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DUBAI'S LUXURY PROPERTY SURGE:

IN HIS INTERVIEW WITH THE EMIRATI ESTESMARAT MAGAZINE

**INSIGHTS FROM WHITEWILL'S COO OLGA
PANKINA**

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- Flexible Payment Plans Are Revolutionizing Luxury Property Access
- International Demand Remains the Backbone of the Luxury Market



- Investor-Friendly Policies and Global Appeal Fuel Dubai's Real Estate Boom
- Emerging Hotspots: Where Savvy Investors Are Looking in 2025

What role do international buyers play in Dubai's luxury property surge, and have you seen any shifts in the demographics or preferences of investors?

International buyers play a key role in Dubai's luxury real estate surge, driving most high-end transactions. Indians remain the top buyers, while Russians continue reinvesting profits from earlier off-plan projects into new launches. Chinese investors showed a sharp increase in 2024, boosted by relaxed travel and economic diversification. European and American buyers are also growing, attracted by Dubai's tax-free environment, safety, and lifestyle. Demographics are shifting

toward younger, globally mobile high-net-worth individuals. Preferences are evolving too—buyers now favor branded residences, beachfront living, and sustainable communities. This global demand fuels steady price growth and strengthens Dubai's position as a luxury investment hub.

Whitewill's Market Expertise Drives Continued Growth

Whitewill's deep expertise and international client base give it a strategic advantage in servicing the evolving luxury market. By reinvesting early-stage investors into new developments, the firm plays a pivotal role in shaping market momentum. Its under-

standing of buyer behavior, coupled with access to high-performing projects and flexible financing structures, positions it as a leading agency driving Dubai's high-end real estate success.

Dubai's luxury real estate market continues to thrive, powered by smart policies, global appeal, and strategic vision. As new hotspots emerge and buyer demographics shift, the role of experienced agencies like Whitewill becomes even more critical. With demand showing no signs of slowing, the emirate is set to remain a dominant force in global property investment well into 2025 and beyond.



Dubai's luxury real estate market is experiencing unprecedented growth, attracting high-net-worth individuals from around the globe. In this exclusive Q&A, Olga Pankina, Chief Operations Officer at Whitewill Dubai, shares her expert perspective on what's fueling this boom, which are as are emerging as future hotspots, and how evolving buyer trends and flexible financing are reshaping the market.

What are the key factors driving the sustained boom in Dubai's luxury real estate market, and how does Whitewill interpret the current surge in demand?

Dubai's luxury real estate boom is fueled by investor-friendly policies, Golden Visas, zero tax, and 100% foreign ownership. High-net-worth individuals, including millionaires and billionaires, are relocating for safety, lifestyle, and strong returns. In 2024 alone, the UAE attracted over 6,700 millionaires—more than any other country. Strategic projects and limited supply drive price growth. Whitewill plays

a key role by reinvesting its large Russian client base from the first investment wave into new projects using deep market experience. With 5–8% rental yields and flexible payment plans, Dubai remains a global hub—where Whitewill continues to lead in servicing elite demand.

Which areas or property segments should investors be keeping an eye on in 2025, and what trends are shaping Dubai's next real estate hotspots?

An intelligent investor should look at the direction of city growth. Desert locations, previously overlooked, now offer the opportunity to earn strong capital returns—if one has the patience to wait. Today, it's Palm Jebel Ali, with its scale and luxury appeal, and Dubai South / Expo City, where government-backed infrastructure, the airport expansion, and Expo legacy projects create long-term demand. The third is Dubai Creek Harbour, which combines iconic views, proximity to Downtown, and the rise of a new commercial and residential heart. These zones align with Dubai's masterplan and promise strategic gains for forward-thinking investors

How have innovative and flexible payment plans changed the landscape of luxury real estate in Dubai, and who is benefiting most from these offerings?

Flexible payment plans have revolutionized Dubai's luxury real estate, making premium properties more accessible. Options like post-handover payments and low upfront costs attract global investors and end-users who value liquidity and reduced risk. First-time luxury buyers benefit by entering the market without heavy capital, while seasoned investors leverage these plans for portfolio expansion. Developers gain by accelerating sales and reaching wider audiences, especially internationally. This shift boosts transaction volumes, fuels off-plan demand, and strengthens Dubai's appeal as a global investment hub. Overall, flexible financing is reshaping the market, driving inclusivity and sustaining growth in the high-end property segment.



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