

Investment guide to a better future in Dubai 2025

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Vision: The key to success

Thriving market of real estate in Dubai

The year 2025 promises continued significant growth in Dubai's real estate market, just as in the previous year. Despite challenges in international markets, the European cost-of-living crisis, and an unprecedented level of political and security uncertainty, particularly in Europe, the emirate continues to forecast steady growth and a rising population.

This development is driven by a strong economy and high demand, partly fueled by buyers who do not want to miss the opportunity to be part of the unique emirate of Dubai. More than 30,000 projects are expected to be completed this year, creating unprecedented investment opportunities in real estate. Offers include flexible payment plans and simplified conditions for obtaining ten-year Golden Visas for those investing in properties worth at least 2 million AED.

Dubai is becoming one of the world's most attractive destinations due to its safety, year-round sunshine, zero income tax, and diverse business opportunities. Additionally, various visionary initiatives and master plans focused on sustainability, health, and well-being aim to reach a population of 7.8 million by 2040. Under the leadership of His Highness Sheikh Mohammed Bin Rashid Al Maktoum,

Dubai aspires to become the best city in the world.

I am personally excited about what 2024 has brought and what lies ahead. As you plan your next steps in taking advantage of this exciting period, allow us to guide you through the latest market trends, help you avoid potential pitfalls, and uncover new investment opportunities in Dubai's real estate sector.



Bilal Alirksoussi

CEO | BEM Signature Real Estate



Honesty

Honesty will get you far. A phrase? Definitely not in the DubaiReality.cz team! What we say at the beginning of our business relationship will be true during and at the end. We don't change the facts to close a deal. We know that lies have short legs.



Workability

We are a team of hard-working people and it is clear to us that acquiring a project in Dubai is a big deal. That's why we're here for you online morning, afternoon, evening, weekend and holidays. We see our work as a mission.



Expertise

We make sure that every member of our team is an expert in their field. We do not manage the work like Ferda the ant at DubaiReality.cz.



Transparency

We have prepared a clear catalogue with a preview of all important details of the projects. With the help of an expert and advanced artificial intelligence, we always prepare the best possible profitability prediction. The complete project brochure is always one click away and without conditions. We hide nothing and conceal nothing.



Courtesy

You know those situations, don't you? The insubordination, the rudeness, the failure to keep your word and deadlines. Unfortunately, as a client, we've experienced that too. At DubaiReality.cz, you will find only decent people who know what excellent client service should look like.



Devotion

Your real estate agent and DubaiReality.cz real estate specialist will be by your side throughout the entire ownership of your property. Our service does not end when you sign the purchase contract. You always have one contact person.

About us and why we do it

We are BEM Signature Real Estate LLC.

Our name reflects the close partnership of Bilal Alirksoussi, Eduard Dylun, and Milan Zocher—hence, B.E.M.

We are an international real estate agency exclusively focused on Dubai real estate, with offices based in Dubai, UAE and Prague, Europe. As an authorized partner of the largest and most prestigious developers in the United Arab Emirates—including EMAAR, DAMAC, NAKHEEL, MERAAS, SOBHA, OMNIYAT, and others—we provide unparalleled access to premium investment opportunities. We combine the best of Dubai-born and raised know-how from our CEO, Bilal, with European customer care quality brought from abroad

by Milan and Eduard for the benefit of all our clients.

With many years of experience, CEO Bilal Alirksoussi and his team offer expert guidance in both the primary and secondary markets, ensuring the highest level of professional consultancy and a premium customer care approach. Our advisory and client services are always tailored to meet individual needs, providing a turnkey real estate experience—from A to Z, including full property management.

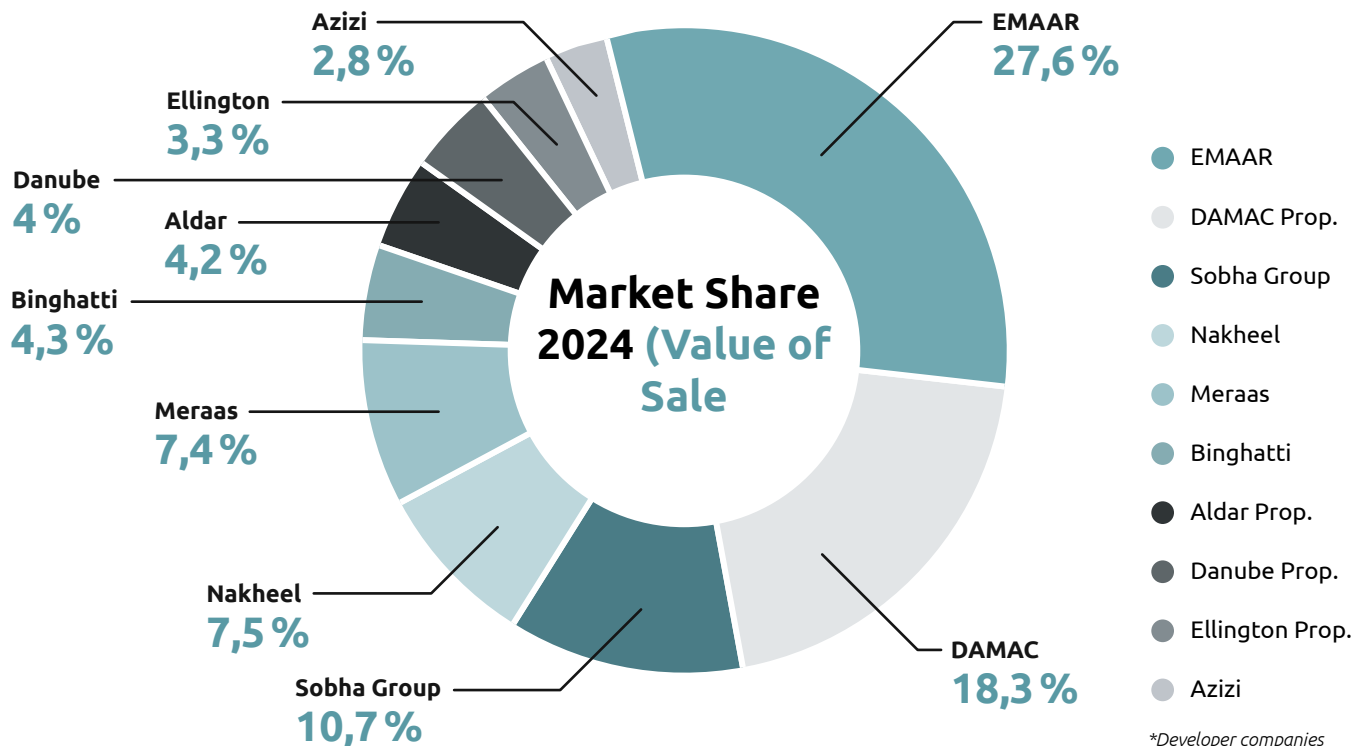
At BEM Signature Real Estate, we don't just tell you what you want to hear—we tell you what you need to know.

A photograph of three men in business suits standing in front of a stylized line-art illustration of a city skyline, including the Burj Khalifa and other skyscrapers. The man on the left is wearing a grey suit and a patterned tie. The man in the center is wearing a light beige suit and a dark blue tie. The man on the right is wearing a dark blue suit and a blue patterned tie. They are all looking directly at the camera.

Eduard, Bilal, Milan

Record market growth in Dubai

The Dubai real estate market experienced a record-breaking year in 2024, reaching new milestones and culminating in an all-time high of 180,900 transactions worth 522.1 billion AED.





The market report released in February 2025, highlights that 2024 was a historic year, with significant increases of 36% and 27% compared to the previous record of 133,100 sales worth 411.1 billion AED in 2023.

On the primary market, sales from developers grew by 30% year-on-year to 334.1 billion AED, indicating strong demand for new projects and off-plan properties. Transaction volume surged by 51% to 119,800 in 2024, reflecting a substantial increase in buyer confidence and developer activity. Additionally, the average price per square foot saw steady growth, rising by 10% to 1,500 AED.

522.5B

Sales value (AED)

^ 27 % YoY

181K

Sales transactions (Volume)

^ 36 % YoY

1.5K

Price per sqft (AED)

^ 12 % YoY

Hotel occupancy

New projects and attractive payment plans fueled demand, attracting foreign investors supported by residency incentives and visa reforms.

Strong demand in the secondary market was highlighted by a 21% increase in resales, reaching 188.1B AED. Transaction volume also rose 14% to 61.1K, reflecting sustained market activity. The average price per square foot increased 12% YoY to 1,500 AED.

Resale data for 2024 indicated a shift toward ready-to-move-in properties, with high rental yields drawing investors and infrastructure improvements enhancing real estate appeal.

Hotels and average room occupancy by classification

First Quarter 2024				
Title	Total	1 - 3 star	4 star	5 star
Number of hotels	636	276	197	163
Number of available rooms	125,584	29,100	43,7921	52,692
Average occupancy (%)	–	82 %	84 %	81 %

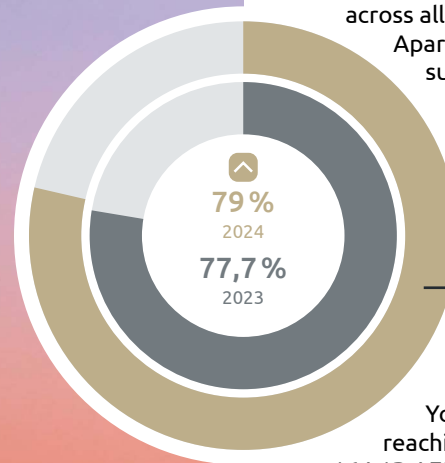




Sales values surpassed historical records, with strong rental demand and the resilience of the luxury segment continuing to attract global investors, reinforcing Dubai's status as a leading real estate destination. Throughout the year, which had already seen multiple monthly and quarterly records, the market experienced year-round growth across all property segments.

Apartment sales led the surge with a 42% YoY increase, totaling 141.2K transactions worth 260.6B AED.

Average occupancy 2024



Villa sales grew 21.1% YoY to 30.9K units, reaching a total value of 164.1B AED. Commercial property transactions rose 10.1% to 4.3K units, valued at 9.7B AED. Land sales totaled 4.35K plots, worth 86.5B AED, marking a 2.6% increase.

Visitor nationalities

These results confirm that Dubai's real estate market continues to grow, with its attractiveness to investors rising. Strong demand, rising rents, and high investment returns strengthen its position among the world's leading real estate markets.






Visitor by region – Emirate of Dubai 2024

	Q3 / 2024
Western Europe	2,562,000
South Asia	2,269,000
Eastern Europe	1,823,000
Gulf States	2,016,000
Middle East	1,553,000
North and Southeast Asia	1,301,000
The Americas	877,000
Africa	636,000
Australia	256,000
Total	13,293,000




Why should you buy your own property with **BEM Signature Real Estate?**

Our expertise and signature detailed advisory approach are embedded in our DNA. We focus 100% on our clients' needs, and our top priority is always to provide the most seamless and professional client service without any limits.



With BEM Signature Real Estate, you can be sure that we truly listen to you. We carefully select and recommend the real estate project that is right for you. All projects in our portfolio are chosen and evaluated by an expert investment specialist. We also arrange complete local financing through reputable banks.



We are always with you, having your back at every step. Our support doesn't end with signing the purchase agreement—we stand by your side throughout your entire property ownership in Dubai. We take care of everything from A to Z.

We are authorized partners not only of development companies but also of the best agencies, with whom we will take care of renting out your property and managing it completely. There is nothing we cannot arrange in Dubai within the framework of applicable legislation.



Bilal Alirksoussi

CEO | Signature Real Estate

Why are family homes in Dubai the key to a successful investment in 2025?

In 2025, I see the greatest investment opportunities in family homes in Dubai. The city is increasingly becoming a hub for family life—high-quality schools, a safe environment, and a high standard of living attract not only investors but also families looking to settle in Dubai long-term.

Although developers primarily focus on building apartments, demand for family homes significantly exceeds supply. This imbalance makes them one of the most attractive investment options. I expect prices for these properties to rise faster than apartment prices, offering investors strong appreciation potential.



Milan Zocher Jr.

Partner | Real estate specialist

What is my forecast for Dubai real estate this year?

Dubai's real estate market is set for significant growth in 2024, with expected capital appreciation of 8-10% and rental price stabilization due to the gradual increase in completed properties.

Economic indicators also point to a promising outlook, with GDP projections ranging from 2.9% to 4.9%. The average price per square meter remains significantly lower than in other major cities, making investment in Dubai real estate a compelling long-term opportunity for investors.

We are official contractual partners with:

DAMAC


ELLINGTON
PROPERTIES

SOBHA
REALTY

EMAAR

Why is Dubai such a unique investment opportunity?

Blue sky

Dubai has blue skies for 333+ days a year. Dubai is a place where, with few exceptions, the weather is constantly beautiful. In 2024, Dubai attracted more than 18 million tourists from all over the world. This makes Dubai the fourth most visited tourist destination in the world.

Prices and high standards

Dubai is still undervalued compared to many premium major cities around the world. The price per square foot, in comparison to what Dubai offers to new residents and its ROI, is unrivaled globally. Since 2019 and 2023 Dubai has significantly upgraded development standards to rival western quality of development and materials standards globally.

Dubai is a Love Brand

Rental apartment occupancy, including hotels, averaged 79% in Dubai in 2024. Dubai as a brand is a huge force globally, this in itself ensures that the risk of an unoccupied apartment is minimised. Dubai has been the only destination in the world to be named the world's No.1 tourist destination on Tripadvisor for the last three consecutive years.



Profitability

The net rental yield on apartments in Dubai is between 6-10%. The increase in property values annually is between 6-20%. With zero income tax, such values can easily add up to get a minimum of 12% net profitability per annum at all times.

Safety

Dubai is statistically one of the safest places in the world. This makes Dubai, and this is doubly true these days, a safe haven for you, your loved ones and your property.

Taxes 0%

Income tax in Dubai is 0%

Global position

Dubai is strategically located at the crossroads of Europe, Asia, and Africa, making it a global hub for business and travel. It offers easy access to major international markets, with most global destinations reachable within an eight-hour flight. Its central location makes it the perfect gateway for connecting the East and West efficiently.

Distribution of risks

Dubai has no conflicts with Russia, China, USA or any other world superpower. Dubai is a safe island for you and your family for any major problem in the world.



Dubai in numbers

Population



3,83 million

Current population

7,8 million

Population target by 2040

Revenue



522,5B AED

Residential real estate transactions in 2024

412,3B AED

Transactions in 2023

Attendance in 2024

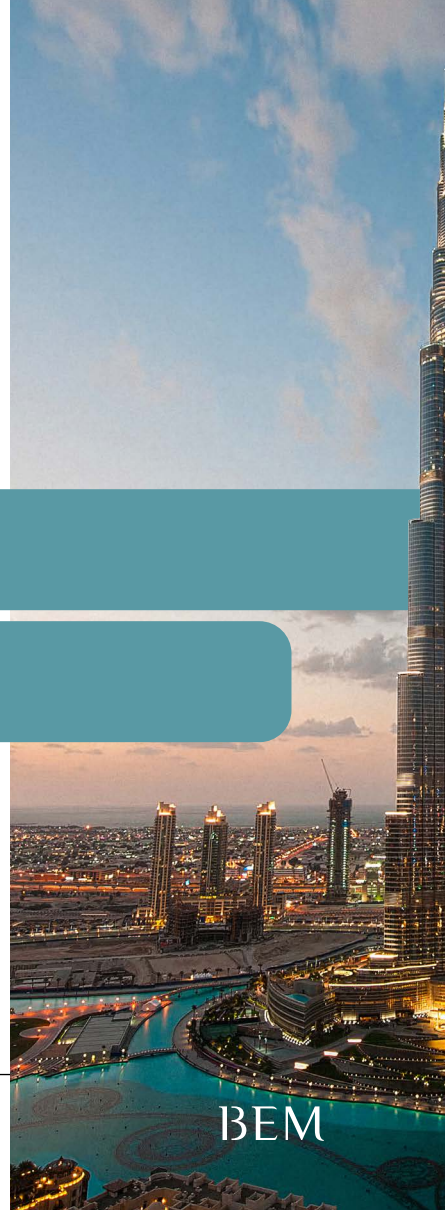


18,8M

Number of hotels



810+





Dubai: Facts, statistics, and news

International transport hub

Backed by its renowned flag carrier Fly Emirates, Dubai boasts unrivalled travel connectivity and is a global aviation hub. Dubai's central location means that a third of the world's population is within a four-hour flight.

Competitive rental return

Dubai real estate offers excellent rental yields - an average of 7 percent net - and even higher yields for vacation homes. This is significantly higher than in cities such as London and New York, where they are around 2.5 to 3 per cent.

7%

Dubai

2,5 - 3%

London, New York



216+

Private schools



For 10 years

**Golden
Investment Visa**

World-class education

Dubai has an impressive education system that includes 216 private schools offering a blend of the best international curricula.

Business environment

Favorable government laws and low start-up costs make Dubai an attractive place for start-ups and new businesses. Local sponsorship is no longer needed in many sectors.

Investor Golden Visas

When purchasing a property in Dubai, an investor can apply for a 10-year GOLDEN VISA, which guarantees residency status in Dubai for the entire period of property ownership for the whole family without exception.

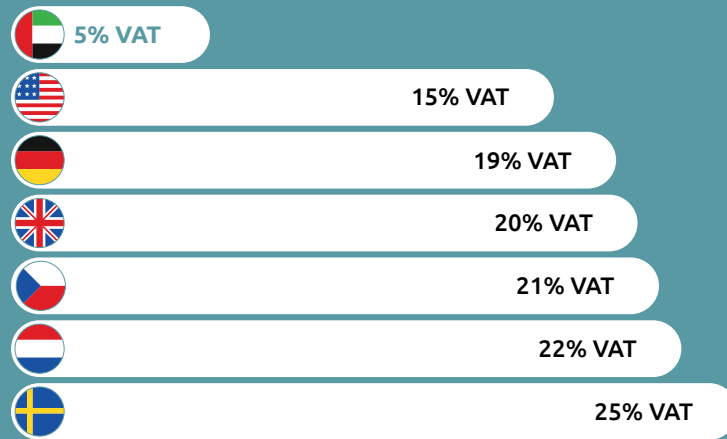
Health Care

Dubai has a world-class healthcare system offering a high standard of medical care in a range of modern facilities covering every specialty.

Taxes and VAT

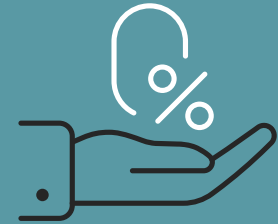
0% Income tax

One of the main benefits for those who choose to emigrate to the UAE, apart from the benefits of sun, sea and beach lifestyle, is the absence of personal income tax.



0% Alcohol tax

All alcohol purchases in Dubai are tax-free - personal liquor licenses are free and readily available for those legally entitled to purchase alcoholic beverages.



5% VAT

Although the tax was introduced in 2018, it will not affect rental income for investors. VAT is also significantly lower than in other major countries: Sweden 25%, Germany 19%, Italy 22%, the Netherlands 21%, the UK 20%, the US 15.5%.



Location

Where East meets West, it connects Europe with Africa and Asia.

The best place to run a business between Europe, Africa and Asia is in Dubai. The UAE is strategically located between the continents. The Dubai International Financial Centre (DIFC) is the leading financial centre in the region.

Emirates, based in Dubai, is one of the world's best airlines. In 2023, it was awarded as the „Best Airline in the World“ and „Best Airline in the Middle East“ by the ULTRAs Awards.




90M+

Expected number of passengers in 2025

140+

Direct flight destinations from Dubai

The image shows a high-rise building's rooftop terrace. On the left, a swimming pool is visible. In the center and right, there are lounge chairs and a small table. The background is a dense city skyline with many skyscrapers under a clear sky. The text is overlaid on the upper left part of the image.

„Dubai is at its perfect location on the global map of the world at a perfect advantage. Dubai is slowly becoming a central hub not only for tourism, but also for business.“

Bilal Alirksoussi

CEO | Signature Real Estate

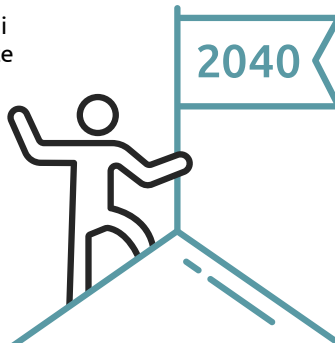
Vision: The key to success

„In the United Arab Emirates, we do not have a word like ,impossible’—it simply does not exist in our vocabulary.“

H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai



Everything is possible in Dubai. With the Dubai 2040 Master Plan already in effect, the emirate is fully committed to building the best city in the world over the next two decades. From enhancing sustainable solutions to massive investment stimulation, where 60% of the region will be dedicated to natural reserves, Dubai is set for unprecedented global growth.



Dubai 2040 Vision

Creating the “best city in the world”



BEM

Let's
connect



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