White & Co. 2026

JBR October Market Report

Apartments

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

NEWS

Shared Housing Law Targets Overcrowded Apartments

Dubai's new shared housing law bans subletting apartments to more than one family per unit, aiming to curb overcrowding and improve living standards. Enforcement will be done by agency checks. For JBR, the impact is likely to be limited, as most units are owner-occupied or leased to single families, with little evidence of widespread overcrowding.

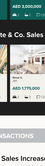
NEWS

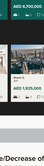
White & Co.

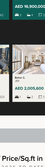
Dubai's high-tech, luxury brokerage sales team launched in February, with AED 17.5bn transacted across 3,859 deals, up 37% in value on September's first month of trading. As a 2026 high at almost 21,000. Closer to home, White & Co. opened another 5,000 sq. ft. office in JBR, as the business welcomes more than its closest AED 5.5 billion in sales from a staff of just 40.

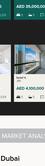
Hot Properties for Sale


Marina Gate 1
1 Bed
AED 1,349,999
Listed 1d 17 Likes


Sigma 1
1 Bed
AED 3,000,000
Listed 1d 17 Likes


Laguna Vista Tower 3
2 Beds
AED 6,700,000
Listed 1d 17 Likes


Azizana At The Lagoon
2 Beds
AED 16,900,000
Listed 1d 17 Likes


Laguna Vista Tower 3
3 Beds
AED 39,000,000
Listed 1d 17 Likes

Interest rates starting from 3.75% fixed for 1 year or 3.79% for 2 years.

Mortgage Rates	2Yr	3 Years	5 Years
Investor	4.19%	4.09%	4.19%
Self Employed	4.19%	4.09%	4.19%
Low Fee	4.19%	4.09%	4.19%
Non Resident	4.19%	4.09%	4.19%

Rate is indicative only and is not a mortgage lender. Rate is for non-resident.

Get Started Here

Recent White & Co. Sales


Tower 1
1 Bed
AED 1,180,000
Sold 1d 17 Likes


Sigma 1
1 Bed
AED 1,775,000
Sold 1d 17 Likes


Tower 1
2 Beds
AED 2,125,000
Sold 1d 17 Likes


Tower 1
2 Beds
AED 4,100,000
Sold 1d 17 Likes

SALES TRANSACTIONS

MARKET ANALYSIS

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

AVERAGE PRICE (AED) PER SQ.FT. 2024 TO 2026



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	582,416	1,026,721	1,616,222	2,297,961	-	-	-
Arjan	602,687	1,020,444	1,519,041	2,231,260	-	-	-
Business Bay	1,012,711	1,549,556	2,304,520	4,553,346	5,887,760	-	27,548,875
DAMAC Hills 1	575,280	945,370	2,015,000	2,944,948	-	-	-
Downtown Dubai	1,241,522	2,281,154	3,762,705	5,781,104	21,954,670	28,750,000	50,000,000
Dubai Creek Harbour	-	1,712,072	2,794,964	4,258,988	6,831,250	-	-
Dubai Hills	983,476	1,577,578	2,523,376	4,303,802	9,250,000	-	-
Dubai Marina	1,144,351	1,571,299	2,167,201	4,121,291	9,114,270	9,538,607	-
Dubai Maritime City	1,090,957	1,750,000	2,731,981	4,094,291	-	-	-
Dubai South	499,729	748,767	1,260,761	1,816,808	-	-	-
Emaar Beachfront	-	2,303,564	3,480,731	5,140,720	14,034,535	-	-
Emaar South	-	1,191,667	1,908,857	2,120,000	-	-	-
JBR	1,170,000	2,121,988	2,836,825	4,441,674	8,267,981	19,500,000	-
JLT	762,150	1,024,696	2,069,380	3,170,158	9,600,514	10,333,333	-
JVC	460,370	661,360	1,034,872	1,863,982	2,884,360	-	-
Palm Jumeirah	1,802,077	2,308,740	5,698,177	9,240,812	19,961,743	45,033,333	24,000,000
Sobha Hartland	998,250	1,588,427	2,320,930	3,333,833	4,707,732	-	-
The Creek	522,316	844,036	1,396,000	2,211,758	2,897,500	-	-
The Greens	806,586	1,383,238	2,249,691	3,236,102	4,650,000	-	-
The Views	1,056,030	1,797,780	2,366,339	3,285,455	8,250,000	-	-
Town Square	567,156	861,984	1,358,395	2,045,490	2,900,000	-	-

Sale Transactions in Dubai

OCTOBER 2026



AED 4,545,873,383

Total Sales Value

Total Sales Volume / Total Sales Value - October 2026

OFF PLAN VS TRANSFERRED SALES - OCTOBER 2026



Off - Plan
Total Records: 8,189
Total Sale Price: AED 3,523,313
DLD Residential Fee: 2.0%
*Includes secondary Off - Plan sales

Transferred Sales (Title Deed)
Total Records: 3,989
Total Sale Price: AED 1,022,821,330
DLD Residential Fee: 20.2%

RENTAL TRANSACTIONS

MARKET ANALYSIS

Hot Properties for Rent


Binghatti Corner
Studio
AED 79,000
Listed 1d 17 Likes


Sigma 1
1 Bed
AED 130,000
Listed 1d 17 Likes


Laguna Vista Tower 3
2 Beds
AED 270,000
Listed 1d 17 Likes


Sigma 1
2 Beds
AED 300,000
Listed 1d 17 Likes


Sigma 1
3 Beds
AED 900,000
Listed 1d 17 Likes

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

AVERAGE PRICE (AED) PER SQ.FT. 2024 TO 2026



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	47,483	69,973	102,028	142,370	-	-	-
Arjan	45,929	69,792	103,752	138,323	-	-	-
Business Bay	63,787	90,150	132,695	186,289	306,769	2,379,904	1,145,924
DAMAC Hills 1	44,199	67,277	116,098	161,696	-	-	-
Downtown Dubai	68,861	109,185	179,237	277,700	1,330,618	2,512,500	-
Dubai Creek Harbour	-	97,041	145,862	222,933	457,452	-	-
Dubai Hills	69,041	92,343	140,340	210,534	453,000	-	-
Dubai Marina	60,990	88,427	120,071	220,035	288,571	729,457	-
Dubai Maritime City	63,803	46,184	127,735	200,000	-	-	-
Dubai South	40,369	49,714	83,015	107,170	-	-	-
Emaar Beachfront	-	129,178	203,250	341,346	493,093	-	-
Emaar South	-	90,239	82,022	107,387	-	-	-
JBR	72,177	103,189	130,205	176,641	283,890	930,763	260,000
JLT	57,488	82,035	125,930	169,047	234,623	819,873	-
JVC	48,324	70,754	102,446	141,057	193,296	-	-
Palm Jumeirah	89,317	147,731	217,871	279,491	752,626	1,028,000	-
Sobha Hartland	66,028	87,705	136,358	186,754	241,475	-	-
The Creek	47,021	62,268	95,250	139,981	180,000	-	-
The Greens	56,755	86,324	132,915	174,823	152,500	-	-
The Views	69,834	100,628	156,273	222,142	265,000	-	-
Town Square	44,059	62,593	93,546	126,240	-	-	-

Rental Transactions in Dubai

OCTOBER 2026



AED 1,985,415,758

Total Rental Value

Current Average Gross Yield

OCTOBER 2026

Community	Community Type	Avg. Gross Yield
Dubai Sports City	Apartment	6.9%
Dubai Studio City	Apartment	7.8%
Motor City	Apartment	7.8%
DAMAC Hills	Apartment	7.5%
JVC	Apartment	7.2%
Town Square	Apartment	7.1%
JLT	Apartment	7.0%
Dubai South	Apartment	7.0%
Emaar South	Apartment	6.9%
Arjan	Apartment	6.9%
Dubai Maritime City	Apartment	6.9%

Community	Community Type	Avg. Gross Yield
Business Bay	Apartment	6.8%
Sobha Hartland	Apartment	6.8%
Dubai Creek Harbour	Apartment	6.8%
JBR	Apartment	6.8%
The Creek	Apartment	6.8%
The Views	Apartment	6.8%
Dubai Hills Estate	Apartment	6.8%
Dubai Creek Harbour	Apartment	6.8%
Downtown Dubai	Apartment	6.8%
Palm Jumeirah	Apartment	5.2%
Dubai Harbour	Apartment	5.2%

Total Sales & Rentals in Dubai

2026 TO DATE

SALES	Total Volume	Total Value
JVC	2,516	2,537,394.01
Business Bay	1,745	3,814,337.04
The Cities	1,270	1,210,192.39
Dubai Marina	1,215	2,178,444.11
Downtown Dubai	1,048	3,810,334.88
Dubai Creek Harbour	933	2,418,136.34
Arjan	813	862,339.87
Dubai Hills Estate	761	1,507,362.73
Sobha Hartland	612	1,380,614.66
JLT	608	992,688.82
Town Square	565	892,482.78
Palm Jumeirah	464	1,381,410.66
Al Furjan	444	571,670.50
DAMAC Hills 1	341	367,729.87
JBR	339	1,248,930.87
Dubai South	290	271,696.99
Emaar Beachfront	212	1,022,630.18
The Greens	185	353,951.89
The Views	122	363,188.90
Emaar South	47	76,275.00
Dubai Maritime City	15	34,382.69

RENTALS	Total Volume	Total Value
JVC	11,141	1,079,485.89
Business Bay	6,218	918,691.68
Dubai Marina	4,391	858,114.29
Arjan	3,231	448,623.99
The Cities	3,387	353,713.87
Downtown Dubai	4,672	785,614.06
JLT	4,760	515,412.60
Dubai Creek Harbour	3,515	442,902.68
Dubai Hills Estate	3,340	616,662.66
Dubai South	2,352	157,672.72
Sobha Hartland	2,346	290,812.00
Al Furjan	2,258	161,441.51
Palm Jumeirah	1,788	407,992.04
Town Square	1,632	192,276.64
DAMAC Hills 1	1,427	151,867.08
JBR	1,210	238,280.73
Emaar Beachfront	1,016	192,501.74
The Greens	788	82,054.34
The Views	538	85,925.26
Emaar South	288	22,952.84
Dubai Maritime City	194	12,752.66

PROPERTY MONITOR
A Cavendish Maxwell Group Company

*Data source: Property Monitor, as of **2nd November 2026** Secondary Sales Only

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