COMPANY PROFILE

2026

White & Co.

DUBAI REAL ESTATE BUILT BETTER

White & Co.

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Message From Our CEO



“As White & Co marks five years of operation, the company reflects on a journey defined by purpose, integrity and measurable growth.”

Calum White
Founder & CEO

We built the business on trust, transparency and a genuine commitment to getting results for our brokers. Sales, leasing, property management; whatever the requirement, the approach has always been the same. Do things properly. Combine real market expertise with service that actually works. Put clients first. Build a business that operates better at every level.

We started with a team of eight. Today, we're 600+ strong and one of Dubai's fastest-growing agencies. But growth was never the goal in itself. Our success has come from staying disciplined, investing heavily in our people, our systems and the standards that drive long-term performance. That approach has recently been recognised at the Bayut Awards, including Agency of the Year (Dubai), Fastest Growing Agency of the Year and Elite Status for performance and trust.

Brokers are businesses. We support them through structured training, leadership development and the tools they need to perform consistently at the highest level. That commitment shows in our performance. We consistently rank among the top agencies on Bayut and Property Finder, driven by high-quality listings, strong enquiry conversion and a professional, process-led approach. This visibility reflects an organisation built to perform sustainably, not simply to grow quickly.

Dubai’s real estate market is maturing. Buyers, sellers and landlords expect more. More sophistication. More accountability. More results. White & Co is built to meet that expectation through quality, innovation and long-term relationships, backed by clear standards and a culture of continuous improvement. Five years in, the focus remains firmly on raising the bar.

Meet The Team

The people behind the performance



Meet The Directors



Poppy Wigstead
Director of Sales and Performance

Poppy brings over a decade of real estate experience, building her foundation in North America before relocating to Dubai. As Director of Sales and Performance, she drives performance through leadership, coaching and disciplined agent development.

Known for her people-first approach, Poppy builds motivated, high-performing teams that deliver consistent results for clients. She has played a key role in improving portal performance across Bayut and Property Finder, with a focus on listing quality, broker visibility and enquiry conversion. **Her leadership supports sustainable growth and long-term client trust in a competitive sales market.**

Neil MacLean
Managing Director

Neil is a founding member of White & Co Real Estate with over 20 years of industry experience. He began his career in central London in 2004, working with independent and corporate agencies before transitioning to Dubai's fast-paced property market.

Neil co-founded White & Co with Calum in 2020, bringing deep market knowledge, proven leadership and a clear vision: to build a truly broker-focused agency. **His contribution has been central to shaping the company's culture, operational standards and long-term success, ensuring the business is built to perform properly at scale.**

Rick Norris
Group Operations Director

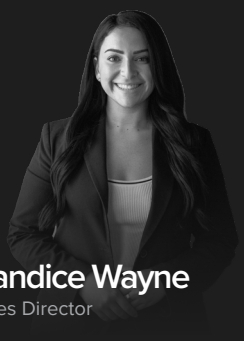
Rick brings extensive experience scaling businesses across real estate, recruitment, interior design and marketing. As Group Operations Director at White & Co, he plays a key role in strengthening operational excellence and supporting the company's continued expansion across the UAE and international markets.

Rick's expertise centres on improving operational efficiency, optimising cash flow and implementing growth-focused strategies tailored specifically to the real estate sector. **He works closely with senior leadership and high-performing teams to build better systems, streamline processes and deliver measurable, sustainable results across the business.**



Robert English
Sales Director

With over five years of Dubai real estate experience, **Robert** leads White & Co's sales teams with strong local market insight and a collaborative leadership style. He focuses on building high-performing teams that deliver consistent results through trust, structure and client confidence, applying clear standards across every stage of the sales process.



Candice Wayne
Sales Director

Bringing more than a decade of real estate experience, **Candice** drives performance at White & Co through energetic, people-led leadership. She builds resilient teams that balance results, development and collaboration, ensuring performance is delivered through disciplined execution rather than short-term pressure.



Yahya Nasser
Director of Commercial

With over ten years of experience across Dubai and London, **Yahya** advises high net worth and corporate clients on office, retail and investment assets. His bilingual capability, market expertise and relationship-led approach support clear, well-informed commercial decisions built on fundamentals, not noise.



Firas Zakout
Director of Off-Plan

With 17 years of experience in construction and development, **Firas** brings valuable industry expertise to White & Co.'s Off-Plan division. Leading over 450 brokers, he combines developer knowledge, strategic insight, and hands-on leadership to deliver transparent advice and support confident property investment decisions.



Nathan Woodruff
Director of Sales and Development

Originally from Liverpool, **Nathan** moved to Dubai in 2017 and has built extensive knowledge of the local real estate market. With five years as Sales Director, he leads over 50 brokers, combining strong negotiation skills, market expertise, and mentorship to drive consistent performance and success.



Danny Moran
Leasing Director

With a strong understanding of Dubai's residential market, **Danny** provides strategic and hands-on leadership within White & Co's leasing division. His approach supports sustained team performance while delivering well-managed, dependable outcomes for landlords and tenants.



Tiernan J. Colgan
Leasing Director

Tiernan brings extensive leadership experience and in-depth knowledge of Dubai's rental market to White & Co. He drives structured, high-performing leasing teams with a strong emphasis on collaboration, consistency and service standards that deliver reliable outcomes for landlords and tenants.



Jonathan Dickinson
Leasing Director

Originally from London, **Jonathan** brings nearly a decade of UK sales and leasing experience to Dubai's fast-paced property market. He leads with adaptability and discipline, driving consistent performance across diverse and high-volume leasing environments.



Kelly Hibbert
Head of Property Management

Kelly leads White & Co's Property Management division with a clear focus on compliance, operational rigour and service standards. She oversees complex portfolios while ensuring structured delivery and a consistently professional experience for landlords and tenants.



Jodi Thompson
Recruitment Director

With nine years of Dubai-based real estate experience, **Jodi leads** recruitment with honesty, clarity and deep industry understanding. Her process is designed to prepare brokers for long-term success through informed decision-making, realistic expectations and the right support structures.



Daisy Ford Robertson
Recruitment Director

Based in Dubai since 2019, **Daisy** brings an international perspective to her role at award-winning White & Co. She connects high-calibre talent with a proven platform through a transparent recruitment process and seamless relocation support, focused on long-term success.

Get to know the people behind White & Co.

Scan to Meet
More of Our Team

About Us

“We are building Dubai’s most trusted, client-first real estate group; a true 360° ecosystem where no client ever feels pressured, uncertain or unsupported. Our ambition is to lead the market not only in performance, but in integrity, professionalism and the quality of our people.”

At White & Co., our mission is simple: do right by people and deliver the standard of service the real estate industry should expect but rarely receives.

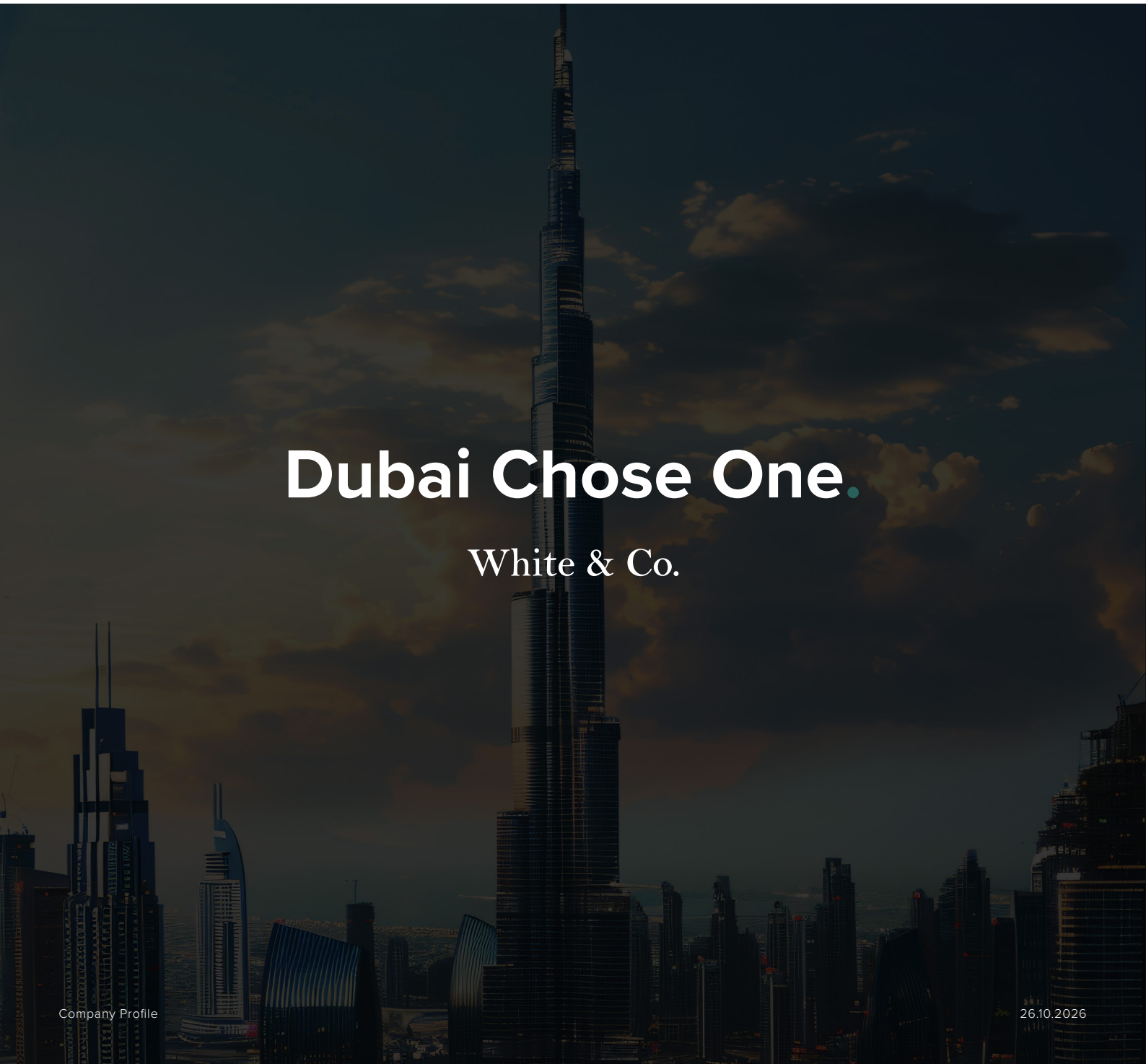
Every decision we make is guided by honesty, expertise and a genuine commitment to our clients’ goals. Before moving forward, we ask one question: Would I be happy with this service if it were me?

White & Co. is one of Dubai’s fastest-growing real estate brokerage firms, built on over 80 years of combined experience and a people-first culture. We specialise in sales, leasing, off-plan, commercial and retail property, distinguished not by what we do, but by how we do it.

We provide clear, transparent advice and tailored strategies across residential, office, retail and mixed-use assets. Whether supporting a growing business or helping a family find their next home, our focus remains the same: personal, honest and dependable service.

Everyone's number one at **something.**

Every agency in Dubai is number one at something, whether it is the most followers, the most awards or the biggest billboards. There is only one kind of number one that cannot be self-awarded: the agency Dubai's buyers and sellers keep choosing, one completed deal at a time.



No.1 in Dubai, by the **count that matters.**

In 2026, White & Co completed has more sales than any other agency in Dubai. 1,880 approved transactions, worth AED 5.236 billion. No.1 on Bayut for both volume and value.

Approved sales, 2026	Total value approved	On Bayut, volume and value
1,880	**AED 5.236B**	**No.1**

Each of those 1,880 is a buyer or seller who chose White & Co. That is what number one looks like when the market decides it.

bayut Claimed Transactions · Dubai · 2026 Year to Date

Rank	Agency	Value Approved	Claims
1st	**White & Co.**	**AED 5.236B**	**1,880**
2nd	Agency A	AED 4.998B	1,137
3rd	Agency B	AED 4.718B	1,169
4th	Agency C	AED 2.070B	1,329
5th	Agency D	AED 1.829B	676

Property Finder June 2026 · Full Leaderboard

The same story, one month on. In June 2026, White & Co ranked No.1 in Dubai on Property Finder for both sale lead generation and completed sales. Full field shown, as published by Property Finder.

Rank	Sale Lead Generators	Sale Closers · Transactions
1	**White & Co.**	**White & Co.**
2	fam Real Estate	fam Real Estate
3	Driven Properties	Allsopp & Allsopp
4	Allsopp & Allsopp	McCone Properties
5	McCone Properties	haus & haus

Source: Bayut (Claimed Transactions, For Rent, Dubai, June 2026) and Property Finder Data (Rent, Dubai region, June 2026). Figures are portal-reported approved and claimed transactions.

No.1 in Dubai for **completed leases.**

The same is true in Dubai's rental market. In June 2026, White & Co completed more home leases than any other agency in Dubai. No.1 on Bayut by approved rental transaction value, and No.1 on Property Finder for completed lets, handled by the largest dedicated leasing team in the city.

Approved sales, 2026	Total value approved	On Bayut, volume and value
AED 217M	**No.1**	**Largest**

In the rental market too, Dubai chose one.

bayut Claimed Transactions · Dubai · 2026 Year to Date

Agency	Transaction Value Approved (AED)	Rank
White & Co.	**217,089,962**	**1st**
Agency A	138,140,503	2nd
Agency B	128,018,700	3rd
Agency C	112,873,282	4th
Agency D	76,663,817	5th
Agency E	63,249,017	6th

Property Finder June 2026 · Completed Lets

On Property Finder, White & Co ranked No.1 in Dubai for completed rental transactions in June 2026.

Rank	Rent Closers · Transactions
1	**White & Co.**
2	fam Real Estate
3	Allsopp & Allsopp

Source: Bayut (Claimed Transactions, For Rent, Dubai, June 2026) and Property Finder Data (Rent, Dubai region, June 2026). Figures are portal-reported approved and claimed transactions.

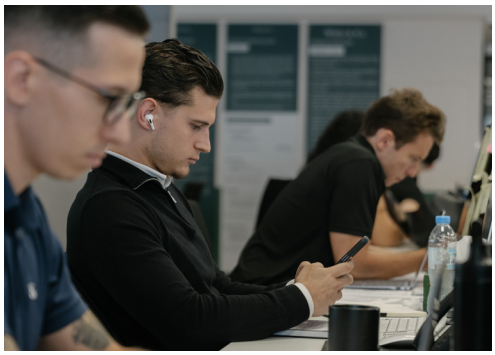
What number one actually means for **you.**

Number one is not a badge. For the person on the other side of the deal, it is a better and safer outcome. Here is what it changes.



For sellers.

List with the agency completing the most sales in Dubai and your home is put in front of more active, qualified buyers. More competition means a stronger price, and a team that has closed 1,880 sales this year is a team that gets you to completion, not just onto a portal.



For buyers

You see more of the right homes first, advised by a team pricing the market in real time from live deals every day. That means sharper negotiation, better decisions and fewer



For landlords.

Your property is handled by the largest dedicated leasing team in Dubai, in front of serious tenant demand. That means shorter voids and a faster, cleaner let.

This is the difference between an agency that says it is number one and one the market has actually chosen.

Integrity

Integrity is the foundation of everything we do at White & Co. We act with honesty, transparency and ethics at all times, with no shortcuts or hidden agendas. Doing what is right for our clients, our people and our partners is non-negotiable.

Trust is earned through consistent action. We give clear advice, set realistic expectations and stand behind our recommendations, even when it requires difficult conversations. Doing things properly is the standard.

Service

Service at White & Co is about ownership and follow-through. We communicate clearly, take responsibility and act quickly when issues arise. Clients should always feel informed, supported and confident.

Our service is delivered through structure, process and accountability. Clear communication, timely updates and attention to detail are built into how we work to ensure a consistent, professional experience.

People First

People sit at the centre of White & Co. Our clients, brokers and partners are supported by systems designed to help them succeed. We invest in training, leadership and clear standards that enable strong performance.

Putting people first means creating clarity, consistency and shared accountability. This supports sustainable careers for brokers and dependable service for clients, while allowing the business to improve responsibly over time.

Our Values

Why White & Co.?

A Fully Integrated Real Estate Platform
Sales, leasing, property management, conveyancing, mortgages and design seamlessly aligned under one roof.

A Track Record That Delivers
Thousands of successful sales, leases and managed properties across Dubai, with results we confidently stand behind.

Standards-Driven Culture & Training
Structured training, daily leadership support and clear standards ensure consistent, professional service.

Dubai's Largest Dedicated Leasing Team
More brokers on the ground means faster leasing, stronger tenant quality and improved returns.

Clarity At Every Stage
No confusion, no silence. Clients remain informed, supported and in control from start to finish.

Marketing That Moves Property
Serious investment in content, technology and brand visibility to maximise exposure and performance.

Trust As A Foundation
Every decision, system and hire is built around earning and protecting client trust.



4.9/5
Positive Ratings

600+
People Across The Group
Each one trained, supported and committed to doing things the right way.

500+
Homes Under Management
A growing property management division built on service excellence.

7512+
Property Transactions In 2025

AED 12.3 B+
In Annual Transactions
A testament to the trust clients place in us.

Performance and impact

Our results reflect more than a number, they represent trust, consistency and long-term relationships built across Dubai's real estate market. Every figure on this page is the outcome of disciplined standards, invested people and a client-first approach applied at scale. As we continue to grow, our focus remains the same: **measurable performance delivered with integrity, professionalism and care.**



Award-winning Performance

Recognised repeatedly for results, service and professionalism

The awards White & Co has received reflect more than milestones. They recognise consistent standards, disciplined execution and a commitment to doing things properly, year after year. Each award is a byproduct of how the business is built and how clients are served, not the objective in itself.

Dubai's 360° Real Estate Experience





Residential Sales

Residential sales is where trust is earned. Our team provides clear, honest advice backed by real market data, not noise. Clients are guided through every stage of buying and selling with transparency, accountability and a focus on achieving the right outcome, not just a quick one.

Off-Plan

Off-plan requires experience, access and restraint. We work closely with Dubai's leading developers to provide early visibility and informed guidance, helping clients choose projects aligned with long-term goals, whether investment-led or lifestyle-driven.

Commercial Sales

Commercial property is about fundamentals, not hype. Our Commercial Sales division supports investors and owners with commercially sound strategies, clear numbers and practical insight across office, retail and mixed-use assets.

Residential Leasing

Leasing is about execution. With the largest leasing team in Dubai, we move faster, reach further and deliver stronger tenant quality. Structured systems, daily oversight and accountability ensure results without confusion or delay.

Commercial Leasing

For businesses, the right space matters. Our Commercial Leasing team works with occupiers and landlords to secure properties that support long-term growth and efficiency, always through clear advice and straightforward negotiations.

Property Management

Property management is where service is proven. Our team manages compliance, maintenance, tenant care and financial reporting with structure and consistency. The goal is simple: protect the asset, reduce stress and deliver dependable outcomes.

Holiday Homes

Holiday Homes requires precision and discipline. We manage short-term rentals with a focus on presentation, pricing, compliance and guest experience, maximising returns while maintaining the condition and integrity of each property.

Marketing

Marketing at White & Co is not an afterthought. It is a strategic advantage. We invest in content, technology and brand visibility to ensure every property is positioned correctly, reaches the right audience and performs in a competitive market.

ESG
Elite Service Group.

Through our ESG mortgage partners, we offer responsible financing solutions that balance competitive rates with long-term sustainability and sound financial planning.

ESG
Elite Service Group.

Our ESG conveyancing partners ensure every transaction is handled with precision, compliance and transparency, reducing risk and keeping deals moving efficiently.

Business hubpay

Hubpay provides flexible payment solutions that simplify transactions and improve cash flow, supporting smoother deals and better financial control.

Trusted
External Partners

White & Co works with a select group of trusted external partners to support clients through every stage of the transaction. Each partner is chosen for their professionalism, reliability and ability to operate to the standards our clients expect.

Developer Partnerships

We have built strong, trust-based partnerships with Dubai's leading developers.

These relationships are formed not through volume alone, but through professionalism, consistency and the ability to deliver to clear standards. Each partnership reflects a shared commitment to quality, accountability and long-term value.

Aldhana Real Estate Developments
A residential developer focused on accessible, lifestyle-oriented communities.

Al Zarooni Developments
A long-established local developer with a diverse residential and commercial portfolio.

Beyond Properties
A luxury lifestyle developer creating exclusive, design-led residential projects.

Bingatti
A high-volume developer known for bold architecture and dense residential projects.

Citi Developments
A value-driven developer delivering competitively priced residential projects.

DAMAC Properties
A leading master developer delivering a range of products across all markets

DAR Global
An international luxury developer specialising in branded and premium real estate collaborations.

Dubai Holiding Real Estate
A master developers shaping major waterfront and lifestyle destinations.

Ellington Properties
A design-focused developer delivering high-quality, end-user-centric residences.

Emaar Properties
Dubai's flagship master developer behind iconic mixed-use communities and landmarks.

Heilbroon Properties
A design-led developer focused on refined residences with quality finishes and modern architecture.

HMB Homes
A boutique developer known for limited-release residential projects with strong end-user appeal.

Laya Properties
A mid-market developer offering well-designed homes that balance affordability and build quality.

LEOS
An international luxury developer specialising in branded, lifestyle-led residences.

Maaia Developments
An emerging developer delivering modern, community-focused residential projects.

Mirfa
A boutique developer delivering contemporary, value-driven residential communities.

Sobha
A master developer known for vertically integrated construction and exceptional quality.

Union Properties
A legacy Dubai developer behind large-scale master-planned developments.

Urban Venture
A developer focused on efficient, urban residential projects in high-demand locations.

Wasl Properties
A government-backed developer and asset manager with a diverse real estate portfolio.

Client Testimonials

The experiences shared by our clients reflect how White & Co operates day to day. Professionalism, clarity and follow-through are not exceptions, they are the result of consistent standards applied across every team and service.

Jay has been an incredible agent for us in our search for a marina apartment. He was patient, knowledgeable and went above and beyond to find us our dream place. He showed us a variety of options and was always available to answer questions and help with any problems. His calm and friendly approach made the whole process enjoyable. **We couldn't recommend Jay enough - an excellent agent.**

- Buyer, Dubai Marina



I had an excellent experience with White & Co. Special thanks to Talia Cross & Courtney Murphy for their outstanding support in organizing my apartment at Grande Signature Residence. They were professional, responsive and made the entire process smooth. **I highly recommend both for anyone looking for an high-class apartment in Dubai Downtown.**

- Tenant, Downtown Dubai



White & Co Property Management has been great to work with. They are responsive, organized, and handle concerns quickly and professionally. A reliable team that delivers good service highly recommended!

-Owner, Downtown Dubai



“We have had an excellent experience working with White & Co. Their team took full ownership of the project, delivered strong sales results and managed the closing process with professionalism throughout. Supported by capable agents and strong management, **they have proven to be a reliable long-term partner.”**

- Urban Venture Real Estate Developer



COMPANY PROFILE

2026

Thank you for taking the time
to learn more about us.

White & Co.

DUBAI REAL ESTATE BUILT BETTER

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