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Dubai's Buyer Opportunity: Real or Illusion?

Sales are slowing. But are buyers actually getting better deals?

KNOW TODAY. INVEST BETTER. BUILD TOMORROW.

What changed — and what didn't. Slower sales do not automatically mean better deals.

Dubai's property market is becoming more selective. But a slower market is not proof that every apartment or villa is suddenly good value.



Q3 ACTIVITY

~34,500

residential transactions

-4%

quarter-on-quarter

Savills Q3 2026



SEPTEMBER VALUES

-4.5%

year-on-year

-0.1%

month-on-month

ValuStrat Sep 2026



BUYER REALITY

A bargain still needs comparable sales, believable rent and a clear exit.



WHAT WE KNOW

- Transactions softened.
- Index values edged lower.
- Signals are mixed rather than uniform.



WHAT WE STILL NEED

- Building-level comparables.
- Achievable rent.
- Service charges.
- Exit liquidity.



BUYER TAKEAWAY

A slower market creates questions, not automatic bargains.

03 / MARKET REALITY

Fewer sales. Softer values. But not one simple story.

Transaction activity and price indices are different signals. Read them separately.



SAVILLS Q3 2026

~34,500

residential transactions

-4%

quarter-on-quarter

AED 70.8B

total value



VALUSTRAT SEP 2026

-4.5%

year-on-year

-0.1%

month-on-month

Apartments: **-6.4%** YoYVillas: **-3.4%** YoY

WHY BOTH CAN BE TRUE



Transactions
measure activity.



Indices track
value trends.



Different samples and
timing can point in
different directions.



BUYER TAKEAWAY:

A slower market does not automatically tell you
what a specific home is worth.

One area. Two very different stories.

Al Furjan demonstrates why the denominator matters.

AL FURJAN / DATA SNAPSHOT 19 OCT 2026

ALL BUILT-RESIDENTIAL SALES

+14.2%

Annual change in area-level median price per sq ft; includes off-plan registrations.

READY RESALE ONLY

-7.0%

Annual change in resale-only median per sq ft; excludes off-plan launches.

WHAT IS MEASURED?

All registered apartment/villa sales



Ready / existing apartment and villa sales



THE IMPORTANT CAVEAT

The frozen September report recorded Al Furjan ready-resale momentum at **-5.4%**. The newer 19 October snapshot shows **-7.0%**. These are different rolling extracts, **not** a revision to be silently substituted. Neither result values a particular home.

05 / COMMUNITY WATCH

Where should buyers investigate more closely?

These are research screens, not ready-made bargains.

DUBAI SCIENCE PARK



Median ready-resale price
(AED per sq ft)

AED 1,375

Annual change

-9.7%

AL FURJAN



Median ready-resale price
(AED per sq ft)

AED 1,144

Annual change

-5.4%

AL KIFAF



Median ready-resale price
(AED per sq ft)

AED 1,947

Annual change

-5.3%



METHODOLOGY

- Trailing 12 months ending 30 Sep 2026 vs prior 12 months.
- Minimum 50 ready sales in each time window.



IMPORTANT CAVEAT

Area medians help you shortlist.
They do not value a particular apartment or villa.



BUYER TAKEAWAY

Use the community screen to investigate building-level comparable sales.

A lower price can still be a weaker deal.

A 5% discount improves the math only if the income assumptions still hold.



Net operating yield = (rent – operating costs) ÷ price

01 —

ORIGINAL ASSUMPTIONS



Price: AED 1,000,000
Annual rent: AED 80,000
Operating costs: AED 15,000

Net operating yield:

6.50%

02 —

5% PRICE DISCOUNT



Price: AED 950,000
Annual rent: AED 80,000
Operating costs: AED 15,000

Net operating yield:

6.84%

03 —

SAME DISCOUNT, LOWER RENT



Price: AED 950,000
Annual rent: AED 72,000
Operating costs: AED 15,000

Net operating yield:

6.00%



A discount is one number.
Investment quality is the whole equation.

07 / THE BUYER OPPORTUNITY TEST

Five questions before you buy.

A property is not a bargain until the evidence can answer all five.

01

WHAT ACTUALLY SOLD?

Recent registered comparable transactions.



02

WHAT WILL IT EARN?

Achievable rent, vacancy and operating costs.



03

WHAT IS THE FULL PRICE?

Price plus fees, finance and fit-out.



04

WHAT COULD GO WRONG?

Building, supply, legal and delivery risks.



05

WHO BUYS IT LATER?

Resale demand, liquidity and exit path.



THREE POSSIBLE VERDICTS



Evidence-backed
opportunity



Watchlist
opportunity



Illusion of
opportunity

A convincing asking-price reduction is not the same as a defensible purchase.

More homes are planned. The question is where they matter.

Future supply changes local competition, not every neighborhood equally.

>525,000
homes scheduled 2027–2030

THE SCHEDULED PIPELINE



Scheduled pipeline, not confirmed delivery.

FOUR THINGS THAT SHAPE THE IMPACT



Delivery timing

Supply arrives over time, not all at once.



Competing stock

New supply changes the level of local competition.



Unit mix

Different locations add different types of homes.



Local demand

Stronger demand areas can absorb new supply better.



THE IMPORTANT CAVEAT

Planned supply is not the same as completed supply.



BUYER TAKEAWAY

Supply matters when it reaches your exact catchment area.

09 / THE ADVISOR'S TAKEAWAY

A discount is not proof of value. A defensible purchase is.

What buyers and advisors should do next.



FIRST-TIME BUYER

- ✓ Compare the full cash needed.
- ✓ Check service charges.
- ✓ Test costs against renting.



INCOME INVESTOR

- ✓ Verify achievable rent.
- ✓ Stress test vacancy and costs.
- ✓ Look at net yield, not gross yield.



OFF-PLAN INVESTOR

- ✓ Review delivery risk.
- ✓ Check competing future supply.
- ✓ Plan the exit before you enter.



WHAT TO SAY THIS WEEK:

‘Let’s verify comparable sales, realistic income and resale demand before calling it a bargain.’

Evidence first. Emotion second.

Buy the evidence, not the headline.

A lower asking price matters only if the data, income and risks make sense.



THIS REPORT IS

- Independent educational analysis.
- Evidence-based market interpretation.
- A framework for better property questions.



THIS REPORT IS NOT

- Personalized financial advice.
- A promise that any area is a bargain.
- A substitute for legal, tax or due-diligence checks.



KEY SOURCES

1. Savills — Dubai Residential Market Report Q3 2026
2. ValuStrat — Dubai VPI Residential Values September 2026
3. Dubai Real Estate Data — September 2026 report
4. Dubai Real Estate Data — Market board, 19 Oct 2026
5. Dubai Land Department — Real Estate Data

Know Today. Invest Better. Build Tomorrow.

M R . L T M A O