DUBAI PROPERTY INSIGHT

The Dubai Seller's Guide

2026 Edition

Why properties stall. How to price correctly.

How to sell remotely from anywhere in the world.

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INTRODUCTION

The market is moving.
Your property isn't. Here's why.

Dubai's real estate market recorded AED 176.7 billion in transactions in Q1 2026 alone — a 23.4% year-on-year increase in value. By almost every headline measure, the market is strong.

Yet thousands of Dubai property owners are watching the same market from the sidelines. Their units have been listed for months. Viewings are slow. Offers — when they arrive — are well below asking price.

This is not a contradiction. It is the reality of a two-speed market.

AED 176.7B	48,000+	23.4%
Q1 2026 Transaction Value	Q1 2026 Transactions	YoY Value Increase

Source: Dubai Land Department, Q1 2026

The top 20% of the market — correctly priced, right location, right product type — is selling fast with multiple offers. The remaining 80% is sitting. Often because of one fixable problem: pricing that does not reflect what buyers are actually paying.

This guide gives you three things:

- **Section 1:** Why your property may not be selling — and the data behind it
- **Section 2:** How to price correctly using DLD transaction data, not portal asking prices
- **Section 3:** How to manage the full sale process remotely if you live overseas

This is not a sales brochure. Every number in this guide comes from DLD transaction records and Property Monitor data. The goal is to give you the same picture your most informed buyer already has.

SECTION 1

Why Your Dubai Property Isn't Selling

The Buyer-Seller Standoff

Since mid-2024, a structural tension has been building in Dubai's secondary market. Sellers — particularly those who bought in 2020-2022 — are anchored to prices from a peak period. Buyers, who have access to the same DLD transaction data you're reading in this guide, are anchored to what they know deals are actually closing at.

The result: listings stay on portals for months while both sides wait for the other to move.

The Portal vs. Reality Gap

This is the most important number a seller needs to understand:

The average Dubai resale unit sells at approximately
4-8% below portal asking price.
In oversupplied communities, that gap reaches **15-20%**.

Buyers are not making low-ball offers to insult you. They are making offers based on verified DLD closing data. If your asking price is 12% above where similar units are actually transacting, a buyer offering DLD-market-level pricing looks like they're discounting — but in reality, you are the one who is mispriced.

Additionally, resale units compete directly against off-plan. In many communities, a buyer can purchase a brand-new off-plan unit with a structured payment plan — for a price that undercuts your resale ask. You are not just competing against other sellers. You are competing against developers.

What Gets Stuck — by Community Type

Community / Type	Resale Challenge	Why
JVC (Jumeirah Village Circle)	High supply pressure	1,000+ units/yr. Investor-heavy. Low end-user depth.
Business Bay	Thin buyer pool	Similar units, off-plan undercutting, studios/1BR oversupply.
Dubai South / DIP	Limited demand	Far from city. Infrastructure narrative still speculative.
Arjan / Dubailand	Slow absorption	New launches from developers compete against resale.
Investor-heavy apartment towers	Service charge drag	Buyers factor DEWA + SC into net yield calculation.

Source: Property Monitor, Property Finder market data 2025-2026

What Sells Fast

Community / Type	Why It Moves
Palm Jumeirah	Genuine scarcity. Branded residences. HNW buyer depth. Waterfront premium holds.

Community / Type	Why It Moves
Dubai Hills Estate	Emaar master-plan trust. Golf & park views. End-user demand is real.
Emirates Hills / MBR City	Ultra-luxury. Limited supply. HNW buyers. Sells fast when correctly priced.
Waterfront / Branded Residences	Limited competing supply. Premium buyer pool. Exit liquidity is strong.
Units near completed metro	Connectivity premium. Strong tenant pool. Yield-focused buyers.

The honest diagnostic: If your property has been listed for more than 60 days without a serious offer, the problem is almost always price — not the market, not the agent, not the season. The market is transacting. It just isn't transacting at your number.

SECTION 2

How to Price Your Property Correctly in 2026

The most common pricing mistake is using portal asking prices as the benchmark. Portal listings are seller aspirations. DLD transaction records are buyer reality.

Step 1: Start With DLD Transaction Data

Every property transaction in Dubai is registered with the Dubai Land Department and is publicly searchable. This is your pricing anchor — not what someone is asking for a similar unit, but what someone actually paid.

1. **Go to dubailand.gov.ae or Property Monitor**
   Search completed transactions in your specific building or sub-community over the last 90 days.
2. **Filter by unit type and size**
   1BR/2BR/3BR sold within ±10% of your unit's square footage gives the most comparable data set.
3. **Calculate price per sq ft**
   Divide each transaction value by the unit size. This is your market benchmark — what buyers already know.
4. **Apply condition and floor adjustment**
   Higher floors and premium views command a modest 2-5% premium. Obstructed view — small discount.
5. **Price within 3% of market average**
   Units priced within 3% of DLD transaction average sell. Units priced 8%+ above market sit for months.

Step 2: Understand the Cash Market

87% of Dubai residential transactions are cash purchases. This fundamentally changes price dynamics compared to mortgage markets like the UK or US.

What 87% cash means for sellers:

- A cash buyer can close in 7-10 days. Price to attract them.
- No bank valuation caps their offer. No floor on it either.
- Cash buyers are sophisticated. They have the same DLD data you do.
- A buyer making offers below asking isn't negotiating badly — they're telling you where the market actually is.

Step 3: Request a Formal DLD Taqeemi Valuation

Before listing, request an official DLD Taqeemi (valuation certificate) through the REST app. This certified market valuation is valid for 30 days. It gives you a defensible, independent number — and demonstrates to buyers that your price is evidence-based.

Step 4: Days-on-Market is a Signal, Not a Badge of Patience

Every day a property sits on the market, it loses credibility with new buyers. A unit listed for 90 days signals to every viewer that either something is wrong with the property, or the price is off. Neither helps you.

Time on Market	Buyer Perception	Recommended Action
0-30 days	Active listing. Normal.	Hold price if correctly set.
30-60 days	Some buyer hesitation.	Review DLD data. Consider 2-3% reduction.
60-90 days	Price concern signal.	Serious price reset. Relaunch with new photos.
90+ days	The market has spoken.	Full reset to DLD floor. Or hold for next cycle.

SECTION 3

How to Sell Your Dubai Property From Overseas

Dubai's 'Digital First' real estate strategy, powered by the DLD and the REST App, means it is now possible to manage your entire property sale without being in the UAE. Thousands of overseas owners — in London, Mumbai, Singapore, New York — complete full remote transactions every month.

Here is the complete 2026 process, step by step.

01 Digital Power of Attorney (POA)

The POA gives a trusted representative in Dubai the legal authority to manage your sale.

2026 Requirements:

- Issue via video call with a UAE Notary Public — no embassy visit required
- UAE Residents: must have an active, verified UAE Pass to sign digitally
- Non-residents: present original passport during the video session
- Valid for 2 years from date of issue

Critical wording: The DLD no longer accepts General POAs for property sales. Your document must explicitly state **"Sale of Real Estate"** and include the specific Plot or Unit number. A General POA will be rejected at the Trustee Office.

02 NOC from Developer

Before your unit can be sold, you need a No Objection Certificate (NOC) from the original developer confirming no outstanding payments, service charges, or disputes.

Timeline by developer:

- Emaar: typically 5 working days
- Damac, Sobha, Nakheel, Meraas: typically 10-14 working days
- Smaller developers: allow 14-21 working days

Your appointed representative handles this on your behalf. Always account for NOC time in your sale timeline.

03 DLD Taqeemi Valuation

Request an official DLD Valuation Certificate through the REST app. Valid for 30 days. Your representative can obtain this on your behalf.

The certificate is used in the Form F (MOU) process and provides a certified market benchmark for the transaction.

04 MOU — Form F (Digital Signing)

When a buyer is found and terms agreed, the Memorandum of Understanding (Form F) is generated digitally through the DLD system.

- Both parties sign electronically.
- Buyer's deposit (typically 10% of purchase price) held in a regulated account.
- Your POA holder signs on your behalf using the authority you granted.

05 Virtual Trustee Session — Transfer of Title

The final transfer of ownership is completed via a Virtual Trustee Session: a secure video link connecting seller (or POA holder), buyer, and DLD officer to verify identities simultaneously.

2026 Payment Requirement: DLD now requires sale proceeds to flow directly to the Title Deed owner's UAE bank account. The account name must match the name on the Title Deed. If your account was closed or the name differs, resolve this before the transfer session — your POA holder cannot receive the funds on your behalf.

NEW 2026 DLD RULE

DLD now requires sale proceeds to transfer directly to a UAE-based bank account registered in the name appearing on the Title Deed. If you closed your UAE bank account, or the account name differs from the deed, you must resolve this before the transfer session. Your POA holder cannot receive the funds — the payment is legally tied to the registered Title Deed owner.

SELLER'S COST SUMMARY

What Does It Cost to Sell in Dubai?

Dubai has no capital gains tax and no seller income tax on property proceeds. The costs of selling are predictable and modest relative to many other markets.

Cost	Amount	Notes
DLD Transfer Fee	4% of sale price	Typically 50/50 buyer-seller split, but negotiable
Agent Commission	2% of sale price	Standard. Paid by seller.
Developer NOC Fee	AED 500 – AED 5,000	Varies by developer. Paid by seller.
Trustee Office Fee	AED 4,000 (approx.)	Apartments. AED 8,000 for land. DLD registered.
POA Notarisation	AED 500 – AED 2,000	Overseas notary + UAE attestation if applicable.
DLD Taqeemi Valuation	AED 2,500 – AED 4,000	Recommended. Valid 30 days.
Capital Gains Tax	**AED 0**	**No CGT in Dubai.**
Seller Income Tax	**AED 0**	**No property income tax in Dubai.**

Costs are approximate. Confirm current DLD fees at dubailand.gov.ae before transacting.

Typical Remote Sale Timeline

Stage	Typical Duration
Appoint advisor + agree strategy	1-3 days
List property + active marketing	Ongoing
First qualified offer received	2-8 weeks (depends on pricing)
MOU signed (Form F)	3-7 days from offer agreement
NOC from developer	5-21 days
Virtual Trustee Session / Transfer	1-3 days after NOC
Funds received in UAE account	Same day as transfer
Total (well-priced property)	**6-12 weeks from listing to close**

Ready to price it right and get it sold?

Book a free 15-minute Portfolio Allocation Call with Diana. You'll get a DLD-data pricing assessment for your specific unit, a clear remote-sale timeline, and an honest answer on whether now is the right time to sell — or to hold.

Book Your Free Call

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