White & Co. 2026

JBR September Market Report

Apartments

No.1 for Secondary Sales in Dubai, 2026 — Property Finder & Bayut

NEWS

JBR Retains Its Established Beachfront Rental Appeal

Jumeirah Beach Residence continues to record steady demand, supported by its direct beach access, promenade and established lifestyle offering. The area's enduring name recognition keeps it front of mind for both long-term tenants and short-term rental demand, even as newer waterfront developments continue to launch across Dubai and expand the range of coastal options.

NEWS

White & Co.

White & Co. has received an Award of Appreciation from the Dubai Land Department, recognising the company as the highest-selling real estate brokerage in Dubai's freehold areas. Just five years after its launch, this milestone reflects White & Co's growth and its contribution to Dubai's residential property market.

Interest rates starting from 3.75% Fixed for 1 Year or 3.78% 2 Years

Mortgage Rates	LTV	3 Years	5 Years
Salaried	80%	3.95%	4.19%
Self Employed	80%	4.10%	4.44%
Low Doc	60%	4.49%	4.59%
Non Resident	60%	4.39%	4.69%

Get in contact with our in-house mortgage team to find out more. **Get Started Here**

Hot Properties for Sale

Shams 1, Jumeirah Beach Residence — **AED 2,300,000** — 2 / 3 / 1,274

Rimal 1, Jumeirah Beach Residence — **AED 2,900,000** — 3 / 4 / 1,919

Sadaf 8, Jumeirah Beach Residence — **AED 3,750,000** — 4 / 6 / 2,712

Jumeirah Gate Tower 2, Jumeirah Beach Residence — **AED 6,300,000** — 2 / 3 / 1,464

Jumeirah Gate Tower 1, Jumeirah Beach Residence — **AED 8,500,000** — 3 / 5 / 1,939

Recent White & Co. Sales

Sadaf 7, Jumeirah Beach Residence — **AED 1,750,000** — 1 / 2 / 1,212

Rimal 3, Jumeirah Beach Residence — **AED 1,775,000** — 2 / 3 / 1,243

Al Bateen Residences, Jumeirah Beach Residence — **AED 3,200,000** — 2 / 3 / 1,658

Sadaf 8, Jumeirah Beach Residence — **AED 3,300,000** — 4 / 5 / 2,806

Murjan 1, Jumeirah Beach Residence — **AED 9,600,000** — 4 / 5 / 5,908

SALES TRANSACTIONS — MARKET ANALYSIS

Sales Increase/Decrease of Price/Sq.ft in Dubai

AVERAGE PRICE (AED), 2026 TO DATE

Sales in Dubai

AVERAGE PRICE (AED), 2026 TO DATE

Community	Studio	1 Bed	2 Bed	3 Bed	4 Bed	5 Bed	6 Bed
Al Furjan	594,434	1,044,465 (19 Transaction)	1,599,319	2,253,477	-	-	-
Arjan	606,849	1,008,888 (20 Transaction)	1,515,575	2,285,052	-	-	-
Business Bay	1,008,914	1,520,212	2,525,320	4,514,592 (183 Transaction)	5,653,066	-	27,048,875 (1 Transaction)
Damac Hills	576,094	952,247 (18 Transaction)	2,000,526 (34 Transaction)	2,950,777	-	-	-
Downtown Dubai	1,253,373	2,322,232	3,676,478 (163 Transaction)	6,079,983 (165 Transaction)	22,562,169 (16 Transaction)	28,750,000 (1 Transaction)	-
Dubai Creek	-	1,734,665	2,748,356	4,198,736 (13 Transaction)	9,050,000 (1 Transaction)	-	-
Dubai Hills Estate	983,476	1,559,467 (20 Transaction)	2,523,837	4,152,716 (19 Transaction)	9,200,000 (1 Transaction)	-	-
Dubai Marina	1,155,179	1,581,479	2,608,562	4,093,272 (188 Transaction)	5,683,727	5,729,910	-
Dubai Maritime City	1,092,957	1,450,000	2,788,254	-	-	-	-
Dubai South	500,633	751,229	1,257,729	1,780,269	-	-	-
Emaar Beachfront	-	2,450,368	4,351,134 (14 Transaction)	7,357,531 (14 Transaction)	14,396,981 (1 Transaction)	-	-
Emaar South	-	1,151,667	1,457,670	2,014,444	-	-	-
JBR	1,688,182	2,107,863	2,859,835	4,425,995	8,178,638 (12 Transaction)	19,500,000 (1 Transaction)	-
JLT	785,662	1,208,386	2,073,338	3,132,932	5,749,639 (1 Transaction)	13,323,322 (1 Transaction)	-
JVC	602,303	986,686	1,546,895	1,856,110	2,841,900	-	-
Palm Jumeirah	1,642,595	3,199,391 (14 Transaction)	5,483,484 (161 Transaction)	9,032,296 (18 Transaction)	19,421,458 (3 Transaction)	43,040,000 (1 Transaction)	34,000,000 (1 Transaction)
Sobha Hartland	1,000,818	1,386,763	2,299,992	3,292,611	4,704,877	-	-
The Cities (Motor City, Sports City, Studio City)	523,541	842,465	1,391,482	2,207,280	2,885,004	-	-
The Greens	806,586	1,388,218	2,329,344	3,408,780	4,600,000	-	-
The Views	1,056,000	1,785,907	2,942,046	3,595,403	8,250,000 (1 Transaction)	-	-
Town Square	567,537	865,298	1,356,507	2,130,179	2,900,000	-	-

Sale Transactions in Dubai

SEPTEMBER 2026

AED 3,784,755,745

Total Sales Value

Total Sales Volume / Total Sales Price

OFF PLAN VS TRANSFERRED SALES, SEPTEMBER 2026

Off - Plan
Total Records: 7,188
Total Sale Price: 14,309,336,571
DLD Residential: 69.3%
*Includes secondary Off - Plan sales

Transferred Sales (Title Deed)
Total Records: 3,181
Total Sale Price: 9,309,314,736
DLD Residential: 30.7%

RENTAL TRANSACTIONS — MARKET ANALYSIS

Hot Properties for Rent

Murjan 1, Jumeirah Beach Residence — **AED 100,000** — 1 / 2 / 1,105

Rimal 2, Jumeirah Beach Residence — **AED 130,000** — 2 / 3 / 1,417

Sadaf 6, Jumeirah Beach Residence — **AED 150,000** — 2 / 3 / 1,449

Rimal 6, Jumeirah Beach Residence — **AED 190,000** — 3 / 4 / 2,029

La Vie, Jumeirah Beach Residence — **AED 333,000** — 2 / 3 / 1,390

Rentals Increase/Decrease of Price/Sq.ft in Dubai

AVERAGE PRICE (AED), 2026 TO DATE

Rentals in Dubai

AVERAGE PRICE (AED), 2026 TO DATE

Community	Studio	1 Bed	2 Bed	3 Bed	4 Bed	5 Bed	6 Bed
Al Furjan	47,555	70,786	101,362	136,098	142,370	-	-
Arjan	46,852	69,875	103,139 (93 Transaction)	146,359	-	-	-
Business Bay	63,976	89,861	132,272 (1,553 Transaction)	185,016	292,439	2,379,904 (1 Transaction)	-
Damac Hills	44,196	67,627	115,874	164,370	-	-	-
Downtown Dubai	68,221	109,662 (1,062 Transaction)	178,446	274,809	1,454,285 (12 Transaction)	1,841,667 (1 Transaction)	-
Dubai Creek	-	97,775	145,913	222,567	479,653 (13 Transaction)	-	-
Dubai Hills Estate	69,129	92,601	139,522	249,939	453,000 (1 Transaction)	-	-
Dubai Marina	61,310	89,141	138,138	219,462	281,834	725,847 (1 Transaction)	-
Dubai Maritime City	63,632	78,982	128,836	200,000	-	-	-
Dubai South	41,635	58,159	84,447	119,312 (1 Transaction)	185,000	-	-
Emaar Beachfront	-	123,531	201,102	336,735 (181 Transaction)	576,843 (3 Transaction)	-	-
Emaar South	-	59,635	82,007	106,451	-	-	-
JBR	71,610	101,347 (101 Transaction)	128,853	172,230	283,867	746,144 (1 Transaction)	-
JLT	57,122	80,113	124,619	161,823	248,579	670,945 (1 Transaction)	-
JVC	48,158	70,482	102,138	139,769	167,284	-	-
Palm Jumeirah	88,835	138,944	214,209	294,556	607,096 (20 Transaction)	-	-
Sobha Hartland	66,737	87,712	136,876	183,318	242,447	-	-
The Cities (Motor City, Sports City, Studio City)	43,470	63,501	96,242	143,405	165,000	-	-
The Greens	56,961	87,081	131,306 (101 Transaction)	178,504	152,500	-	-
The Views	66,255	101,359 (124 Transaction)	154,055	229,314	285,000	-	-
Town Square	44,869	62,696	93,887	126,155	-	-	-

Rental Transactions in Dubai

SEPTEMBER 2026

AED 2,120,733,589

Total Rental Value

Current Average Gross Yield

SEPTEMBER 2026

Community	Community Type	Avg. Gross Yield
Dubai Sports City	Apartment	8.06 %
Dubai Studio City	Apartment	7.38 %
Motor City	Apartment	7.34 %
DAMAC Hills	Apartment	7.32 %
JVC	Apartment	7.23 %
Town Square	Apartment	7.14 %
JLT	Apartment	7.07 %
Dubai South	Apartment	7.06 %
Al Furjan	Apartment	6.96 %
Arjan	Apartment	6.51 %
Dubai Maritime City	Apartment	6.34 %

Community	Community Type	Avg. Gross Yield
Business Bay	Apartment	6.33 %
Sobha Hartland	Apartment	6.18 %
Dubai Hills Estate	Apartment	6.16 %
JBR	Apartment	6.15 %
The Greens	Apartment	6.03 %
The Views	Apartment	5.86 %
Dubai Marina	Apartment	5.68 %
Dubai Creek Harbour	Apartment	5.55 %
Downtown Dubai	Apartment	5.34 %
Palm Jumeirah	Apartment	5.24 %
Dubai Harbour	Apartment	5.24 %

Total Sales & Rentals in Dubai

2026 TO DATE

SALES	Total Volume	Total Value
JVC	2,295	2,278,911,189
Business Bay	1,531	3,004,565,937
The Cities	1,148	1,093,415,399
Dubai Marina	1,107	2,646,072,220
Downtown Dubai	832	3,347,005,633
Dubai Creek Harbour	831	2,264,198,554
Arjan	789	772,363,501
Sobha Hartland	635	1,259,138,989
Dubai Hills Estate	615	1,405,397,928
JLT	551	910,551,272
Town Square	495	607,854,870
Palm Jumeirah	438	2,837,014,582
Al Furjan	407	524,644,548
DAMAC Hills	306	308,185,503
JBR	299	1,107,254,802
Dubai South	263	249,844,352
Emaar Beachfront	195	857,312,138
The Greens	184	342,823,926
The Views	108	263,702,561
Emaar South	44	68,230,444
Dubai Maritime City	11	22,908,395

RENTALS	Total Volume	Total Value
JVC	12,668	908,893,762
Business Bay	7,367	778,150,810
Dubai Marina	5,506	709,870,412
Downtown Dubai	3,802	662,420,761
Palm Jumeirah	1,527	401,866,294
JBR	1,182	378,634,585
Dubai Creek Harbour	2,601	368,889,082
Arjan	5,083	351,231,122
Dubai Hills Estate	2,447	326,239,496
The Cities	4,592	294,580,380
JLT	3,109	291,475,294
Sobha Hartland	2,103	240,167,902
Emaar Beachfront	823	158,042,854
Al Furjan	1,984	153,202,292
Dubai South	2,018	134,316,468
Town Square	1,378	110,520,327
DAMAC Hills	1,170	76,334,507
The Greens	665	70,382,890
The Views	513	68,381,827
Emaar South	225	19,344,866
Dubai Maritime City	71	7,434,533

PROPERTY MONITOR — A Cavendish Maxwell Group Company

ANNUAL AWARDS WINNER 2024

***Data source:** Property Monitor, as of **5th October 2026** Secondary Sales Only

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