



# THE OFFICIAL GUIDE TO DUBAI INVESTMENT



## Content

- 1 - About Real Estate Investing
- 2 - Tips For Successful Investment
- 3 - Making The Right Decisions
- 4 - The Right 'Knowledge Partner'





# Content

- 1 - About Real Estate Investing
- 2 - Tips For Successful Investment
- 3 - Making The Right Decisions
- 4 - Knowledge Partner - Our Super-Agents

# 1 - About

The real estate market can bring anyone financial success - but only if you understand how it works. So first of all, are you thinking of investing in Dubai property? Great! Let's explain how to get started...

Real estate investment can be a great way to build wealth and secure a stable future. Investors need to think through all the steps of buying a property (investing wisely!).

Here are a few of Memorable's top tips. Read on to see all our advice and know-how, when it comes to successfully investing in the Dubai property market.







## 2 - Tips

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Diversity: If you are not averse to a bit of 'risk', consider diversifying how you invest. Put some diversity into how you spread out your wealth, invest no less than 25% (and no more than 50%) of your overall asset portfolio in the property market.

Consider Risks: Anyone can promise you that your capital will be doubled. But, you need to evaluate the risks. Are there any issues to a potential investment, that you need to consider before being blinded by profit?

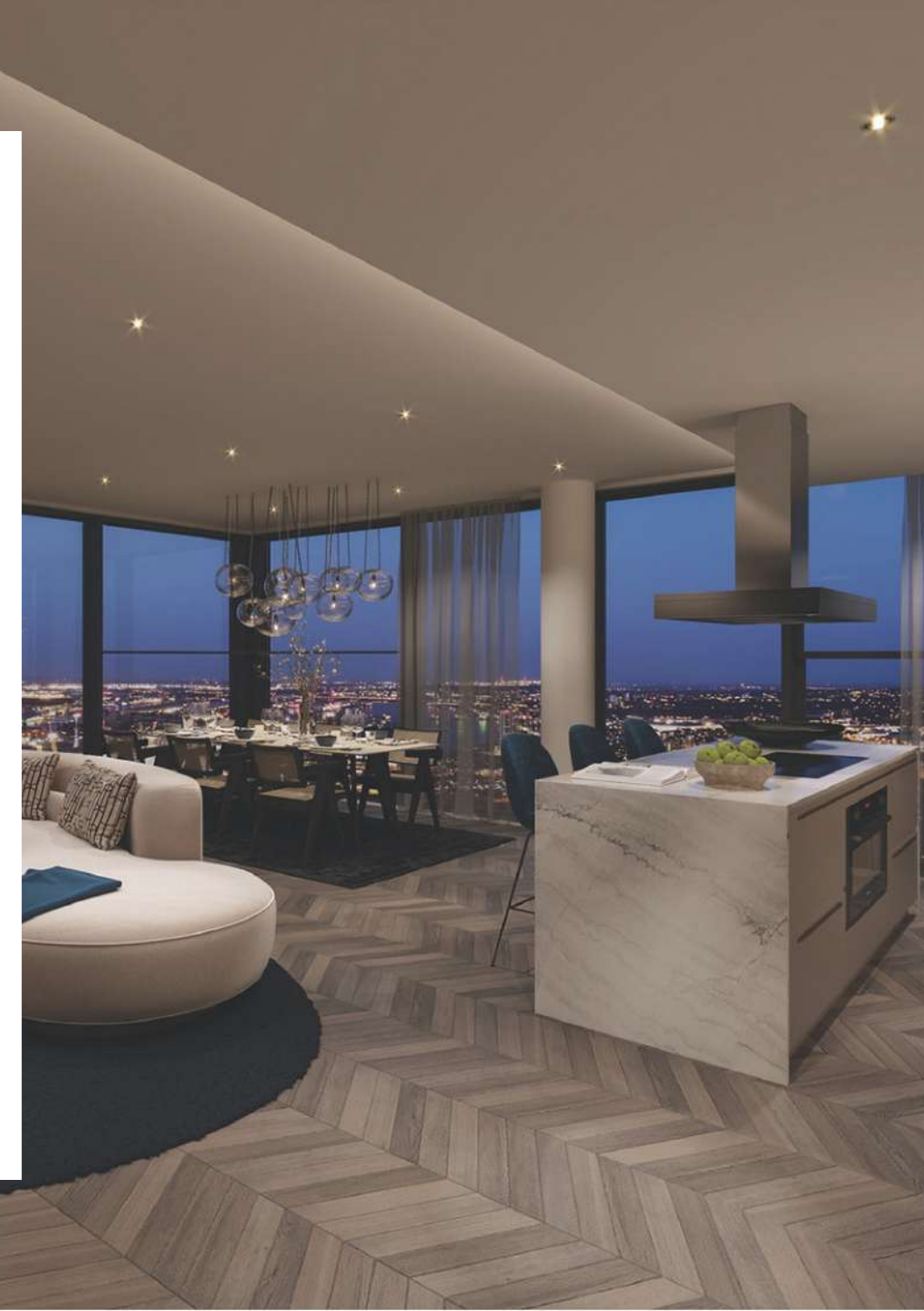
## 2 - Tips (cont.)

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Select Opportunities Carefully: If you have been offered many different investment opportunities, take the time to compare them against one another. Which provide the best value and maximum profitability?

Have Confidence: Knowledge is power. Learning is earning. Be confident in your choices and decisions by being fully informed. Make informed, intelligent decisions.

Don't Be Blinded By Success: The temptation to over-leverage your assets can be strong, but you have to have a steady approach. Investing is not a form of gambling. Make the right (and smartest) moves.





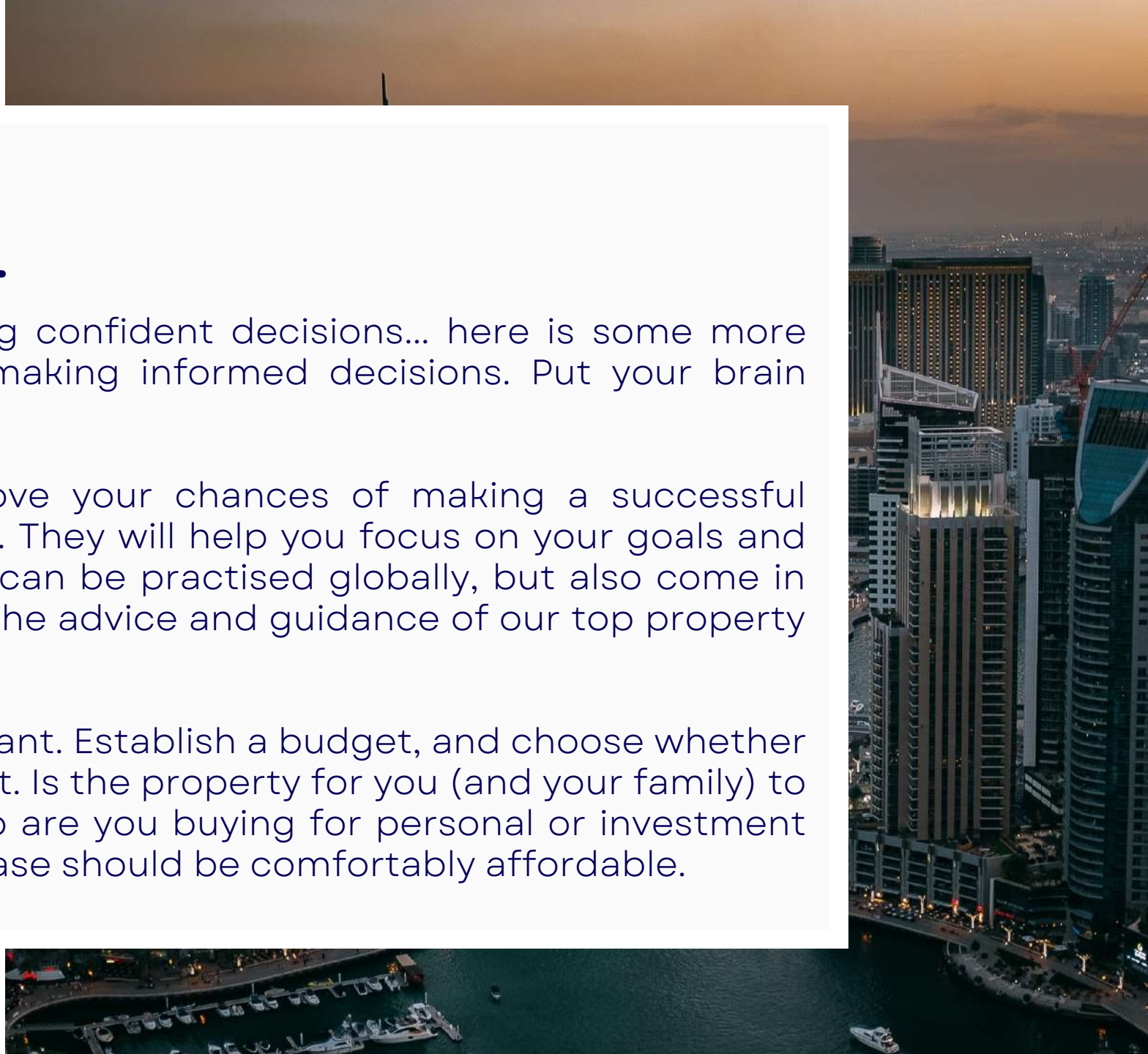
# 3 - Decisions

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Building on our advice on making confident decisions... here is some more information on the process of making informed decisions. Put your brain above your heart.

Following these steps will improve your chances of making a successful investment and the right choices. They will help you focus on your goals and existing capital. These principles can be practised globally, but also come in handy in Dubai specifically, from the advice and guidance of our top property professionals.

First of all, really know what you want. Establish a budget, and choose whether to buy with a mortgage or outright. Is the property for you (and your family) to live in, or will it be rented out? So are you buying for personal or investment purposes? Either way, your purchase should be comfortably affordable.

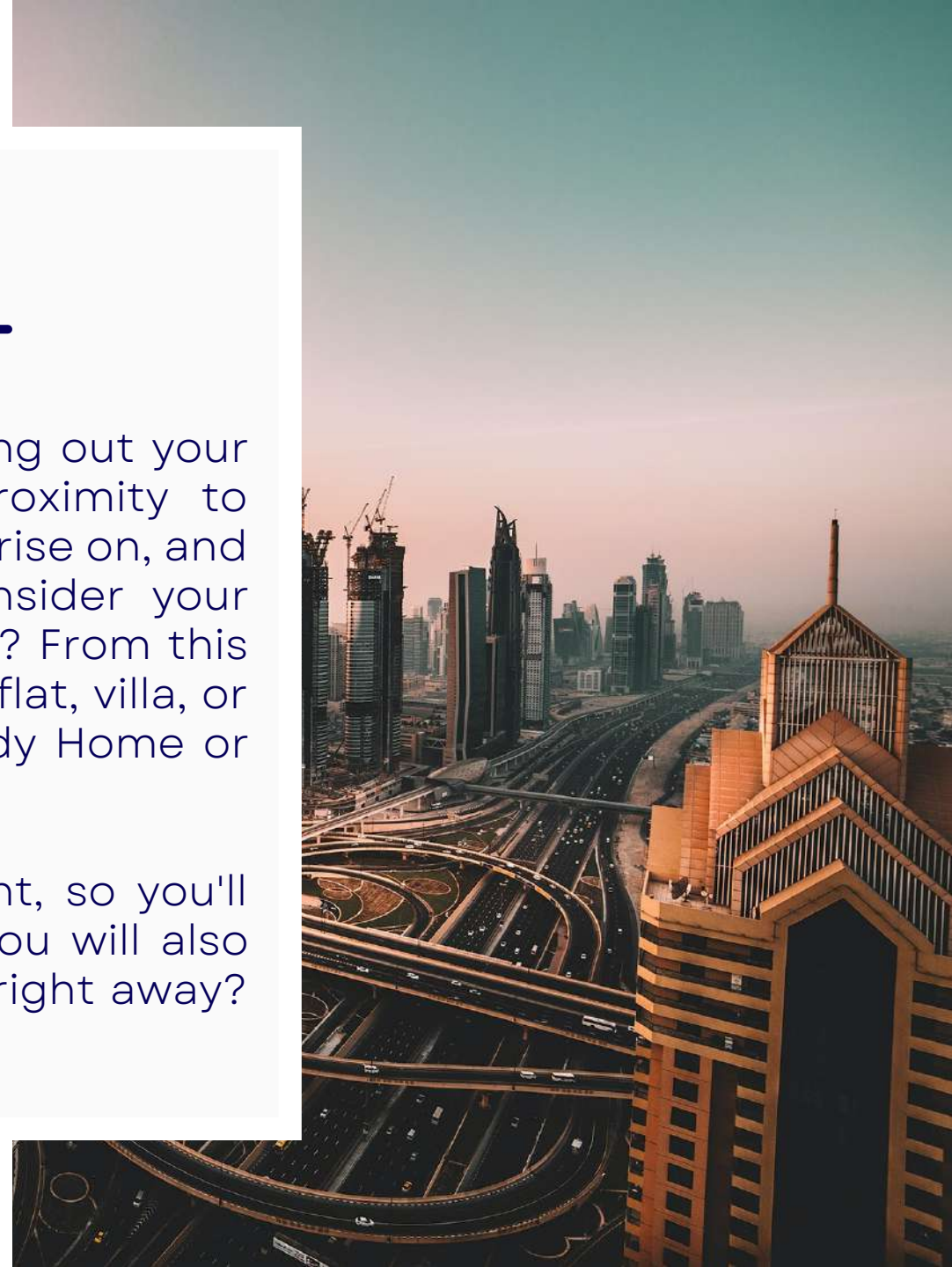


# 3 - Decisions (cont.)

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You can decide your property specifications by listing out your key essentials: the number of bedrooms, the proximity to schools, work, or shops. What are you willing to compromise on, and what is absolutely essential? Do you need to consider your family's needs, as you all grow and expand together? From this list, you can begin to decide whether an apartment, flat, villa, or townhouse is best. And whether you will buy a Ready Home or Off plan.

Next, you can find a location. Every area is different, so you'll need to do some research. The right location for you will also depend on your objectives. Do you want to move in right away? Or, what is your plan for reselling?



## 3 - Decisions (cont.)

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With your essentials and location noted down, you can begin researching the market. One of our Super-Agents can guide you through this process, and using their 100% property coverage and iPad GENIE, will collate the best options that suit your needs.

Together, we need to ask questions, visit sites, examine the local market and gather essential data to create a fact sheet for each option. This includes: Median price per Sq.ft, number and total value of sales at the location, and current and future property supply.

A decision can be made based on the price per Sq.ft and overall property cost for the last 5 transactions at the location. The price being quoted should be compared to the data collected, to see if it is the best deal and the best value. From all this research and assisted guidance, you'll know whether that property is the best investment option for you.





# 3 - Decisions (cont.)

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Knowing when to buy means knowing the market trends. The property market fluctuates and buying (or selling) at the right time can make a huge difference to both the price you pay and the return on your investment. So, rush to buy in the market's boom phase, you could end up paying more. The best time to buy is when the market is somewhat depressed, and sellers will make better price offers.

And before you complete a deal, double-check the contracts. Does the contract cover everything (maintenance, repairs, etc.)? Consult your Super-Agent at every stage - they are the best person to negotiate a deal for you. Before completion, a property law and tax expert will also be consulted. Lastly, if you do realise you've got the best price, go for it. Don't miss out by not making that purchase!



# 4 - Super-Agents

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You can find your 'knowledge partner' in our Super-Agents. You can never know as much as an experienced specialist, so an advisor and guide (with the right qualifications and expertise) will be the best help and assistance. There are so many qualities that buyers and investors should look for in a home, and our Super-Agents can lead you through it.

Our Super-Agents know all about forthcoming rules, regulations, projects and city planning. They are totally focused on your needs and requirements, with a proven track record. We use the newest technology for a unique and valuable experience.





# Contact Us

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Our team of incredible Super-Agents are tech-driven, reliable and highly experienced – they know everything there is to know about Dubai's property markets and have 100% of market coverage.

Our experienced Super-Agents are available to you 24 hours a day, seven days a week. They're committed to helping you reach your property goals in a smarter, faster and better way. Using the newest technology – the IPAD property G•E•N•I•E – our incredible Super-Agents are here to help!



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