



INVESTOR BRIEF

COMPARATIVE INVESTMENT OVERVIEW JACOB & CO RESIDENCES VS ORA'S BAYN PROJECT

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EXECUTIVE SUMMARY

Bayn by ORA offers a rare opportunity to own a residence within a masterplanned, nature-integrated community located strategically between Abu Dhabi and Dubai. Combining lagoon-front living, lush green landscapes, and a vibrant waterfront lifestyle, Bayn delivers a distinctive balance of accessibility and exclusivity. Unlike ultra-niche branded enclaves, Bayn is designed to attract a broader base of high-net-worth individuals and discerning families seeking a modern, sustainable, and resort-like address that doubles as both a primary home and an appreciating investment.

Positioned as a premium waterfront development, Bayn's appeal lies in its integration of eco-friendly design, expansive parks, a private marina, and curated leisure amenities—all crafted to suit buyers looking for upscale living with excellent growth potential.

WHY BAYN BY ORA

Bayn by ORA is the signature UAE project from ORA Developers, renowned globally for creating sustainable, lifestyle-driven communities. With Naguib Sawiris' vision for internationally inspired, high-design developments, Bayn blends luxury, nature, and investment potential in one destination.

Premium Real Estate with Growth Potential

- ORA projects globally demonstrate strong appreciation, with prime masterplanned communities outperforming standalone developments in long-term value growth.
- Bayn offers spacious villas and townhomes (3–5BR) designed for HNWIs seeking a nature-integrated, investment-friendly community.

Exclusive Waterfront Lifestyle

- Bayn combines lagoon views, beach town vibes, and expansive green parks with ORA's signature resort-style amenities, creating a one-of-a-kind living experience.
- Limited supply within this prime corridor between two major UAE cities ensures lasting exclusivity and demand.

Strong Investment Dynamics

- Masterplanned, eco-conscious communities command higher resale premiums and appeal to a global audience of investors and end-users alike.
- Its position between Dubai and Abu Dhabi maximizes appeal for commuters, investors, and long-term residents.

Lifestyle-Oriented Living

- Beyond real estate, Bayn represents a destination for wellness and leisure, offering a private marina, clubhouses, cycling promenades, and a vibrant social scene.
- In summary, investing in Bayn by ORA means securing more than a home—it's an opportunity to own a piece of a strategically located, high-growth community with the prestige and quality of a globally recognized developer.

COMPARATIVE INVESTMENT OVERVIEW: JACOB & CO RESIDENCES VS ORA'S BAYN PROJECT

Feature	Jacob & Co Residences – Al Jurf	Ora's BAYN Project
Location	Prime location along Sheikh Zayed Road, midway between Abu Dhabi and Dubai	Direct Sheikh Zayed Road access; highly connected
Proximity to Beach	Direct private beach access for residents	No beach access in the current phase; beachfront units are reserved for future premium phases
Nature & Lifestyle	Nestled in a natural reserve with gazelles, birds, and rich biodiversity – offering a tranquil, wellness-focused retreat	Surrounded by a still-undeveloped landscape with no distinct natural features or wildlife.
Delivery Timeline	Completion by 2028 – within an already maturing master community	Long development stretch – potentially extending beyond 2030, with only Phase 1 currently launched
Community Readiness	Part of the final and most premium phase of Al Jurf – by handover, the entire neighborhood will be established and vibrant	Phase 1 of an 8-phase project – community development is in its infancy
Branding & Prestige	Backed by global luxury icon Jacob & Co, alongside the exclusive Sha Island	Ora is a newer player in the UAE, with less brand recognition in the ultra-luxury segment
Quality of Finishing	High-end build and materials expected from a world-class jewelry and watch brand expanding into real estate	Mid-range build quality, with concerns on long-term finishes and design standard
Investment Stability	Stable pricing as part of the last release, with long-term value driven by brand power and scarcity	Price increases of 10% per phase, which may price out buyers and inflate risk
Holiday Home Appeal	Ideal for a tranquil, luxurious escape surrounded by nature, beach, and a serene gated community	Family-oriented urban masterplan, lagoon and greenery amenities
Exclusivity & Scarcity	Limited inventory as part of the final release in Al Jurf – adding long-term value	Mass rollout across 8 phases dilutes exclusivity and may create oversupply in future

- **Immediate Beachfront Access**

Unlike BAYN, which reserves beachfront plots for its last phase, Jacob & Co offers direct beachfront living from Day 1. This enables early capital appreciation and higher rental yield.

- **Faster ROI Timeline**

Jacob & Co's handover by 2028 within a completed community contrasts BAYN's multi-phase uncertainty, which may stretch delivery beyond 2030.

- **Brand Equity = Premium Pricing**

Jacob & Co is globally renowned. The association boosts resale and rental value significantly, a feature BAYN lacks.

- **Limited Inventory = Future Scarcity Value~**

As the final phase in Al Jurf, Jacob & Co inventory will not be replicated. BAYN's scale (~32K residents) makes exclusivity unlikely.

- **High-End Hospitality & Lifestyle Layer**

Jacob & Co integrates beach clubs, cigar lounges, private wellness amenities, and a curated retail experience. BAYN provides standard pools, parks, and F&B outlets, suitable for suburban life.

- **Nature Reserve Setting**

Jacob & Co is built inside a protected natural habitat, offering a rare UAE living experience with gazelles, birds, and botanic gardens. BAYN's setting is more urbanized and under transformation.

PRICING COMPARISON (JACOB & CO VS ORA BAYN)

Unit Type	Jacob & Co – Price (AED)	ORA BAYN – Price (AED)
3BR Villa	6,000,000	4,500,000 – 5,000,000
4BR Villa	8,250,000	5,500,000 – 6,500,000
5BR Villa	10,800,000	—
5BR Canal Villa	19,250,000	—
6BR Canal Mansion	23,500,000	—
4BR Lagoon Villa (2nd Row)	—	7,500,000 – 8,500,000
4BR Lagoon Villa (1st Row)	—	10,000,000+
5BR Lagoon Villa (1st Row)	—	12,000,000+

FUTURE PRICE APPRECIATION OUTLOOK

The combination of branded real estate, scarce beachfront inventory, and master community maturity gives Jacob & Co Residences a clear advantage in long-term capital appreciation:

- Branded beachfront villas in the UAE have shown 30–40% appreciation over the last 5 years, particularly those associated with global luxury names. Properties backed by brands like Armani, Bulgari, and Dorchester have outperformed similar non-branded units due to strong resale demand and price elasticity among HNWLs.
- Al Jurf is a limited-supply coastline, with no further beachfront phases planned after Jacob & Co. This scarcity alone positions the current release for organic appreciation as the rest of the Al Jurf community completes and occupancy rises.
- The presence of Sha Wellness Resort, Ohana's track record, and the protected natural reserve status further elevate Al Jurf's desirability. These factors create not just aesthetic or lifestyle value, but tangible investment security based on land value protection and ecosystem preservation.
- As infrastructure matures by 2028 and premium buyers migrate toward lower-density, private coastal destinations outside city congestion, secondary market demand is expected to increase sharply—especially among investors seeking exclusive second homes or legacy family assets.

RENTAL YIELD POTENTIAL

Unit Type	Est. Daily Rate (AED)	Occupancy Estimate	Projected Monthly Income (AED)
3BR Villa	5,000	60–70%	90,000 – 105,000
4BR Canal Villa	8,000	60–70%	140,000 – 160,000

Source Basis for Rental Income Estimates

- **Market Benchmarks – Comparable Properties**

Estimates are grounded in data from existing branded and high-end villas in comparable UAE coastal communities:

- Saadiyat Island (Abu Dhabi) and Jumeirah Bay / Pearl Jumeirah (Dubai) branded residences (e.g. Bulgari, One at Palm, Saadiyat St. Regis villas)
- Verified listings on platforms like Airbnb, Bayut, Property Finder, and Luxhabitat

Daily rates for luxury villas in these areas typically range:

- 3BR beachfront or canal-view villas: AED 4,000–6,000/night
- 4BR+ premium villas: AED 7,000–10,000/night

- **Occupancy Rates for Short-Term Rentals**

- Al Jurf (Jacob & Co) is positioned as a luxury retreat destination, not a business district or dense city center.
- Based on industry averages for seasonal beachfront rentals in the UAE:
- Occupancy ranges between 55% and 75%, depending on seasonality and listing quality.
- Branded properties with exclusive access and lifestyle services command premium occupancy rates within this range.

- **Conservative Assumptions Used**

- We applied AED 5,000/night for a 3BR and AED 8,000/night for a 4BR canal-front, which are conservative averages for this asset class.
- Monthly income calculated assuming 60–70% occupancy = ~18–21 nights per month.

Example Calculation

3BR Villa

AED 5,000/night × 18 nights/month = AED 90,000/month

4BR Canal Villa

AED 8,000/night × 20 nights/month = AED 160,000/month

CONTACT US

Ready to explore, invest, or secure your unit?

We're here to offer tailored guidance, fast responses, and full transparency throughout your investment journey.



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