

ALLIANCE BY  
**EMAAR** | **WAYNAH.®**  
PROPERTIES

BUILDING A LEGACY OF TRUST!

CORPORATE BUSINESS PROFILE



# About Us

Established in 2020, Waynah Group is a leading UAE-based conglomerate offering comprehensive consulting, management, and design solutions across various sectors. Recognized for their unparalleled expertise in project management, real estate, consultancy, general training, and design, Waynah Group caters to a diverse clientele with a commitment to exceptional service and value creation.

As Waynah Properties, we are dedicated to **building a legacy of trust** within GCC's real estate landscape. With a proven track record and a commitment to **integrity**, we have established ourselves as a reliable and esteemed presence in the industry.

Our partnership with **Emaar**, a trusted name in Dubai's real estate sector, underscores our dedication to fostering trust and delivering exceptional service. This collaboration grants us access to exclusive developments and inventory, enhancing our ability to meet the diverse needs of our clients with confidence and reliability.

Additionally, our extensive network of connections with leading developers across the UAE ensures that we can offer our clients a curated selection of properties backed by trust and reliability.

**Trust** is the cornerstone of everything we do. Whether you're investing, buying, selling, or seeking property management services, you can trust us to guide you with expertise and integrity every step of the way.



# Building Strategic Partnerships

We have cultivated **strategic alliances** & signed contacts with prominent developers such as **Emaar, Meraas, Sobha, Damac**, and other industry leaders. These partnerships represent more than just collaborations; they symbolize a commitment to **excellence and innovation** in the real estate sector.

By joining forces with these esteemed developers, we are able to offer our clients and investors a myriad of advantages. From **exclusive access to premium inventory and pre-launch opportunities** to preferential pricing and priority allocations, our partnerships unlock unparalleled benefits for those looking to navigate the **GCC real estate market** with confidence and success.

EMAAR

MERAAS

NAKHEEL

SOBHA  
REALTY

ALDAR

BINGHATTI  
بن غاطي

The Heart  
of Europe

OMNIYAT

ماج  
MAG

ELLINGTON  
PROPERTIES

SAMANA  
DEVELOPERS

DAMAC

AZIZI  
DEVELOPMENTS



# Milestones & Achievements

- **Alliance by Emaar:**

Our commitment to excellence has led to a phenomenal alliance by Emaar, Dubai's leading developer.

Together, we've successfully closed over 2 billion AED in real estate transactions.

- **Strategic Partnership with Sobha:**

We're proud to announce a strategic partnership with Sobha Realty, a renowned developer known for exceptional quality. This collaboration has facilitated over 1 billion AED in closed deals.

- **Connecting Investors Worldwide:**

We recently hosted a successful property showcase roadshow in the UK, connecting international investors with Dubai's exciting real estate market.

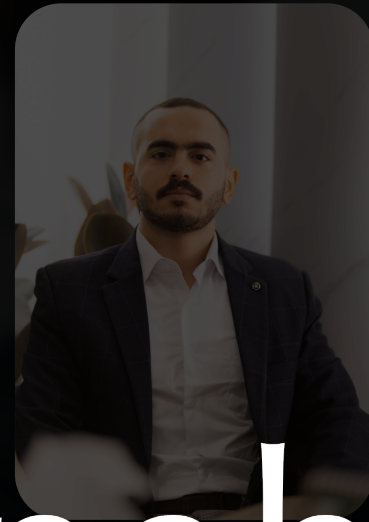
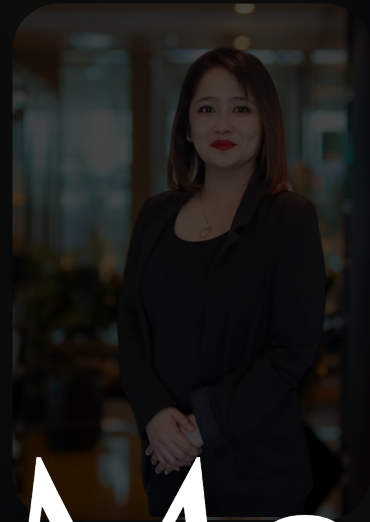
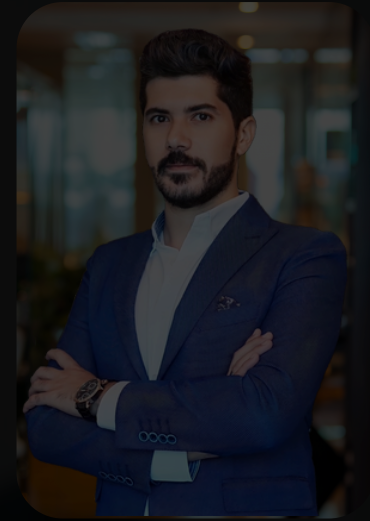
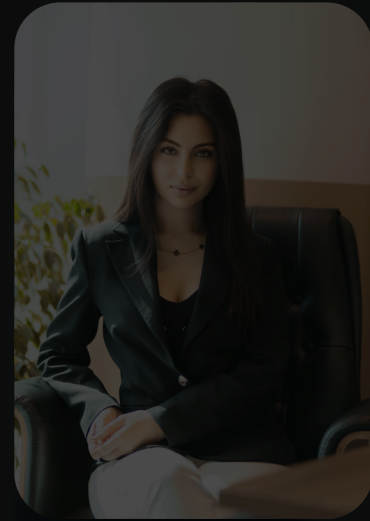
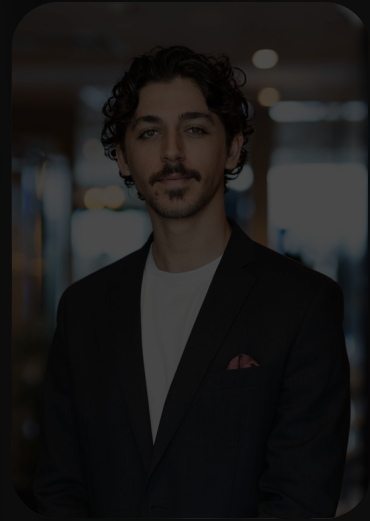


TOP PERFORMING CONTRIBUTORS SOBHA CHANNEL PARTNERS AWARDS

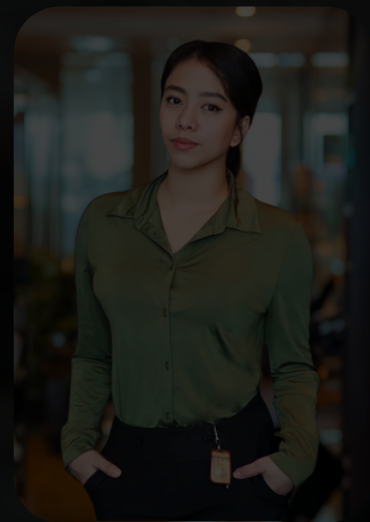
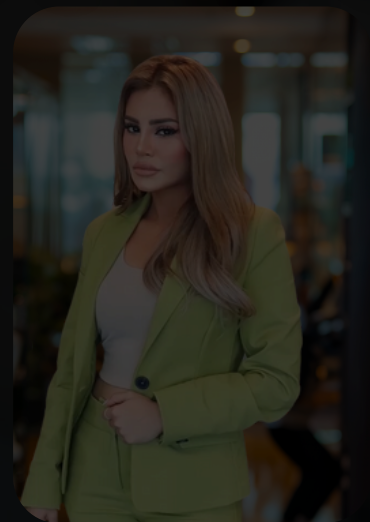
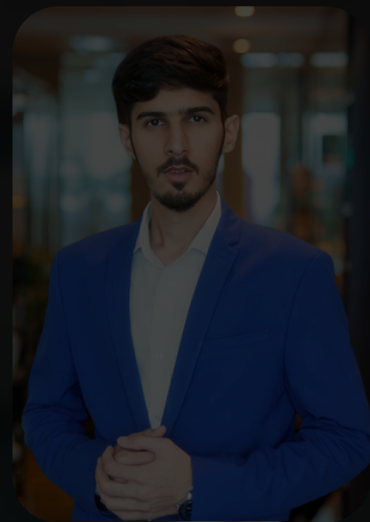
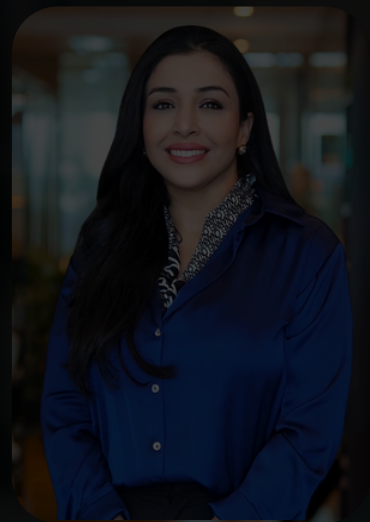


ALLIANCED BY EMAAR FOR OUTSTANDING 2022 SALES





# Meet Team Waynah







## Dr. Ibrahim Albalushi

Country Manager, Waynah Properties Oman

### Key Skills and Expertise:

- Extensive experience in project management, business development, and operational leadership within the manufacturing sector.
- Proven ability to translate strategic goals into executable plans, ensuring alignment with organizational objectives and maximizing efficiency.
- Strong business development skills, including market analysis, strategic partnerships, and identifying growth opportunities to drive revenue and expansion.
- Proficient in fostering cross-functional collaboration, building high-performance teams, and implementing best practices to enhance operational effectiveness.
- Exceptional communication and leadership abilities, with a track record of inspiring and motivating teams to achieve excellence and exceed targets.

### Professional Experience:

#### CEO/GM, Manufacturing industry (2013-present)

- Led the strategic planning and execution of key projects, driving business growth and market expansion initiatives.
- Oversaw all aspects of operations, including production, supply chain management, and quality assurance, to ensure operational excellence and customer satisfaction.
- Developed and implemented business development strategies to identify new market opportunities and drive revenue growth, resulting in a significant increase in market share and profitability.
- Built and nurtured strong relationships with key stakeholders, including clients, suppliers, and regulatory authorities, to enhance the company's reputation and competitive advantage.
- Mentored and coached team members to foster a culture of continuous improvement and innovation, resulting in increased productivity and employee engagement.

### Education:

- Doctorate in Value Engineering (VE), specializing in value, cost analysis and Project Management - University of Tenaga National, Malaysia
- Master in Engineering, Sultan Qaboos university, Oman
- Bachelor of Science in Engineering (BSc Eng.), Engineering - Sultan Qaboos university, Oman

### Professional Summary:

Dr. Ibrahim Albalushi is a seasoned executive with over a decade of experience in project management, business development, and operational leadership within the manufacturing industry. With a proven track record of driving strategic initiatives and translating organizational goals into actionable plans, Dr. Albalushi possesses a unique blend of technical expertise and business acumen. He excels in fostering growth, optimizing operations, and spearheading business development efforts to achieve sustainable success.



# Off-Plan Sales Department:



**Mira Shiro: Head of Sales (Off-Plan)**

Our Off Plan Sales Department, under the esteemed leadership of **Mira Shiro**, embodies a commitment to excellence and innovation in the realm of real estate sales. With a wealth of experience and a passion for delivering exceptional results, **Mira Shiro** leads our team to new heights of success.

- **Marketing of Projects:**

Our Off Plan Sales Department excels in the strategic marketing of projects, leveraging cutting-edge techniques to showcase developments to a global audience.

- **Exclusive Inventory:**

With access to exclusive inventory from renowned developers, including Emaar, Sobha, and more, we offer our clients access to the most coveted properties in the market.

- **Highly Qualified Sales Team:**

Our team comprises highly qualified sales professionals who possess in-depth knowledge of the **off-plan market** and are dedicated to providing personalized service to our clients.

- **Multilingual Support:**

We understand the importance of effective communication. That's why our Off Plan Sales Department offers multilingual support in **Arabic, English, French, Russian, Turkish, Hindi/Urdu, Dutch, German**, and more, ensuring seamless interactions with clients from diverse backgrounds.

- **Global Roadshows:**

We believe in taking our projects to a global audience. That's why we organize Roadshows every 6 months to 1 year in key locations such as the UK, Iraq, and Oman, partnering with renowned developers like Emaar, Sobha & more to showcase our projects on an international stage.

- **Expert Consultation:**

Benefit from our team's expertise in navigating the intricacies of open house and off-plan property transactions, providing personalized guidance and support at every stage of the process.



# Secondary Sales Department:



**Lima Metali: Head of Sales (Secondary)**

Our Secondary Sales Department, led by the seasoned expertise of **Lima Metali**, is dedicated to excellence and innovation in the real estate arena. With a profound understanding of the market and a commitment to client satisfaction, Lima guides our team to unparalleled success.

- **Lease Management:**

Our Off Plan Sales Department excels in lease management, offering comprehensive services to landlords and tenants alike. From property listing to tenant screening and lease negotiations, we ensure seamless and efficient lease transactions.

- **Secondary Property Expertise:**

With a deep understanding of the secondary property market, our team provides invaluable insights and expertise to clients looking to buy or sell secondary properties. From pricing analysis to marketing strategies, we guide clients through every step of the process with confidence and professionalism.

- **Client Meetings and Consultations:**

We prioritize personalized service, offering client meetings and consultations to understand their unique needs and goals. Whether it's discussing investment strategies or property requirements, we provide tailored advice and guidance to help clients make informed decisions.

- **Marketing and Promotion:**

Leveraging innovative marketing techniques, we showcase secondary properties effectively to attract potential buyers and maximize visibility in the market. From online listings to targeted advertising campaigns, we ensure that properties receive optimal exposure to the right audience.

- **Transaction Management:**

Our team excels in managing secondary property transactions, ensuring a smooth and hassle-free process for both buyers and sellers. From offer negotiations to contract execution and closing, we handle all aspects of the transaction with efficiency and professionalism.

- **Expert Consultation:**

Benefit from our team's expertise in navigating the intricacies of open house and off-plan property transactions, providing personalized guidance and support at every stage of the process.



# Comprehensive Real Estate Services

Backed by a seasoned team of industry veterans boasting an intimate understanding of the dynamic GCC real estate landscape, we pledge to exceed your expectations at every juncture. Whether you're embarking on a quest to find your ideal abode, seeking lucrative investment opportunities, or entrusting us with the management of your property portfolio, rest assured, Waynah Properties stands as your unwavering partner, dedicated to navigating you toward unparalleled success in the corporate real estate realm.

Our comprehensive services suite includes:

## Real Estate Transactions



- **Buying Services:** Our team assists clients in finding the perfect property to meet their needs and preferences, guiding them through property searches, negotiations, and closing processes.
- **Selling Services:** We utilize strategic marketing techniques to maximize exposure and visibility for our clients' properties, leading to successful and timely sales.

## Support and Marketing



- **Strategic Marketing:** We employ innovative marketing strategies to effectively promote clients' properties, utilizing targeted online advertising and high-quality property listings.
- **Promotional Campaigns:** Tailored promotional campaigns highlight the unique features of properties, utilizing engaging content, professional photography, and virtual tours to attract qualified leads.

## Property Management



- **Property Management:** Our experienced property managers handle all aspects of property management, ensuring properties are well-maintained and yield maximum returns for investors.
- **Customized Solutions:** We offer personalized solutions tailored to clients' unique requirements, whether it's property valuations, relocation services, or investment portfolio management.

## Investment Consulting



- **Investment Advisory:** Leveraging our market knowledge and analysis, we provide valuable insights to help clients make informed investment decisions aligned with their financial goals.



# Why Waynah Properties?

Navigating the intricate landscape of the **GCC real estate market** can feel overwhelming, especially for those unfamiliar with its unique dynamics.

Waynah Properties, a cornerstone of the Waynah Group, stands as your trusted partner, bridging the gap between local expertise and a global perspective.

Our seasoned team boasts over **15 years of experience** deciphering the nuances of the UAE market, from understanding emerging trends to navigating intricate regulations. This deep understanding empowers you to make informed decisions with confidence, ensuring your real estate journey is smooth and successful. But our commitment goes beyond mere expertise;

We prioritize **building genuine relationships** with our clients, taking the time to understand your unique goals and aspirations. We leverage our extensive network of global investors, developers, and industry professionals, opening doors to a wider market and presenting lucrative opportunities you might not have discovered on your own. Every step of the way, we operate with unwavering transparency, fostering open communication and building trust throughout your real estate journey.

Our **collaborative and partnership-driven approach** ensures you never feel alone, and our focus extends beyond the immediate transaction. We are invested in your long-term success, building a lasting partnership that empowers you to achieve your real estate goals in the dynamic UAE market.

# Unique Selling Points (USPs):

- **15+ Years of Local Expertise:** We provide unparalleled insight into the GCC market, ensuring smooth and successful transactions.
- **Global Network & Lucrative Opportunities:** Our extensive network of investors, developers, and professionals unlocks a wider market, presenting opportunities beyond your reach.
- **Personalized Service & Unwavering Transparency:** We prioritize building genuine relationships, understanding your unique goals and tailoring our services to exceed expectations.
- **Collaborative & Partnership-Driven Approach:** We work alongside you, fostering open communication and building trust throughout your real estate journey.
- **Long-Term Relationship Focused:** We invest in your success, building a lasting partnership that extends beyond the transaction.
- **Innovative Payment Solutions:** Unlike others in the market, we offer online payment services with seamless transactions, including acceptance of crypto and international payments without additional charges.



# Multi Location Presence

Waynah Properties operates from its headquarters in Dubai, United Arab Emirates, and a strategic office in Muscat, Oman. These locations serve as hubs for our operations, enabling us to provide unparalleled real estate solutions across the Middle East region.

## DUBAI

Lake Central Tower Business Bay



Dubai stands as a vibrant metropolis and a pivotal hub for the real estate industry. Our office in Dubai reflects the city's dynamic spirit, serving as a center of excellence where innovation thrives and ambitious projects take shape.

From iconic skyscrapers to luxurious residences, Dubai's bustling landscape offers a fertile ground for our endeavors, allowing us to showcase our commitment to excellence on a global stage.

## OMAN

Al Khoudh-6, Muscat.



In the serene landscapes of Muscat, Oman, our office represents a gateway to the Sultanate's burgeoning real estate market. Oman's rich cultural heritage and strategic location make it an attractive destination for investment and development. With our presence in Muscat, we bring forth tailored solutions that blend modernity with tradition, contributing to the sustainable growth and prosperity of the Omani community.



# MISSION & VISION

## OUR MISSION

Our mission is to redefine the real estate experience by offering innovative solutions and unparalleled customer service. With a commitment to financial stability, rapid market responsiveness, and a history of effective customer service, we continuously strive to exceed industry standards. We conduct thorough site visits to ensure quality and ideal locations, while also analyzing market forces to adapt swiftly. Embracing innovation and responsible use of real estate concepts, our dedicated team aims to be the foremost choice for all real estate needs in the United Arab Emirates. Our goal is to provide a comprehensive platform where investors can discover their ideal investment opportunities and purchasers can find their dream homes, setting new benchmarks for excellence in the industry.

## OUR VISION

Our vision at Waynah Properties is to be the leading real estate firm in the United Arab Emirates, attracting developers and investors alike to Dubai's vibrant market. We envision a future where Waynah Properties serves as the ultimate destination for all real estate solutions, offering a seamless experience for buyers, sellers, renters, and investors. By focusing on luxury and sought-after properties, we aim to elevate the standard of real estate transactions and empower our clients to achieve their dreams. With a dedication to excellence and a commitment to continuous improvement, Waynah Properties will remain at the forefront of the industry, providing the foundation for our clients' future assets and enriching the real estate market for generations to come.



# Our Core Values



## Integrity

Integrity is the bedrock of our operations. We uphold the highest ethical standards, demonstrating honesty, transparency, and accountability in every interaction. Our commitment to integrity ensures trust and confidence among clients, partners, and stakeholders.



## Excellence

We relentlessly pursue perfection in every aspect of our work, setting uncompromising standards of quality and craftsmanship. From concept to completion, we dedicate ourselves to exceeding expectations and delivering unparalleled value to our clients.



## Collaboration

We foster a culture of teamwork and cooperation, leveraging the diverse talents and perspectives of our team members to achieve collective goals. By working together seamlessly, we enhance efficiency, creativity, and ultimately, deliver superior outcomes for our clients.



## Innovation

We embrace creativity, forward thinking, and continuous improvement to pioneer solutions & shape the future of the real estate industry. By embracing innovation, we stay ahead of the curve, anticipating market trends & revolutionizing the way we serve our clients.



# DUBAI MARKET INSIGHTS

## Property Market Overview

Cash Mortgage

<b>34.9B</b> Mortgage value (AED) ↓ -26 % YoY change	<b>6K</b> Mortgage transactions (Volume) ↑ 7 % YoY change
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Mortgage Transactions

## Property Market Overview

Cash Mortgage Both Ready Offplan

<b>73.4B</b> Sales value (AED) ↑ 24 % YoY change	<b>23.7K</b> Sales transactions (Volume) ↑ 14 % YoY change	<b>1.5K</b> Price per sqft (AED) ↑ 18 % YoY change
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Cash Transactions



# DUBAI MARKET INSIGHTS

## Top-Performing Ready Apartment Areas

		Value (AED)	Volume	Price Change	Per Sq.ft
1	Dubai Marina	11.6B	4,490	↑ 8.6%	1.5K
2	JVC	3B	3,880	↑ 5%	950
3	Business Bay	5.6B	3,580	↑ .6%	1.7K
4	Downtown Dubai	9.7B	2,980	↑ 20%	2.2K
5	International City	720M	1,865	↑ 8.6%	490

## Top-Performing Off-Plan Apartment Areas

		Value (AED)	Volume	Price Change	Per Sq.ft
1	JVC	8.4B	9,712	↑ 19%	1.2K
2	Al Merkadh (MBR City)	11.2B	7,248	↑ 16%	1.9K
3	Dubai Marina	25.2B	5,240	↑ 32%	4.1K
4	Business Bay	11.3B	5,226	↑ 27%	2.3K
5	Dubai Hills	7.7B	3,768	↑ 43%	2K

## Top-Performing Off-Plan Villa Communities

		Value (AED)	Volume	Price Change	Per Sq.ft
1	Damac Lagoons	11.2B	3,360	↑ 42%	1.3K
2	The Valley	5.8B	1,910	↑ 78%	980
3	Arabian Ranches 3	4.1B	1,520	↑ 6%	1.4K
4	Dubai South	5.3B	1,380	↑ 94%	880
5	Mudon	2.2B	820	↑ 20%	1.2K

## Top-Performing Ready Villa Communities

		Value (AED)	Volume	Price Change	Per Sq.ft
1	Damac Hills 2	1.9B	3,360	↑ 18.5%	870
2	Emirates Living	5.2B	1,910	↑ 24%	1k
3	Jabel Ali First	1.7B	1,520	↑ 20%	1k
4	Dubai Hills	4.7B	1,380	↑ 26%	1.5K
5	Arabian Ranches 1	2.1B	820	↑ 11%	880

## Most Luxurious Projects

	Building	Size in Sq.ft	Value in AED
1	Como Residences Palm Jumeirah	21,950	AED 500M Value
2	Jumeirah Marsa Al Arab	27,140	AED 420M Value
3	Bulgari Lighthouse	38,970	AED 410M Value
4	AVA by Omniyat	32,160	AED 220M Value
5	One Za'abeel Tower	41,740	AED 200M Value



# DUBAI MARKET INSIGHTS

**Off-Plan Property**

### Average Price per Sq.ft

Off-Plan Villa  
**AED 1K**  
↑ 17% vs. 2022

Off-Plan Apartment  
**AED 2K**  
↑ .6% vs. 2022

**Ready Property**

### Average Price per Sq.ft

Ready Villa  
**AED 1K**  
↑ 22% vs. 2022

Ready Apartment  
**AED 1K**  
↑ 4.6% vs. 2022

### Mortgage

Transactions  
**33,700**  
↑ 41% vs. 2022

Value  
**AED 125B**  
↓ -7% vs. 2022

### Property Supply

**36,740+**  
Delivered.

**77,000+\***  
Launched.

Population   
**3.65M**  
↑ 3% vs. 2022

### Top Property Buyers' Age Groups

**36-40** Years  
Off-Plan & Ready Apartment

**41-45** Years  
Off-Plan Villa

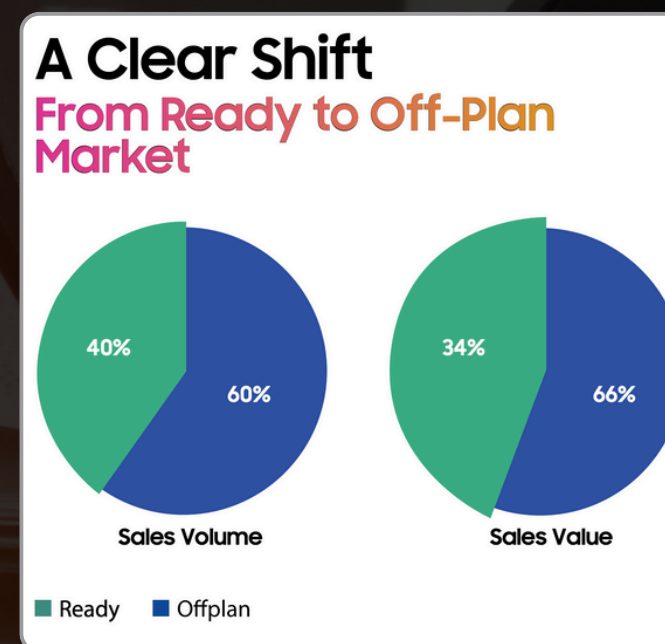
**36-40** Years  
Ready Villa

### Property Sales Volume

Transactions  
**133,300**  
↑ 37% vs. Year 2022

### Property Sales Value

**AED 412B**  
↑ 56% vs. Year 2022



### Apartments Rental Change

Jumeirah Bay	↑49%
Dubai Hills	↑40%
Motor City	↑30%
Dubai Creek Harbour	↑29%
JVC	↑20%
CityWalk	↑19%
Palm Jumeirah	↑19%
Downtown Dubai	↑18%
Business Bay	↑16%
Dubai Marina   Arjan	↑11%

### Villas Rental Change

Arabian Ranches 1	↑36%
Mudon   Emirates Living	↑28%
Town Square   Mira	↑25%
Palm Jumeirah   JVC	↑22%
Jumeirah Park   Dubai Hills	↑20%



Message from the

# CEO/FOUNDER:

Over the past few years, I have been humbled by the trust our clients have placed in us. Witnessing their success stories fuels our passion and dedication to continuous improvement. We are proud of the achievements we have accomplished together, but never complacent, as we continually strive to raise the bar.

Looking ahead, Waynah Group's vision remains steadfast: to be the preeminent provider of integrated solutions in the UAE and GCC region. We are committed to fostering a culture of innovation, excellence, and ethical conduct, while remaining steadfast in our core values of trustworthiness, reliability, and exceeding expectations.

As we embark on this exciting journey, I invite you to join us. Whether you are a business seeking strategic guidance, an individual seeking professional development, or an investor looking for a promising future, we welcome the opportunity to partner with you.

Together, let us shape futures and transform possibilities.

With Warm Regards,  
Jamil Shiro



**Mr. Jamil Shiro**  
*CEO/Founder Waynah Group*



# Message from the **CHAIRMAN:**

Drawing on over three decades of navigating the intricacies of international business, I have witnessed countless ventures take flight, soar to success, and occasionally falter. When I encountered Waynah Group in 2020, a spark ignited within me. Here was not just a promising company, but the embodiment of a vision I deeply resonate with: unlocking potential through collaboration.

Waynah Group, born in the dynamic landscape of the UAE, represents a new breed of solution providers. We are not merely a collection of independent entities, but an interconnected ecosystem of expertise, where consultants strategize alongside project managers, property experts collaborate with designers, and training specialists refine skills alongside real estate brokers. This seamless synergy is the cornerstone of our success, ensuring unparalleled value for our clients.

For those considering partnering with Waynah Group, I extend a heartfelt invitation. Join us on this transformative journey. Share your vision, your challenges, and your ambitions. Together, let us unlock the potential that lies within, and forge a future where collaboration unlocks unprecedented possibilities.

With unwavering belief,  
Mekki Saheli

WAYNAH PROPERTIES



**Mr. Mekki Saheli**

*Chairman Waynah Group*



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**EMAAR** | **WAYNAH.**<sup>®</sup>  
PROPERTIES

# Thank you!

For exploring our corporate profile & comprehensive services suite. We believe in the power of partnerships. We extend our heartfelt gratitude to all our valued partners for their unwavering support and collaboration. Together, we're shaping the future of real estate and creating lasting impact.

We look forward to exploring new opportunities and forging even stronger partnerships in the days ahead. Feel free to reach out to us for any inquiries or partnership proposals.

WAYNAH PROPERTIES L.L.C. DUBAI



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