



Prop971

Off Plan Projects in the UAE. Curated Opportunities.



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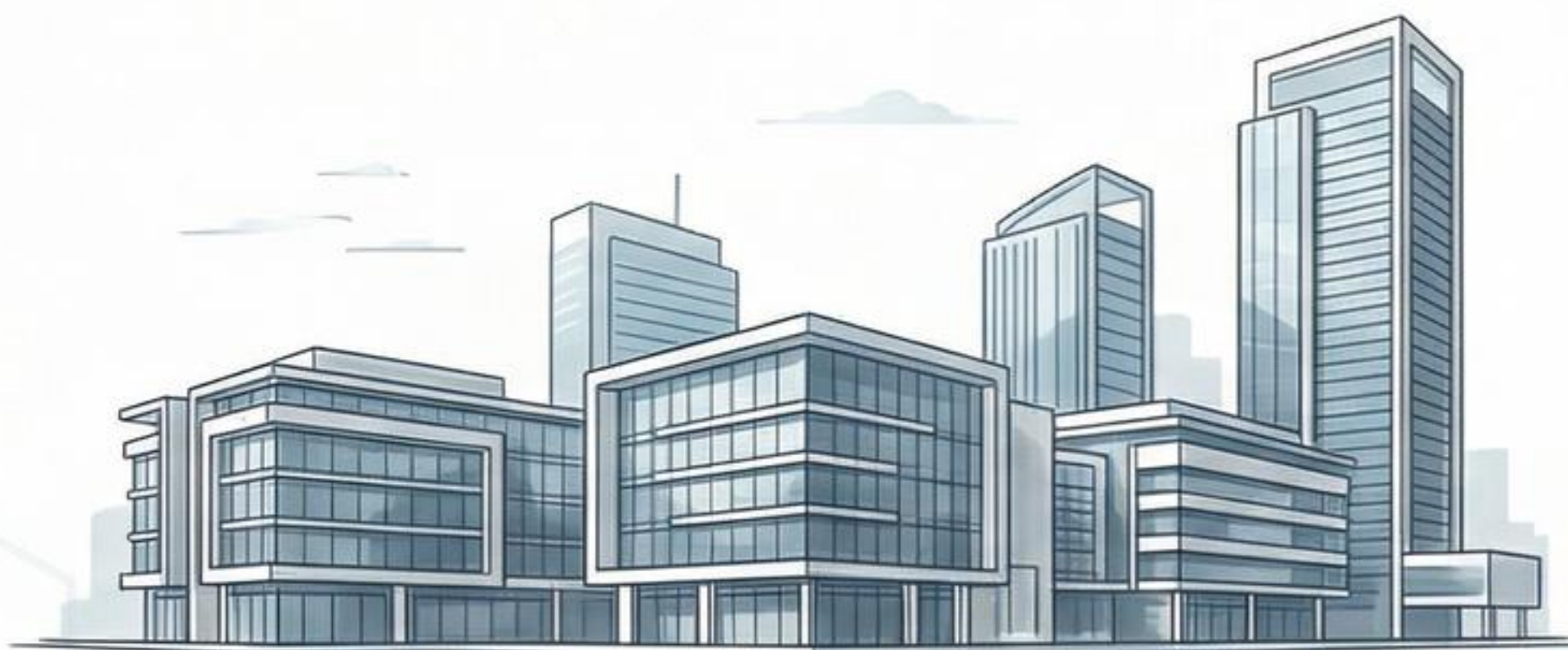


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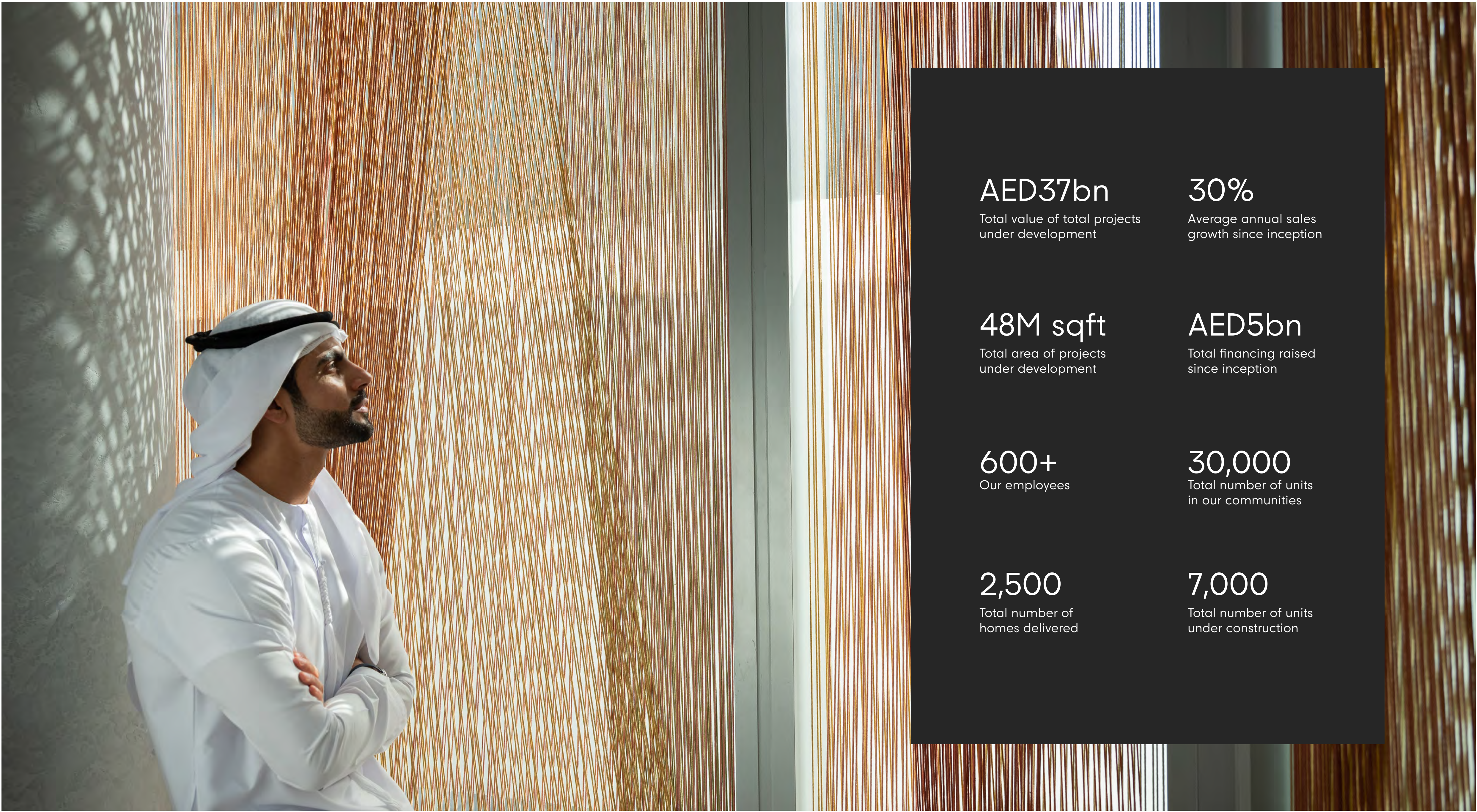
Prop971 is a curated data platform for UAE off plan properties.





Broker briefing

for Jouri Hills at Jumeirah Golf Estates



AED37bn

Total value of total projects under development

30%

Average annual sales growth since inception

48M sqft

Total area of projects under development

AED5bn

Total financing raised since inception

600+

Our employees

30,000

Total number of units in our communities

2,500

Total number of homes delivered

7,000

Total number of units under construction

Our leadership

Arada has been formed by two of the Gulf's most respected businessmen, HH Sheikh Sultan bin Ahmed Al Qasimi, (pictured on the right), acting as Chairman, and HRH Prince Khaled bin Alwaleed bin Talal (pictured on the left), acting as Vice Chairman.

Launched in 2017 and headquartered in the UAE, Arada is the region's fastest-growing and most progressive developer. Arada was created to build communities and experiences that enrich, engage and inspire people.



Entrepreneur Al Arabiya Dec 2017
Cover story with Arada Chairman HH Sheikh Sultan bin Ahmed Al Qasimi



Arabian Business Oct 2016
Features Arada Vice Chairman HRH Prince Khaled bin Alwaleed bin Talal on its cover



Construction Week May 2017
Cover story with Arada CEO Mr. Ahmed Alkhoshaibi



Arabian Business Apr 2018
Features HH Sheikh Sultan bin Ahmed Al Qasimi as its cover story



Newsweek Arabia Sep 2017
Exclusive cover story interview with Arada Chairman HH Sheikh Sultan bin Ahmed Al Qasimi



CEO Middle East Nov 2018
Interview with Arada Vice Chairman HRH Prince Khaled bin Alwaleed bin Talal

Our
communities

Integrated for life

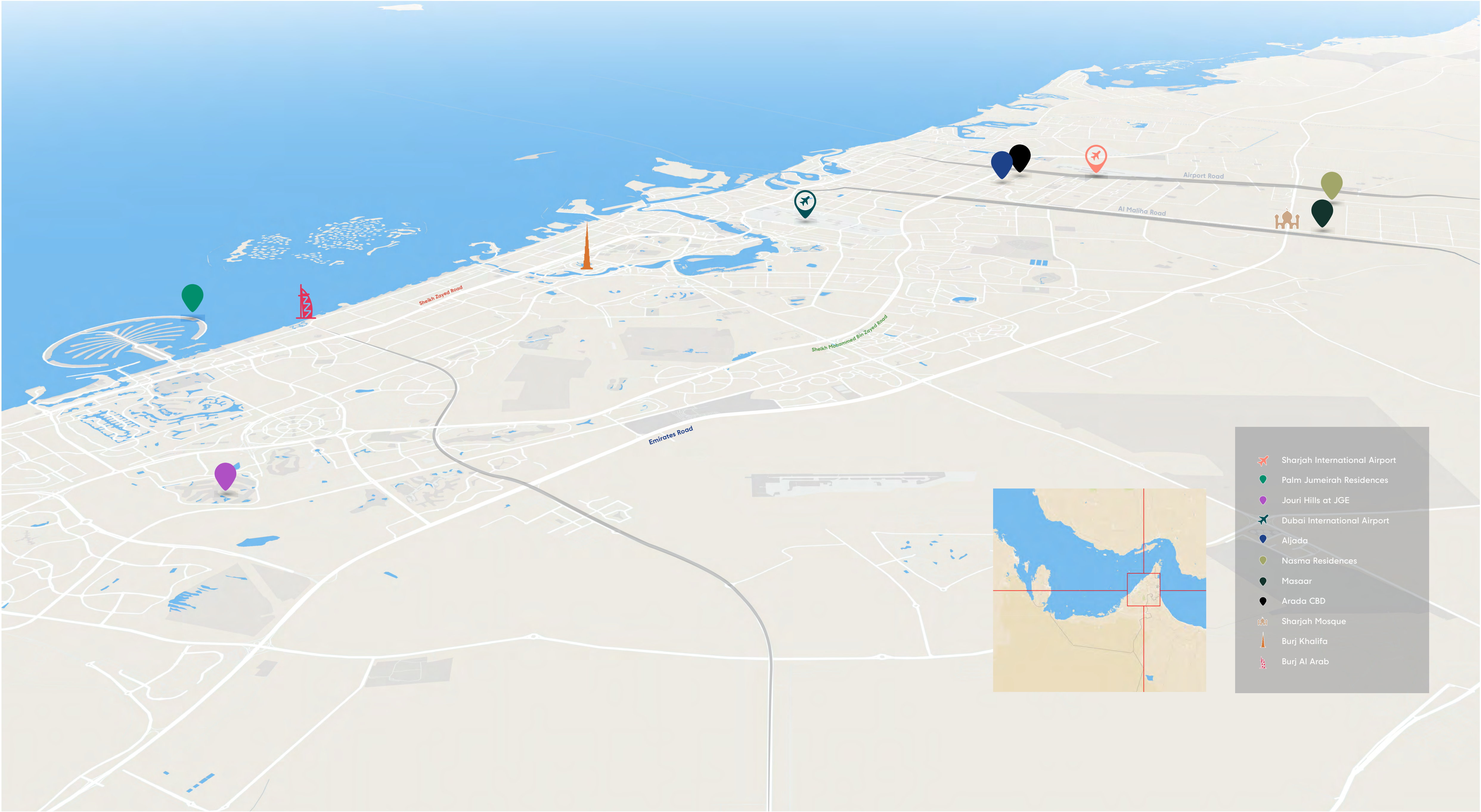
Arada communities are fully integrated, designed around owners and residents.

Our goal is to make sure residents and buyers have everything they need in one location, so they can enjoy a premium lifestyle in exceptional surroundings.

We believe the spaces that surround homes matter as much to residents as the homes themselves. That's why Arada communities also stand out for the exceptional quality of their public spaces, and their lush, green landscaping.

In a changing world, we make every effort to use sustainable building practices and smart technology whenever we can. This approach benefits not just our buyers and residents, but also the local environment as well.





-  Sharjah International Airport
-  Palm Jumeirah Residences
-  Jouri Hills at JGE
-  Dubai International Airport
-  Aljada
-  Nasma Residences
-  Masaar
-  Arada CBD
-  Sharjah Mosque
-  Burj Khalifa
-  Burj Al Arab



Nasma Residences

Our first project, Nasma Residences became Sharjah's fastest-selling community when its first phase sold out in less than a month in early 2017.

The project includes six residential phases, an international school, a mosque and two neighbourhood parks. Five of the six phases have been delivered.

Nasma Central, a community retail and shopping hub, and Nasma Central Park, which includes a host of sporting facilities, are also located within the master plan.

5M
square
feet

AED1.5bn
total sales
value

1,100
units

Nasma Central

Completed in May 2021, Nasma Central and its adjoining park anchor the Nasma Residences community, providing residents and visitors with all their retail and leisure needs.

Nasma Central is anchored by a Spinneys supermarket and contains a range of shops, services, dining outlets, including a Starbucks drive-thru.



Aljada

Launched in September 2017, Aljada is by far Sharjah's largest ever mixed-use project and a transformational community for the Emirate.

The first part of Aljada, the Madar entertainment complex, opened in 2020 and welcomed more than a million visitors in its first year. Aljada's first homes were completed and handed over at the beginning of 2021.

Featuring extensive residential districts, a creative quarter, a modern business park and a large leisure and entertainment space, Aljada is one of the largest and most exciting new communities in the region.

Aljada is ideally located between University City, Sheikh Mohammed bin Zayed Road and Sharjah International Airport, and has exceptional connectivity with Dubai and the other Northern Emirates.

24M	AED24bn	25,000
square feet	total sales value	units





Masaar

Launched in January 2021, Masaar is an upscale forested community that sets a new standard for community living across the UAE.

The most distinctive feature of Masaar is the green spine, which connects each of the eight gated districts to the community hub, and which contains more than 50,000 trees.

Designed to provide an active, healthy lifestyle, in a green and leafy environment where residents spend more time outdoors than indoors, Masaar is the UAE's first 'post-pandemic' master-planned community.

Construction on Masaar has already begun, and the first homes are scheduled to be handed over in 2023.

19M	AED8bn	4,000
square feet	total sales value	units





Our brands

Wellfit

Designed to motivate everyone to lead happier, healthier lives through a connected and tailored fitness experience.

Wellfit's first two venues in Circle Mall, Jumeirah Village Circle, and Meydan, are the two largest gym locations of their type in the UAE.

Wellfit has an aggressive expansion plan, targeting new locations in Dubai, Sharjah and Abu Dhabi.



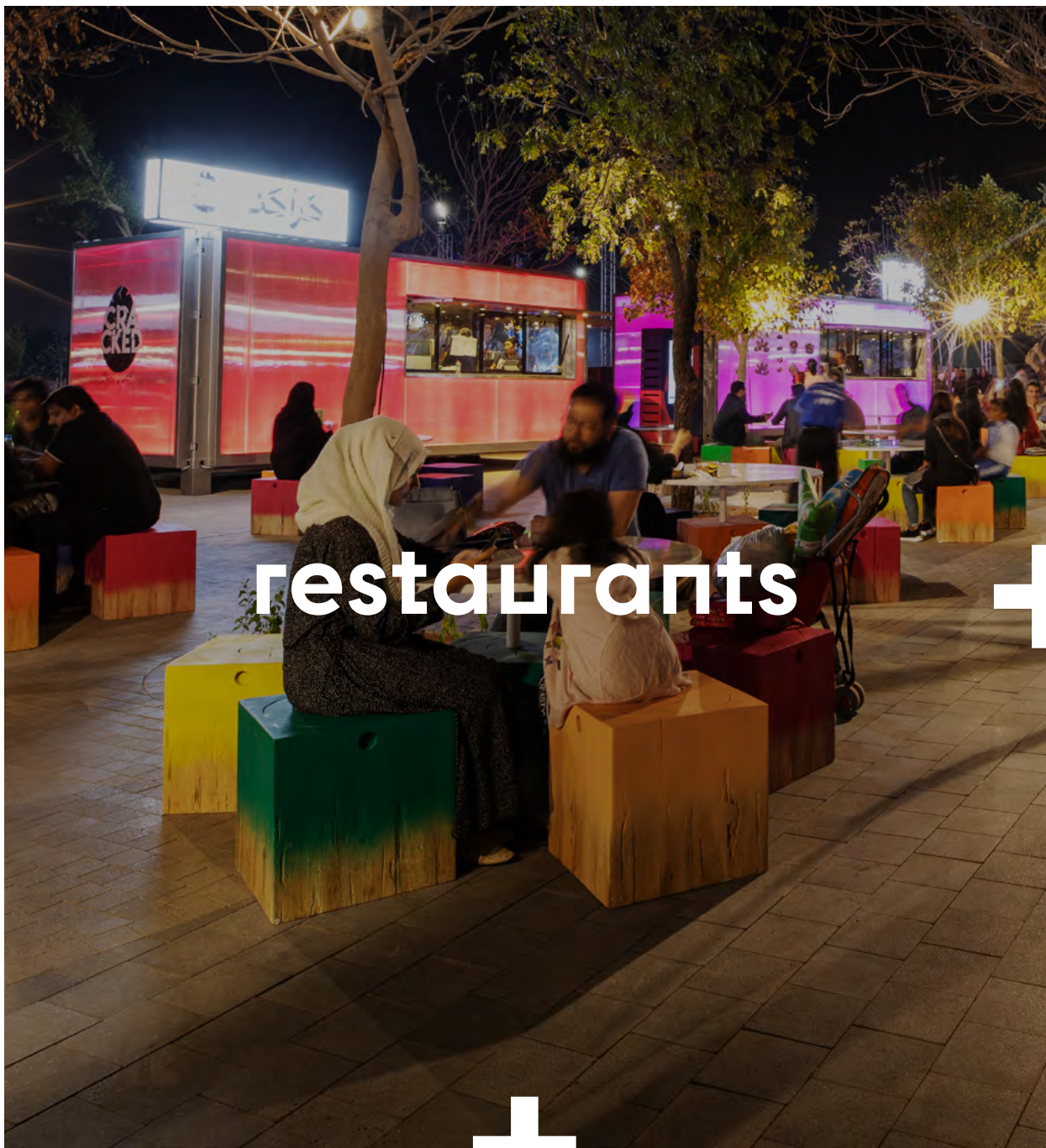


Zad

A new consumer brand launched by Arada in 2020, Zad is a flexible platform that brings together food with activities and entertainment designed to activate public spaces and attract significant footfall, offering a flexible platform that has proven ability to attract significant footfall.

The first Zad, located at Aljada welcomes 120,000 visitors a month, drawn by its safe, family-focused and playful attractions and well-designed environment.

Zad at Aljada features 24 food outlets, split between a walk-through food district and a drive-thru. The site also includes a free-to-enter drive-in cinema and has direct access to a softscape children's adventure playground, a waterplay area and a skatepark.



restaurants



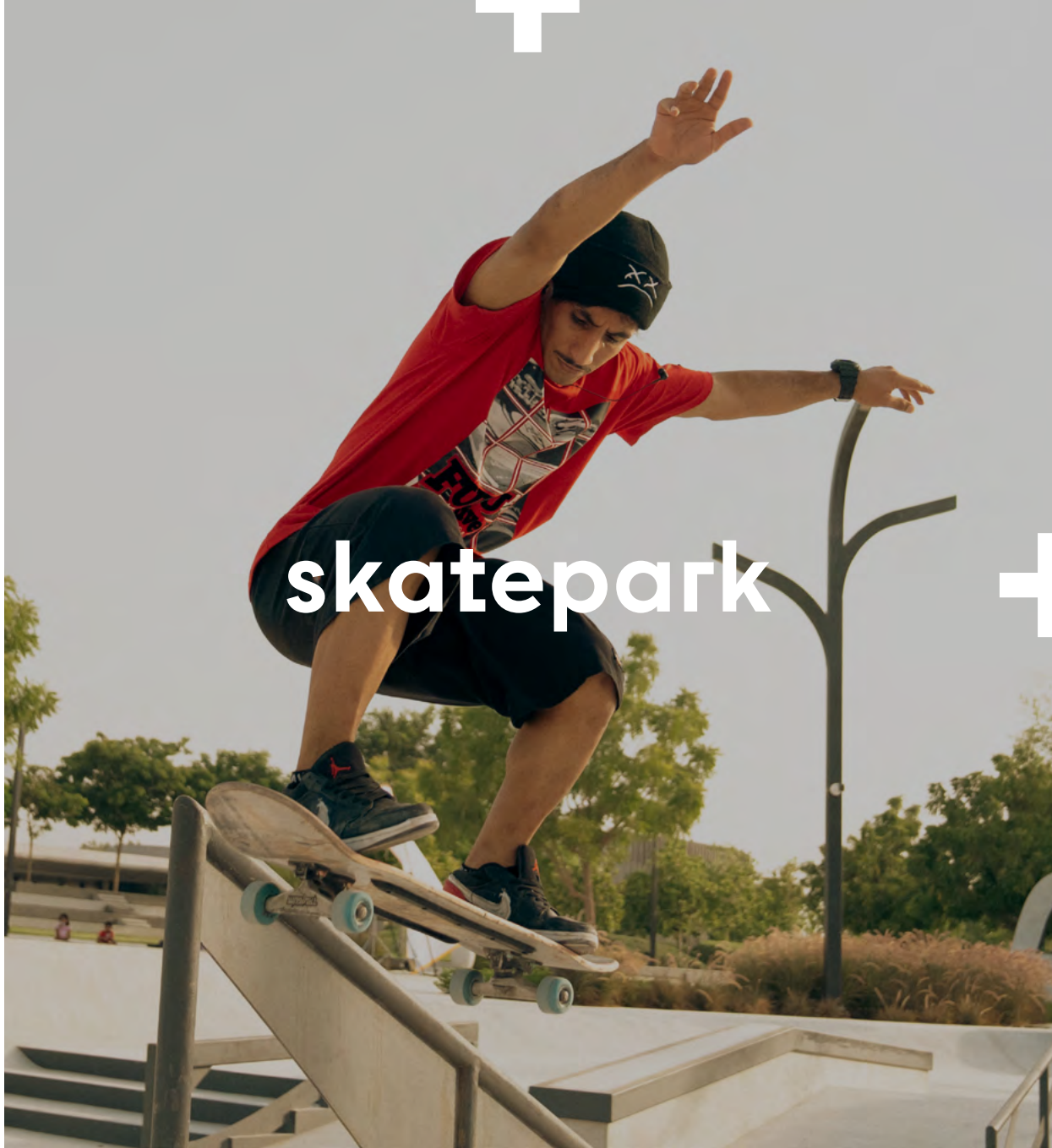
drive-in cinema



kids playscape



entertainment



skatepark



water fountain



farmers market



sports events

Manbat

Launched in January 2021, Manbat is a farmers' market created by Arada in partnership with Ministry of Climate Change and Environment to help support and grow the UAE's agricultural sector. Erected during weekends in select locations in Sharjah (Aljada, Nasma Residences) and Dubai (Al Ittihad Park, Palm Jumeirah, Expo Village and One Central), Manbat's pop-up tents/stores are made available to Emirati farmers, entrepreneurs and F&B operators to offer visitors competitively priced fresh produce and/or food products, all grown/cooked in the UAE. Every event is complemented by entertainment for loads of family fun.



Our
initiatives



Arada Care

Launched in 2021, Arada Care is an in-house division dedicated to serving the needs of our buyers

- Covers the entire customer experience from post-sales through key handover and for the lifetime of the property
- Motivated Customer Relationship Management team with excellent communications skills
- Professional and on-the-spot Facilities Management team
- Leasing services to enable owners to rent out property faster, and assist with management of tenant issues
- Led by a dedicated Chief Community Officer with extensive high-level experience



Houssam Chahine, UNHCR; Ahmed Alkhoshaibi, Arada; Mariam Al Hammadi, Director, TBHF with HH Sheikh Sultan bin Ahmed Al Qasimi, Humanitarian Envoy of TBHF and Chairman of Arada (rear)

Arada Foundation

Launched in 2021, the Arada Foundation has been set up to consolidate and structure our corporate social responsibility and philanthropic initiatives.

- Arada has partnered with The Big Heart Foundation and UNHCR to introduce a landmark initiative. For every home bought in our Masaar community during the Holy Month, we will build a home for a refugee family in Kenya.
- Home for a Home is being carried out in association with our partners The Big Heart Foundation and United Nations High Commission for Refugees.
- The campaign will provide homes for almost 2,000 people, while also providing a water supply for 42,000 vulnerable people.



The Kalobeyei settlement in northern Kenya



Jouri Hills at Jumeirah Golf Estates

Arada's first project in Dubai, Jouri Hills is part of the exclusive Jumeirah Golf Estates, a 40 million square foot world-class residential golf destination offering luxury homes and leisure facilities amidst two internationally-acclaimed championship golf courses, creating an unmatched lifestyle experience in the heart of new Dubai.





Life at Jouri Hills

Consisting of 294 contemporary homes ranging from three-bedroom townhouses to six-bedroom mansions, Jouri Hills also contains a wealth of facilities set in green landscaped parks.

Homes at Jouri Hills at Jumeirah Golf Estates all feature contemporary architecture designed to make the most of natural light, with floor-to-ceiling windows and double height spaces, as well as smart home solutions.

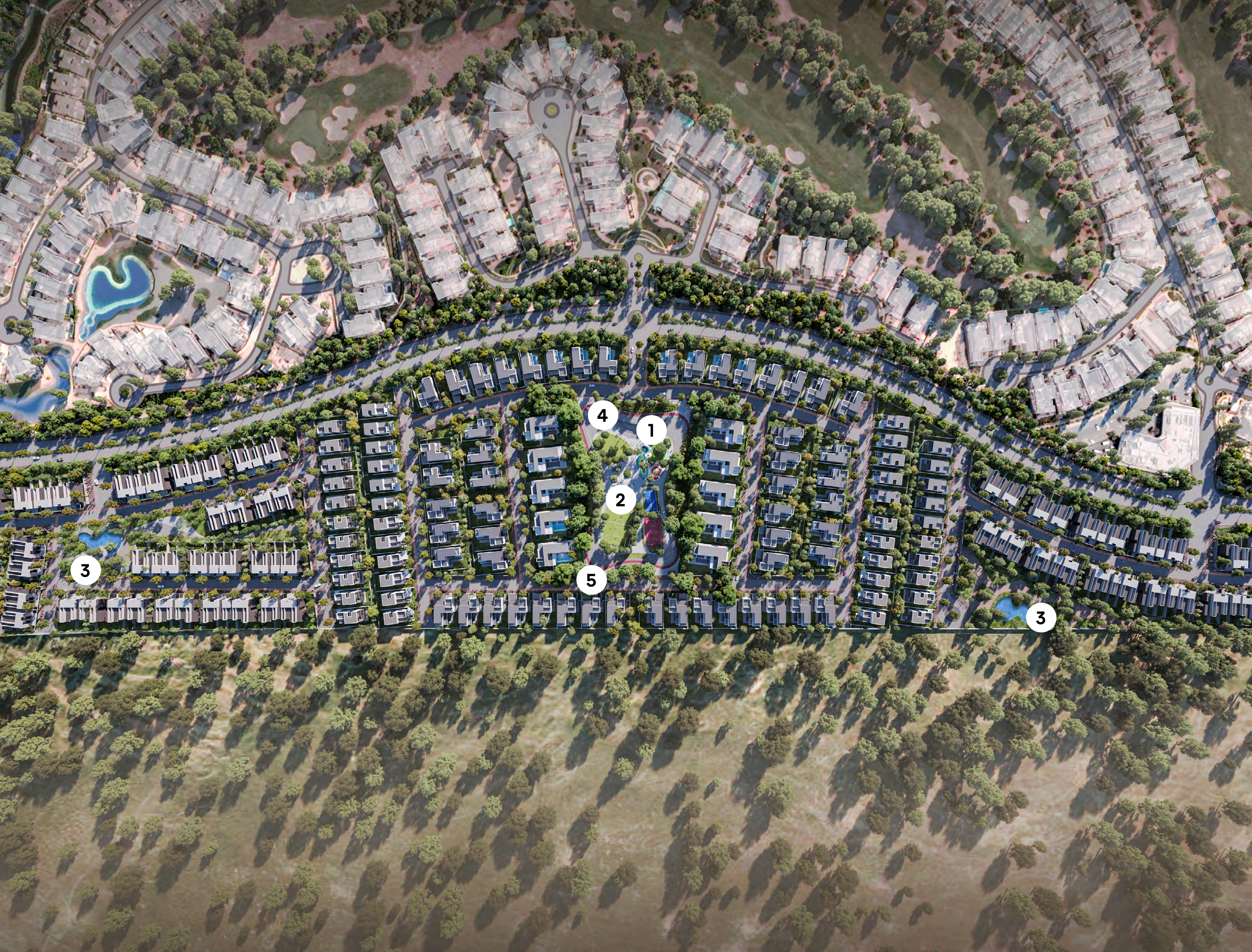
Detached villas all come with swimming pools as standard, while the community's most luxurious homes contain over 14,000 square feet of space, spread across four floors and encompassing underground parking, basements with a flexible entertainment or fitness floor plans and a landscaped 'English courtyard' for outdoor entertainment.

The world's top golfing destination

Residents living in Jouri Hills can make the most of the world-class facilities available in the rest of Jumeirah Golf Estates.

- A 40 million square foot fully integrated master plan
- Two world-class golf courses, Earth and Fire
- Five-star Country Club with access to three swimming pools, a fitness center, a sauna and five restaurants boasting an impressive variety of flavours and cuisines
- Three padel tennis courts
- State-of-the-art European Tour Professional Institute (ETPI) golf academy and practice facilities
- Two shopping centers anchored by major supermarkets





Master Plan with facilities

1. Wellfit gym
2. Entertainment park
 - Skate park
 - Children's playground
 - Amphitheater
 - Football pitch
 - Basketball court
 - Padel tennis court
3. Two parks, which include a swimming pool and children's playground
4. Looped jogging track
5. Looped cycling track

Master Plan – by unit

- 3 Bedroom Jouri Hills Townhouses
- 4 Bedroom Jouri Hills Townhouses
- 5 Bedroom Jouri Hills Villas
- 5 Bedroom Jouri Hills Signature Villas 1
- 5 Bedroom Jouri Hills Signature Villas 2
- Six Bedroom Jouri Hills Mansion





Jouri Hills home features

- Smart technology integrated into every home
- Contemporary design with nature-inspired touches
- Floor-to-ceiling wind
- Generous garden sizes with back and side yards
- Courtesy golf cart provided with every home purchased
- Large living spaces designed to facilitate entertainment and leisure
- Swimming pools as standard for detached homes
- All homes come with dishwasher, washing machine/dryer, oven and hood, microwave and fridge from a premium European manufacturer installed as standard.
- Direct access to greenery for every home
- Wide array of home sizes and floor plans
- Entertainment zone with sports facilities and two neighborhood parks
- Fully gated community with 24-hour security

3 Bedroom Jouri Hills Townhouse - A

Ground Floor: 1,685 sq. ft.
First Floor: 1,475 sq. ft.

Total: 3,160 sq. ft.



Ground Floor

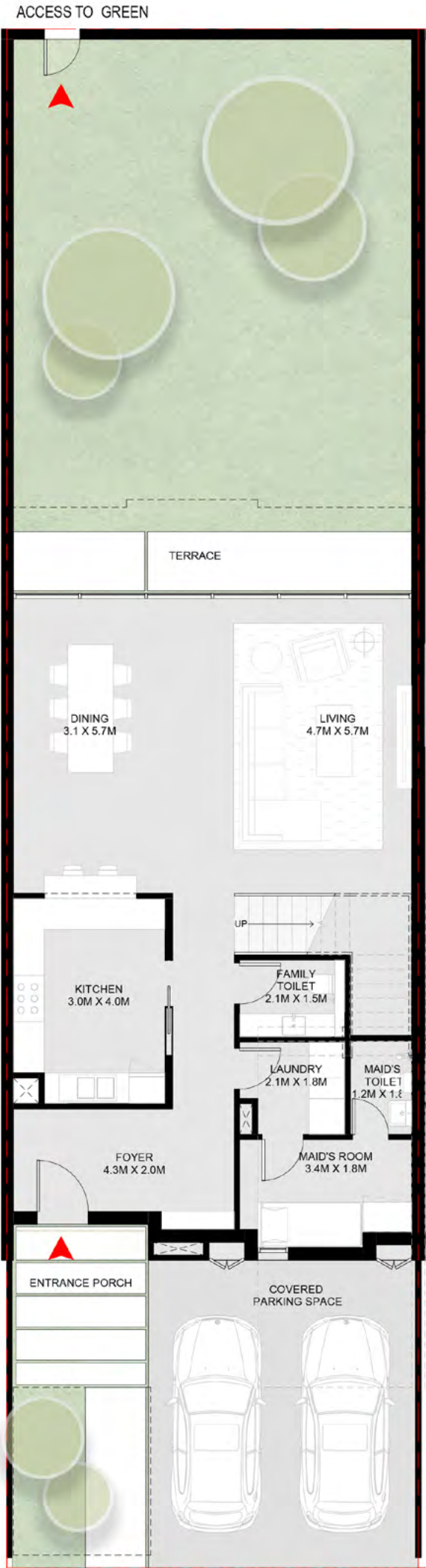


First Floor

3 Bedroom

Jouri Hills Townhouse - B

Ground Floor: 1,685 sq. ft.
First Floor: 1,475 sq. ft.
Total: 3,160 sq. ft.



Ground Floor



First Floor

4 Bedroom Jouri Hills Townhouse - A

Ground Floor: 2,147 sq. ft.
First Floor: 1,850 sq. ft.
Total: 3,997 sq. ft.



Ground Floor



First Floor

4 Bedroom Jouri Hills Townhouse - B

Ground Floor: 2,147 sq. ft.
First Floor: 1,850 sq. ft.
Total: 3,997 sq. ft.



Ground Floor



First Floor

Five Bedroom Jouri Hills Villa A

Ground Floor: 2,309 sq. ft.
First Floor: 2,010 sq. ft.
Second Floor: 1,410 sq. ft.

Total: 5,729 sq. ft.





Ground Floor



First Floor



Second Floor

Five Bedroom Jouri Hills Villa B

Ground Floor: 2,309 sq. ft.
First Floor: 2,010 sq. ft.
Second Floor: 1,410 sq. ft.

Total: 5,729 sq. ft.





Ground Floor



First Floor



Second Floor

5 Bedroom Jouri Hills Signature Villa - 1 A

Ground Floor: 2,786 sq. ft.
First Floor: 2,419 sq. ft.
Second Floor: 1,282 sq. ft.

Total: 6,487 sq. ft.





Ground Floor



First Floor



Second Floor

5 Bedroom Jouri Hills Signature Villa - 1 B

Ground Floor:	2,786 sq. ft.
First Floor:	2,419 sq. ft.
Second Floor:	1,282 sq. ft.
Total:	6,487 sq. ft.

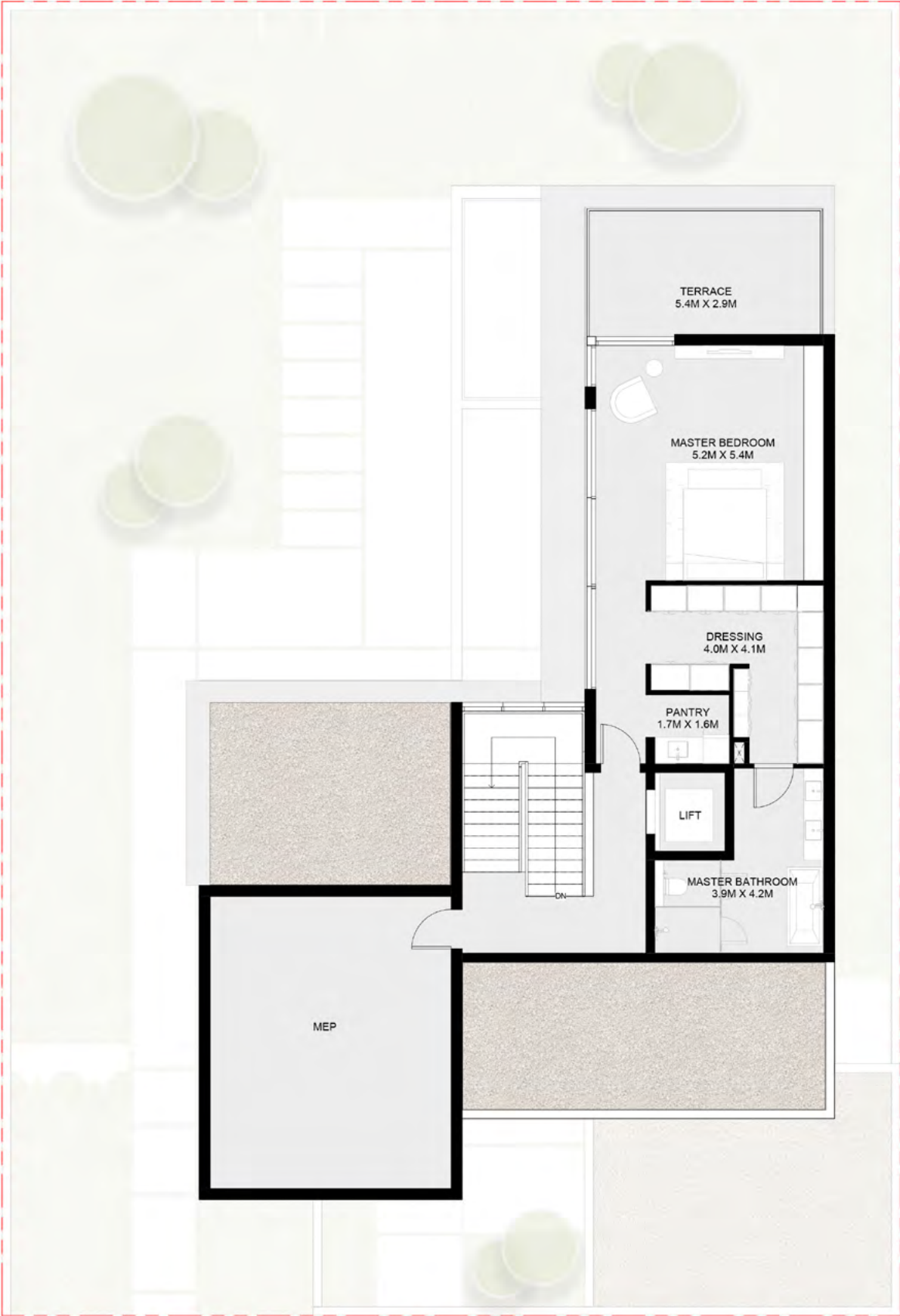




Ground Floor



First Floor



Second Floor

5 Bedroom Jouri Hills Signature Villa - 2 A

Basement :	1,587 sq. ft.
Ground floor:	2,785 sq. ft.
First floor:	2,419 sq. ft.
Second floor:	1,282 sq. ft.
Total:	8,073 sq. ft.





Basement Floor



Ground Floor



First Floor



Second Floor

5 Bedroom Jouri Hills Signature Villa - 2 B

Basement :	1,587 sq. ft.
Ground floor:	2,785 sq. ft.
First floor:	2,419 sq. ft.
Second floor:	1,282 sq. ft.
Total:	8,073 sq. ft.





Basement Floor



Ground Floor



First Floor



Second Floor

6 Bedroom Jouri Hills Mansion - A

Basement :	4,788 sq. ft.
Ground floor:	4,202 sq. ft.
First floor:	3,557 sq. ft.
Second floor:	2,542 sq. ft.
Total:	15,089 sq. ft.





Basement Floor



Ground Floor



First Floor



Second Floor

6 Bedroom Jouri Hills Mansion - B

Basement :	4,788 sq. ft.
Ground floor:	4,202 sq. ft.
First floor:	3,557 sq. ft.
Second floor:	2,542 sq. ft.
Total:	15,089 sq. ft.





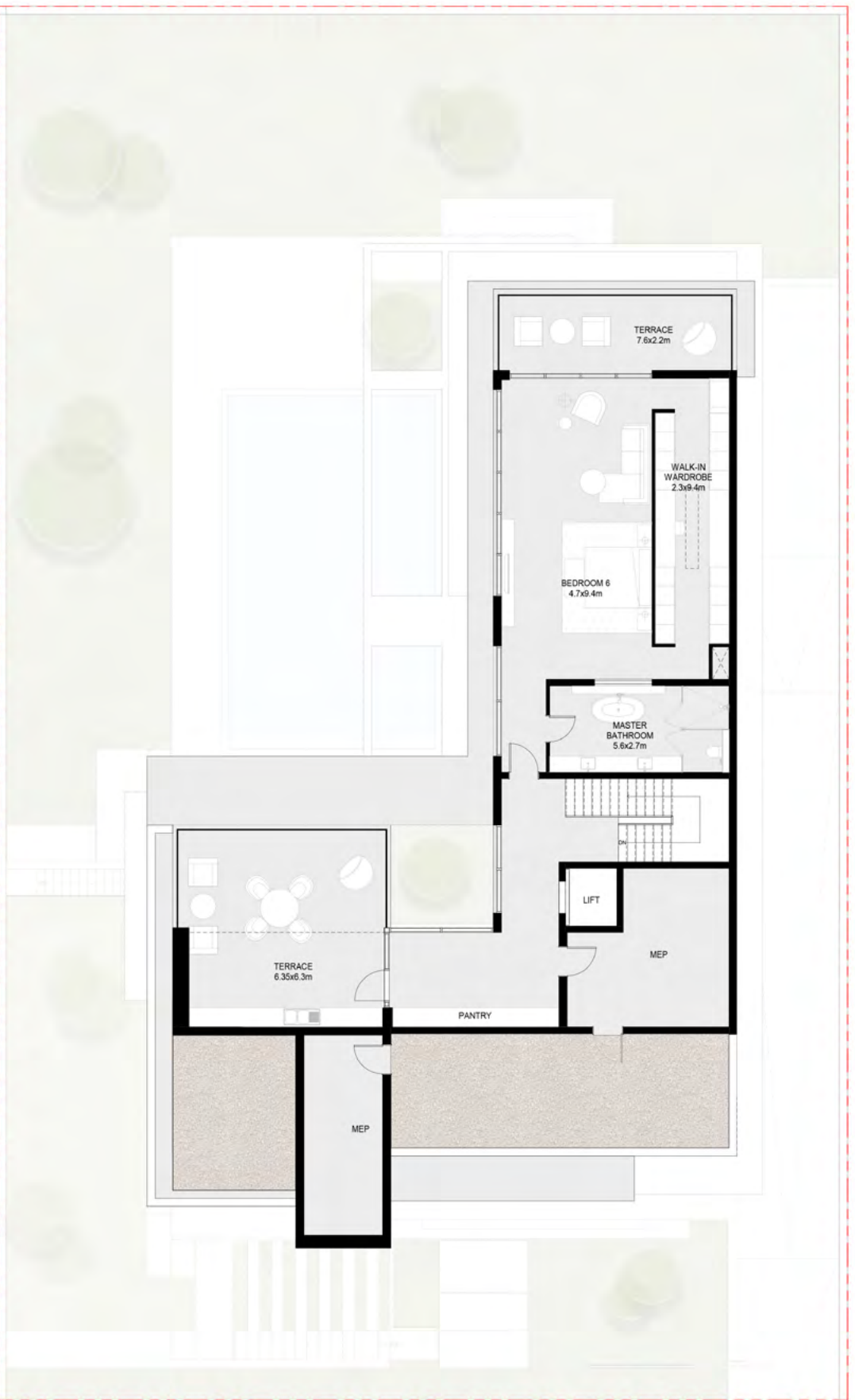
Basement Floor



Ground Floor



First Floor



Second Floor

