



JXESTATES

REAL ESTATE TRAINING PROGRAM

Elite Training Course

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01	MARKET ANALYSIS & TRENDS Analyze Dubai's market cycles, pricing trends, rental performance, mortgage activity, demand growth, and investor behaviour from 2020 to Q1 2026.	• Off-Plan & Resale Market (2024–Q1 2026) • Rental Market (2020–Q1 2026) • Mortgage Market (2020–Q1 2026) • Population & Demand Growth (2020–2025) • Investor Behavior Shift (2020–Q1 2026) • PSF Growth Analysis (2020–Q1 2026) • Top Performing Areas (2025 Market Trends)
02	DEVELOPERS & PROJECT ANALYSIS Learn how to evaluate projects, master developments, unit selection, developer credibility, and investment opportunities using structured project analysis frameworks.	• Unit Type Classification • Unit Selection & Stack Analysis • Project Analysis Framework • Government-Backed Developers • Broker Toolkits & Resources • EMAAR Master Developments • NAKHEEL (نخيل) Master Developments • MERAAS (مراس) Master Developments

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DEAL STRUCTURES (ADVANCED)

Understand advanced transaction structures including off-plan resale, mortgages, top-up strategies, digital currency transactions, and complex purchaser scenarios.

- Non Resident Purchasers (NRPs)
- Off Plan Flipping (Resale)
- Top Up Strategy
- Mortgage Resale Structure
- Off Plan Mortgage Structure
- Digital Currency Escrow Transfers

04

REAL DEAL CASE STUDIES (OFF-PLAN & RESALE)

Analyze real transactions from off-plan, resale, luxury, and investment deals to understand pricing, negotiation, structuring, and execution strategies.

- AED 79M Sector P, Emirates Hills
- AED 3.6M Jomana 6, Madinat Jumeirah Living
- AED 15.8M Six Senses Residences, Dubai Marina
- AED 26M The Alba Residences, Palm Jumeirah
- AED 18.8M The Alba Residences, Palm Jumeirah

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05	LEGAL & COMPLIANCE Understand the legal, regulatory, ownership, AML, inheritance, escrow, VAT, and dispute resolution frameworks governing Dubai real estate transactions.	• Power of Attorney (POA) • Wills Registrations • Corporate Ownership Structures • AML & Compliance Regulations • Escrow Misuse History • Arbitration & Dispute Resolution • TDRA Regulations & DNCR • VAT Regulations
06	LEAD GENERATION & MARKETING Build scalable lead generation systems through Meta, Google, LinkedIn, CRM automation, personal branding, international marketing, and investor acquisition strategies.	• Meta (Ads, CAPI, CRM Feedback Loop) • Google (Ads, SEO, EMDs, GA4) • LinkedIn (Ads, CAPI, Sales Navigator) • CRM Systems & WhatsApp API • Marketing Platforms & Property Roadshows • Personal Branding

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DEAL MAKING & CLOSING STRATEGY

Master client qualification, investment presentations, negotiation techniques, objection handling, and conversion strategies used throughout the sales process.

- Lead Qualification Flow
- Owner Cold Call Strategy
- Client Conversion Strategy
- 5-Step Investment Presentation Model
- Investor Personalities Classification



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