dubai was already hosting Expo 2020. The market was picking up, and newly launched projects were selling on the spot.

THE INITIAL REQUEST

One of the most demanding clients I had ever worked with.

A 4–6 room home on Palm Jumeirah, with unrealistic expectations on price and payment terms. Only ultra-luxury projects with hotel services and a private beach.

ASSESSING THE OPTIONS

We explored every option, including some within budget.

One Palm, Serenia, W Palm, Royal Atlantis, Palm Couture... none met his expectations on price, size, finishes and services.

ONE LAST CHANCE

I asked him to trust me and see one last development.

He wouldn't consider Downtown, let alone Business Bay or anywhere without a beach. But I believed I could find a place the whole family would love.

NEGOTIATION

The whole family fell in love! Lana Residences – Dorchester.

We went after the best fully furnished three-room unit. It was a tough negotiation with buyers already lined up, and our client wouldn't compromise. We did it!

THE DOWN PAYMENT

We're friends now. His trust paid off.

The whole family got more than they'd dreamed of, and this was just the start. It wasn't even about the money, despite AED 2.9M in savings and AED 30M in profit.

FIRST INSTALLMENT

Developer payment plans can help maximize returns.

If he sold, he'd make a 700% return on the money invested so far, in just 10 months. Hard to believe, but true. Ask us for the details and we'll send them over.

SECOND INSTALLMENT

A year later, the property was still gaining value. Profit was assured.

They'd paid only a fraction of the price and knew they'd made the right choice. Every time they're back in Dubai, I see the whole family. Their happiness is the real value.

HANDOVER

They chose to keep it and invest another AED 40 million.

It was mostly personalized advice on the whole market: why, how and where to buy. Plus private tours, value and trust.

POST-HANDOVER PAYMENTS

The property keeps gaining value over time, with easy installments.

Choose an advisor you can trust. The 2% commission you sometimes pay can bring you 100 times as much in return. Choose wisely and work with the best.

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GET YOUR DUBAI REAL ESTATE CURATED INVENTORY

property DIGEST

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