

2013

Real Estate Report – Q4

Local property intelligence to help you make more informed decisions

- See the property search habits of buyers and renters
- Find out which areas are on the up and which are going down
- Get data from the UAE's largest real estate portal
- Essential reading for investors, brokers, buyers and renters

Introduction

Providing information about the UAE's property market in a format that is easy and reliable, this report gives you the lowdown on trends and habits of those searching for a property on propertyfinder.ae across the UAE with data derived from:

- Over 2 million visitors
- Over 4,000 licensed real estate brokers
- Over 150 million properties viewed
- Over 270,000 properties listed

The report has been broken down into the buy section (in red) and rental section (in blue) with sub categories in each segment.

DXB - Top 10 BUY Locations by Property Views

- Dubai Marina
- Downtown Dubai
- Palm Jumeirah
- Jumeirah Lake Towers
- Dubailand
- Jumeirah Village Circle
- Arabian Ranches
- Dubai Sports City
- Jumeirah Beach Residence
- The Springs



- With its unspoiled private marina, waterfront promenades, properties that capture sweeping sea views and small-town charm, Dubai Marina makes the ideal possible: a vacation-like lifestyle with easy access to business and culture. It's no wonder then that the community has topped our list of Dubai's most searched locations to buy property in, for the 4th consecutive quarter this year.
- Downtown Dubai, Palm Jumeirah and Jumeirah Lake Towers remain firm favourites with buyers, retaining their 2nd, 3rd and 4th spots respectively, since Q3 this year.
- Dubailand moved up one place to secure the 5th spot this quarter. The community has seen a steady rise in popularity since Q4 2012 when it was placed 9th. Improved amenities, range of housing types and affordable property prices make it a great alternative to Dubai's exclusive, pricey locales.
- From not figuring in the top 10 in Q4 2012 to occupying the 8th position exactly a year later, Dubai Sports City's reputation has soared as a high-value property hot spot. The broad recovery in the residential market is pushing up sale prices across most areas, including mid-market communities such as Dubai Sports City.
- Reem Community, Emaar's latest 208-acre themed villa development located next to Arabian Ranches, made its debut appearance in the top 20 this year, securing 18th position.

DXB - Location Search Terms

Property Views

1	Dubai Marina	18.67%
2	Downtown Dubai	10.34%
3	Palm Jumeirah	10.04%
4	Jumeirah Lake Towers	5.71%
5	Dubailand	5.70%
6	Jumeirah Village Circle	4.75%
7	Arabian Ranches	4.70%
8	Dubai Sports City	4.33%
9	Jumeirah Beach Residence	3.45%
10	The Springs	3.03%
11	Business Bay	2.86%
12	Dubai Silicon Oasis	2.13%
13	Emirates Hills	2.09%
14	Jumeirah Park	1.95%
15	International City	1.83%
16	Meadows	1.69%
17	The Lakes	1.46%
18	Reem Community	1.44%
19	The Views	1.36%
20	Old Town	1.35%

AUH - Top 5 BUY Locations by Property Views

- Al Reem Island
- Al Reef
- Al Raha Beach
- Saadiyat Island
- Al Raha Gardens



- Al Reem Island, Al Reef and Al Raha Beach continue to dominate the list of most searched neighbourhoods in Abu Dhabi amongst prospective buyers. More than 2,500 residential units were delivered during Q3 in Al Reef, Al Reem Island and Al Raha Beach, the effects of which could be seen in Q4.
- Al Ghadeer moved up to 8th spot from 10th in Q3 whilst Nurai Island, an ultra-luxury private island villa development near Saadiyat Island, which failed to secure a place in the top 10 list in Q3 jumped to 10th place this quarter. The resurgence of interest in the development, given the fact that in Q4 2012 the community featured 7th on the list, can be attributed to the growth in sales prices and transaction volumes for high-end properties in Abu Dhabi over the last quarter.
- Whilst Hydra Village and Al Raha Gardens continue to remain desired neighbourhoods, Mohammed Bin Zayed City which was placed 9th in Q3 failed to feature in the top 10 this quarter. Khalifa City, however, retained its 9th spot year-on-year. With construction set to begin on the massive New Khalifa City project, the community is likely to enjoy continued interest.

AUH - Location Search Terms

Property Views

1	Al Reem Island	28.10%
2	Al Reef	20.31%
3	Al Raha Beach	15.42%
4	Saadiyat Island	8.70%
5	Al Raha Gardens	7.01%
6	Al Raha Golf Gardens	5.76%
7	Hydra Village	4.96%
8	Al Ghadeer	2.36%
9	Khalifa City	2.10%
10	Nurai Island	1.14%

DXB - Top 10 RENT Locations by Property Views

- Dubai Marina
- Jumeirah Lake Towers
- Downtown Dubai
- Palm Jumeirah
- The Springs
- Dubai Sports City
- Jumeirah Village Circle
- Dubailand
- Jumeirah Beach Residence
- International City



HIGHLIGHTS

- The top 5 most searched locations to rent stayed the same with Dubai Marina leading the front and Jumeirah Lake Towers, Downtown Dubai, Palm Jumeirah and The Springs following suit for the 4th consecutive quarter this year.
- Barsha has seen a decline in popularity over the year, moving down to 11th spot this quarter from 6th and 8th positions in Q3 and Q2, respectively.
- On the other hand, Jumeirah Village Circle moved up 5 places to reach 7th spot this quarter from 12th position in Q3 and Q2 and is becoming a more viable and affordable option to live in than the more established villa communities.
- International City also saw a revival of sorts this quarter, moving up 4 places to 10th spot, earning a place in the top 10 for the 1st time this year.

DXB - Location Search Terms

Property Views

1	Dubai Marina	18.41%
2	Jumeirah Lake Towers	8.46%
3	Downtown Dubai	7.11%
4	Palm Jumeirah	6.00%
5	The Springs	4.50%
6	Dubai Sports City	4.09%
7	Jumeirah Village Circle	4.03%
8	Dubailand	3.85%
9	Jumeirah Beach Residence	3.78%
10	International City	3.60%
11	Al Barsha	3.07%
12	Arabian Ranches	2.92%
13	Jumeirah	2.44%
14	Mirdif	2.42%
15	Business Bay	2.33%
16	Greens	2.33%
17	Discovery Gardens	1.97%
18	Umm Suqueim	1.89%
19	Meadows	1.79%
20	Jumeirah Park	1.76%

AUH - Top 5 RENT Locations by Property Views

- Al Reem Island
- Khalifa City
- Al Reef
- Al Raha Beach
- Al Khalidiya



HIGHLIGHTS

- Reem Island remained the most searched community in Abu Dhabi amongst renters year-on-year generating over 18% of the searches this quarter followed by Khalifa City, Al Reef, Al Raha Beach and Al Khalidiya. Whilst rents in Dubai have increased, narrowing the rental gap between Dubai and Abu Dhabi, those in Abu Dhabi remained relatively unchanged since Q3. This along with the fact that public sector workers relocating to the capital would most likely opt to live in the more popular communities could explain the consistent rental trends in the capital.
- Hydra Village made its debut entry into the top 10 given the handover of over 500 units this year whilst Mohammed Bin Zayed City dropped out of the list this quarter. Saadiyat Island, quite popular in Q4 2012 and Q1 2013, also failed to make it to the list this quarter.
- Muroor Area, on the other hand, has seen a steady rise in popularity since Q4 2012, occupying the 7th spot this quarter with an increase of 2.4 percentage points year-on-year. The recent influx of people relocating to Abu Dhabi and on the lookout for affordable rental communities has been one of the factors that has contributed to the upsurge in interest in the area.

AUH - Location Search Terms

Property Views

1	Al Reem Island	18.40%
2	Khalifa City	11.29%
3	Al Reef	9.67%
4	Al Raha Beach	7.21%
5	Al Khalidiya	6.73%
6	Corniche Road	5.14%
7	Muroor Area	4.56%
8	Airport Road	4.39%
9	Al Bateen	3.34%
10	Hydra Village	3.12%



UAE - Top 10 BUY Price Bands by Property Views

- 500,000 - 1,000,000 AED
- 1,000,000 - 1,500,000 AED
- 10,000,000 AED and more
- 1,500,000 - 2,000,000 AED
- 2,500,000 - 3,000,000 AED
- 2,000,000 - 2,500,000 AED
- 3,000,000 - 3,500,000 AED
- 0 - 500,000 AED
- 3,500,000 - 4,000,000 AED
- 4,000,000 - 4,500,000 AED



HIGHLIGHTS

- AED 500,000 - 1 million remained the most searched price band this quarter, defending its number one position year-on-year.
- The AED 2.5 - 3 million band moved up one spot since Q3, raking in 8.3% of the views, a sign of rising prices of and interest in UAE property. Similarly, the AED 10 million plus band which placed 3rd this quarter with 12% of the views secured 4th place and generated 10% of the views year-on-year, providing further evidence of the growth in asking prices and real estate activity in the country.
- Also reflecting the upward rise in property values was the AED 1.5 - 2 million price band which generated over 11% of the property views, securing 4th spot this quarter. This is in contrast to the band's performance year-on-year when it bagged 3rd spot and generated over 13% of the views.

BUY - Price Band

Property Views

1	500,000 - 1,000,000 AED	13.04%
2	1,000,000 - 1,500,000 AED	12.30%
3	10,000,000 AED and more	11.91%
4	1,500,000 - 2,000,000 AED	11.07%
5	2,500,000 - 3,000,000 AED	8.30%
6	2,000,000 - 2,500,000 AED	8.22%
7	3,000,000 - 3,500,000 AED	5.89%
8	0 - 500,000 AED	5.87%
9	3,500,000 - 4,000,000 AED	4.63%
10	4,000,000 - 4,500,000 AED	3.54%
11	4,500,000 - 5,000,000 AED	3.10%
12	5,000,000 - 5,500,000 AED	1.92%
13	6,000,000 - 6,500,000 AED	1.82%
14	5,500,000 - 6,000,000 AED	1.65%
15	6,500,000 - 7,000,000 AED	1.36%
16	7,500,000 - 8,000,000 AED	1.17%
17	8,000,000 - 8,500,000 AED	1.16%
18	7,000,000 - 7,500,000 AED	1.00%
19	8,500,000 - 9,000,000 AED	0.92%
20	9,000,000 - 9,500,000 AED	0.59%



UAE - Top 10 RENT Price Bands by Property Views

- 80,000 - 100,000 AED
- 60,000 - 80,000 AED
- 120,000 - 140,000 AED
- 100,000 - 120,000 AED
- 140,000 - 160,000 AED
- 40,000 - 60,000 AED
- 160,000 - 180,000 AED
- 180,000 - 200,000 AED
- 20,000 - 40,000 AED
- 200,000 - 220,000 AED



HIGHLIGHTS

- The most searched price bracket this quarter was AED 80 - 100,000 in contrast to the AED 60,000 - 80,000 band that took top spot last year, clearly indicating rental price increases across the UAE in 2013.
- Also reflective of the upswing in rents was the fact that the AED 40 - 60,000 price band that enjoyed 10% of the property views year-on-year only generated 7.6% of the views this quarter. Additionally, the AED 180 - 200,000 bracket which produced just over 4% of the views in Q4 2012 enjoyed 6.2 percentage points this quarter.

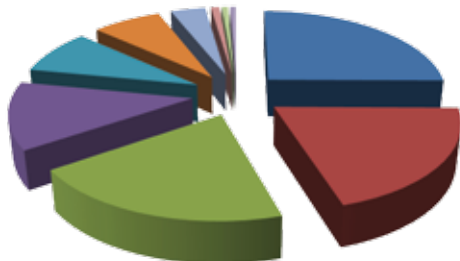
RENT - Price Band

Property Views

Property Views	RENT - Price Band	Property Views
1	80,000 - 100,000 AED	12.99%
2	60,000 - 80,000 AED	11.39%
3	120,000 - 140,000 AED	9.71%
4	100,000 - 120,000 AED	9.29%
5	140,000 - 160,000 AED	8.03%
6	40,000 - 60,000 AED	7.67%
7	160,000 - 180,000 AED	7.26%
8	180,000 - 200,000 AED	6.22%
9	20,000 - 40,000 AED	4.42%
10	200,000 - 220,000 AED	3.92%
11	220,000 - 240,000 AED	3.43%
12	240,000 - 260,000 AED	2.82%
13	0 - 20,000 AED	2.81%
14	300,000 - 350,000 AED	2.75%
15	500,000 AED and more	1.86%
16	260,000 - 280,000 AED	1.73%
17	280,000 - 300,000 AED	1.44%
18	350,000 - 400,000 AED	1.26%
19	450,000 - 500,000 AED	0.50%
20	400,000 - 450,000 AED	0.49%

UAE - Top 10 BUY Bedrooms by Property Views

- 2
- 3
- 1
- 4
- 5
- Studio
- 6
- 7+
- 7
- Others



BUY - Bedrooms

Property Views

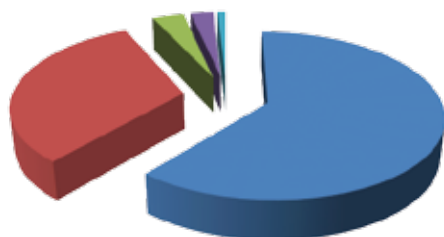
1	2	25.14%
2	3	20.16%
3	1	20.13%
4	4	12.64%
5	5	8.56%
6	Studio	7.31%
7	6	3.71%
8	7+	0.93%
9	7	0.70%
10	Others	0.68%

HIGHLIGHTS

- The top 3 places remained the same year-on-year and quarter-on-quarter with 2 beds on top, followed by 3 and 1 beds.
- Whilst 1, 2 and 3 beds were responsible for 64% of the searches last year, they accounted for 66% of the searches this quarter, demonstrating a rise in interest in property ownership over the course of 2013.
- Interestingly, whilst searches for 4 and 5 bedroom properties showed a year-on-year decline, property views of studios increased by close to one percentage point during the same period.

UAE - Top 5 BUY Property Types by Property Views

- Apartment
- Villa
- Townhouse
- Penthouse
- Land



BUY - Property Type

Property Views

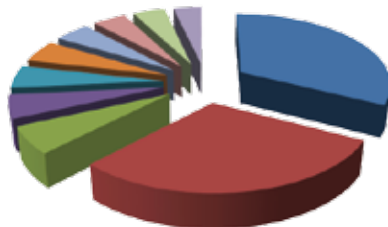
1	Apartment	60.00%
2	Villa	31.30%
3	Townhouse	3.42%
4	Penthouse	2.53%
5	Land	0.86%
6	Duplex	0.83%
7	Whole Building	0.46%
8	Bulk Sale Units	0.23%
9	Bungalow	0.21%
10	Full floor	0.10%

HIGHLIGHTS

- Apartments remain the most popular property type accounting for 60% of views.
- Apartments and villas accounted for close to 92% of the searches this quarter.

UAE - Top 10 Commercial Locations by Property Views

- Business Bay
- Jumeirah Lake Towers
- Jebel Ali
- Dubai Marina
- Tecom
- Dubai Investment Park
- Downtown Dubai
- International City
- DIFC
- Jumeirah Village Circle



BUY - COMM. - Location Search Terms

Property Views

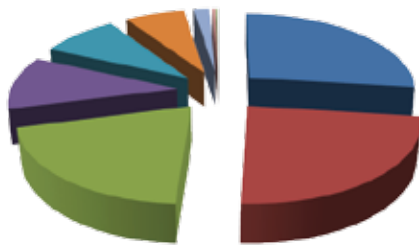
1	Business Bay	27.34%
2	Jumeirah Lake Towers	24.88%
3	Jebel Ali	5.04%
4	Dubai Marina	4.39%
5	Tecom	4.29%
6	Dubai Investment Park	4.19%
7	Downtown Dubai	3.82%
8	International City	3.53%
9	DIFC	3.44%
10	Jumeirah Village Circle	3.00%
11	Dubai Silicon Oasis	2.66%
12	Dubailand	2.09%
13	Al Reem Island	1.34%
14	Jumeirah	1.34%
15	Al Barsha	1.21%
16	Deira	1.04%
17	Al Quoz	0.84%
18	Culture Village	0.75%
19	IMPZ	0.62%
20	Sheikh Zayed Road	0.58%

HIGHLIGHTS

- The 2 most prevalent areas searched to buy commercial property in the UAE – Business Bay and Jumeirah Lake Towers – remained the same quarter-on-quarter and were together responsible for over 52% of the searches in contrast with the 50% figure in Q3, indicating a growing demand for office space in these areas.
- With over 1 million sq. m. of office space expected to enter the market by 2016 and the Expo 2020 opening up trade opportunities, areas in and around the proposed Expo site and close to Jebel Ali and the new airport are likely to see increased interest. Taking 3rd spot with over 5% of property views this quarter, Jebel Ali is expected to experience heightened demand in the years leading to the Expo.

UAE - Top 10 RENT Bedrooms by Property Views

- 2
- 1
- 3
- 4
- Studio
- 5
- 6
- 7
- 7+
- Others



RENT - Bedrooms

Property Views

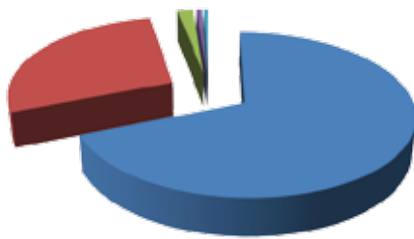
1	2	26.98%
2	1	23.89%
3	3	20.06%
4	4	10.85%
5	studio	8.87%
6	5	6.85%
7	6	1.82%
8	7	0.34%
9	7+	0.24%
10	Others	0.09%

HIGHLIGHTS

- 2 bedrooms remained the most searched category year-on-year with close to 27 percentage points of share this quarter.
- The 1 bedroom category gained over 2 percentage points this quarter in comparison to Q2, whilst the 3 bedroom category showed a decline of almost 2 percentage points from Q2 this year.

UAE - Top 5 RENT Property Types by Property Views

- Apartment
- Villa
- Townhouse
- Penthouse
- Duplex



RENT - Property Type

Property Views

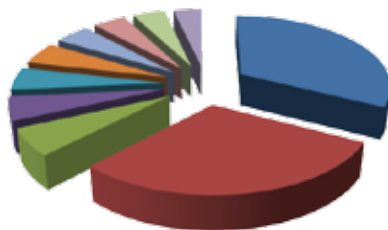
1	Apartment	68.66%
2	Villa	27.96%
3	Townhouse	1.87%
4	Penthouse	0.68%
5	Duplex	0.52%
6	Compound	0.15%
7	Whole Building	0.08%
8	Bulk Rent Units	0.05%
9	Labor Camp	0.03%
10	Full floor	0.01%

HIGHLIGHTS

- Apartments remained the most searched but lost 2 percentage points of share year-on-year whilst villas gained almost 2 percentage points of share during the same period.
- Penthouses also saw a slight increase in percentage of property views this quarter in comparison to Q3, indicating accelerated rental demand for higher priced properties in the UAE.

UAE - Top 5 Commercial Locations by Property Views

- Business Bay
- Jumeirah Lake Towers
- Al Quoz
- Sheikh Zayed Road
- Tecom
- Dubai Marina
- DIFC
- Al Barsha
- Jumeirah
- Deira



RENT - COMM - Location Search Terms

Property Views

1	Business Bay	23.83%
2	Jumeirah Lake Towers	18.82%
3	Al Quoz	5.94%
4	Sheikh Zayed Road	5.17%
5	Tecom	4.61%
6	Dubai Marina	4.17%
7	DIFC	4.09%
8	Al Barsha	3.11%
9	Jumeirah	2.94%
10	Deira	2.85%

HIGHLIGHTS

- The top 2 spots for the most searched areas to rent commercial space in the UAE continued to be represented by Business Bay and Jumeirah Lake Towers whilst Al Quoz replaced TECOM to secure 3rd spot this quarter.
- Dubai Marina dropped one place since Q3 to bag the 6th position whilst Sheikh Zayed Road moved up 5 places to grab 4th place this quarter.

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About propertyfinder Group of online portals

Established in 2007, propertyfinder.ae, propertyfinder.qa, propertyfinder.eg, propertyfinder.com.lb and propertyfinder.bh are the leading group of property portals across the Middle East dedicated to creating the largest real estate community of buyers, sellers, renters, brokers and developers. Available in both English and Arabic, our websites provide visitors with comprehensive search facilities covering residential and commercial properties, real estate news, home advice and buying and selling guides, while agents enjoy access to the region's largest potential audience of property seekers.

Consumer experience is paramount in everything we do and this is reflected in the design, content and navigation of all our portals. Our current traffic statistics show us as a leader in the industry with 900,000 visits and 120,000 enquiries per month. Visits have grown by over 105% in the last 12 months and an impressive 298% in the last two years.

A winner of the 'Dubai SME 100' for the second consecutive cycle, the 2013 SMEinfo 'Online Business of the Year' and the Arabian Business Start-Up 'SME of the Year' titles and the 'Arabia Fast Growth 500' award in 2012 and with a presence in the UAE, Qatar, Egypt, Lebanon and Bahrain, the propertyfinder group is one of the fastest growing companies in the region. The Group aims to be in a total of nine countries, with a focus on the GCC and other parts of the Middle East in the coming months.

