



PIVOT 7 CAPITAL

THE PIVOT PRESS

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INSIGHTS • EVIDENCE • OPPORTUNITY

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01 / THE MARKET SIGNAL

One strong week. A more nuanced month.

A September weekly bulletin celebrated a 21.5% jump in transaction count. The broader month tells a different story. Both can be true — and both deserve context.



11,479

REGISTERED SALES

September 2026

65.6%

OFF-PLAN SHARE

Of registered sales

AED 1.33M

MEDIAN SALE PRICE

September 2026

THE SIGNAL / MEASURED PROPERLY

+21.5%

WEEK 37 / TOTAL TRANSACTIONS

−5.9%

SEPTEMBER VS AUGUST / SALES

THE P7 TAKE

Activity is not the same as value. One week of accelerated registrations does not erase a quieter monthly pattern. We examine completed transactions, asset type and acquisition basis.

Source: Dubai Data monthly report; Wakhan Properties Week 37 analysis (14 September 2026).

02 / PRICE VERSUS VALUE

The asking price is not the evidence.

At Jumeirah Golf Estates, the register is a starting point. The discipline is knowing which transactions can — and cannot — be compared.



SELECTED REGISTERED SALES / SEPTEMBER 2026

SIENNA LAKES

Villa • 11,929 sq ft

09 SEP

AED 16.25M

AL ANDALUS

Townhouse • 2,122 sq ft

11 SEP

AED 4.70M

REDWOOD AVENUE

Villa • 13,627 sq ft

14 SEP

AED 34.00M

LIME TREE VALLEY

Villa • 10,232 sq ft

21 SEP

AED 27.00M

THE P7 TAKE

Four sales. Four different investments. Plot area, built-up area, layout, micro-location, age, condition and tenure all change the comparison. Compare like for like, then negotiate from evidence.

Selected registrations are not like-for-like valuations or offers for sale. Record labels and area classifications should be checked for valuation.

Source: Dubai Data, Jumeirah Golf Estates registered sales, September 2026.

03 / DEAL DECODER

“Free fees”?

Look at the full price.

Project campaigns can promote DLD waivers, low down payments and extended payment plans. Helpful? Potentially. A discount? Only after testing the complete acquisition economics.

ILLUSTRATIVE ACQUISITION MATH

AED 2,000,000

EXAMPLE PURCHASE PRICE

AED 80,000

4% SALE REGISTRATION FEE

A fee waiver can be a real cash saving. It does not automatically prove an attractive entry price.

FOUR QUESTIONS BEFORE ANY BOOKING

01
WHAT IS THE NET ENTRY?

Price, fees, incentives, financing, fit-out and service charges.

02
WHAT ARE REAL COMPARABLES?

Registered transactions first; active listings second.

03
WHAT CAN GO WRONG?

Construction, handover, resale restrictions, payment milestones.

04
HOW DO WE EXIT?

Net rental income, liquidity, holding period and demand.

THE P7 TAKE

Before celebrating a promotional saving, underwrite the total purchase basis: true entry price, verified comparables, operating costs, execution risk and realistic exit.

Source: Dubai Executive Council Resolution No. 30 of 2013; illustrative figures only.

Beyond residential. What makes space useful?

The investment conversation is also about businesses, occupants and whether a building can serve its market.



24HC / DUBAI HEALTHCARE CITY

ON OUR RADAR

Freehold professional offices and clinic-capable spaces. Target handover May 2027. Healthcare use requires relevant DHCC licensing and approvals. Confirm pricing, inventory and legal terms before any decision.

THE P7 TAKE

An attractive building is not an investment thesis. Test occupant demand, permissible use, fit-out economics, carrying costs and exit liquidity.

Developer architectural rendering / illustrative. Project information subject to verification, availability and approvals.

05 / GLOBAL LENS

Dubai. Marbella. London. Same capital. Different math.

Overseas offers broaden the menu. They do not replace a side-by-side investment model. The objective is the most compelling risk-adjusted entry — not to crown a winner.



ACQUISITION

Price, transfer costs and finance

INCOME

Net yield after all costs

OWNERSHIP

Legal structure, tax and currency

EXIT

Liquidity and resale market

THE P7 TAKE

A trophy address can still be an expensive buy. A modest-looking opportunity can create value when entry pricing, cash flow and exit optionality align.

VALUE IS CREATED ON THE BUY, NOT THE SELL.

We represent disciplined private capital. Licensed brokerage partners handle transaction execution.

06 / RESEARCH & PERSPECTIVE

The evidence behind the issue.

Our starting point is the public record, not the headline or the asking price.

01 / REGISTERED MARKET

Dubai Data / Continental Club Property, September 2026 monthly report. 11,479 sales; 65.6% off-plan; AED 1.33M median; September -5.9% month-on-month.

<https://datadubai.ae/report/2026-09/>

02 / WEEKLY ACTIVITY

Wakhan Properties, Week 37 analysis, 14 September 2026. Total transactions including land rose 21.5%; these are not directly comparable with monthly sales figures.

<https://www.wakhanproperties.com/en/blog/dubai-property-activity-jumped-21-5-this-week-or-weekly-market-analysis-14-sep-2026>

03 / REGISTERED COMPARABLES

Dubai Data, Jumeirah Golf Estates historical registered sales. Individual property areas and labels require validation before formal valuation.

<https://datadubai.ae/communities/jumeirah-golf-estates/>

04 / TRANSFER COSTS

Dubai Executive Council Resolution No. 30 of 2013, fees schedule: 4% sale-contract registration fee. Allocation depends on agreement and law.

<https://dlp.dubai.gov.ae/Legislation%20Reference/2013/ECR%2030%20of%202013.html>

START WITH THE INVESTMENT THESIS.

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